RAISE YOUR BRAND IQ

IQ Magazine Advertising Guide

Food hubs help farmers scale up and improve their bottom lines.

Barry Thoele reach a broader customer base.

Sprout has helped grower TO MARKET:

personal files of CEOs and legislators.

variety of articles on the economy, communities and philanthropy of Central

winning magazine.

marketplace and is an intelligent advertising choice if you need to reach a regional

IQ

Cutting-edge Information.

Compelling Stories.

Captiveing Photography.

IQ is an intelligent advertising choice if you need to reach a regional marketplace and enhance your brand reputation as a community-focused organization. Published by the Initiative Foundation, IQ is a national award-winning magazine. IQ complements the work of the Foundation by featuring a variety of articles on the economy, communities and philanthropy of Central Minnesota while cover stories delve more deeply into regional trends.

The magazine is a source of insight and intelligence for busy leaders. We inspire knowledge that inspires action.

Sure, you’ll find us proudly displayed in lobbies and on cabin coffee tables. But we’re also bookmarked, dog-earred, sticky-noted and tucked away in the personal files of CEOs and legislators. IQ readers are leaders. We put your ad in their hands.

A Smart Buy

More Leaders
IQ reaches a far greater circulation than other regional magazines.

More Shelf Life
Leaders often save and reference IQ for up to two years after publication.

Less Clutter
IQ is designed to showcase advertising, not bury it. Only 35% of our content is reserved for ad space.

Less Invoice
We’re nonprofit. Compare our rates to other media.
Reach Influential People with Influential Information

**Total Circulation:** 15,000+

IQ readers are business and community leaders within the 14 counties of Central Minnesota. Complimentary subscriptions and publishing partnerships increase circulation with every issue. Each edition of IQ has an estimated pass-along readership of 60,000–80,000.

**Subscriber Profile**

**AGE**
- 41% are age 35–49
- 26% are over age 50

**EDUCATION**
- 79% have a college or post-graduate degree

**PROFESSION**
- 52% work as managers, senior managers or CEOs

**INCOME**
- 66% earn more than $50,000
- 40% earn more than $75,000

**REACH**
- 44% share IQ with at least 3-4 other readers

**List Segmentation**

- Initiative Foundation Supporters & Leadership Program Participants
- Business Leaders & Chamber Members
- Public Reading Locations: Includes lobbies of hospitals, salons, hotels, churches, etc.
- Nonprofit & Government Leaders
- Requested Subscribers

**Geographic Segmentation**

- Greater St. Cloud & Elk River Area: 39%
  - Benton, Sherburne, Stearns, Wright
- Brainerd & Mille Lacs Lakes Area: 29%
  - Cass, Crow Wing, Mille Lacs
- Little Falls Area & West Central Minnesota: 15%
  - Morrison, Todd, Wadena
- East Central Minnesota: 11%
  - Chisago, Isanti, Kanabec, Pine
- Outside Central Minnesota: 6%
Each edition of IQ Magazine is available online, so readers can see your advertisements on all their devices.

### Ad Sizes

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<th>WIDTH</th>
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### Advertising Rates

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