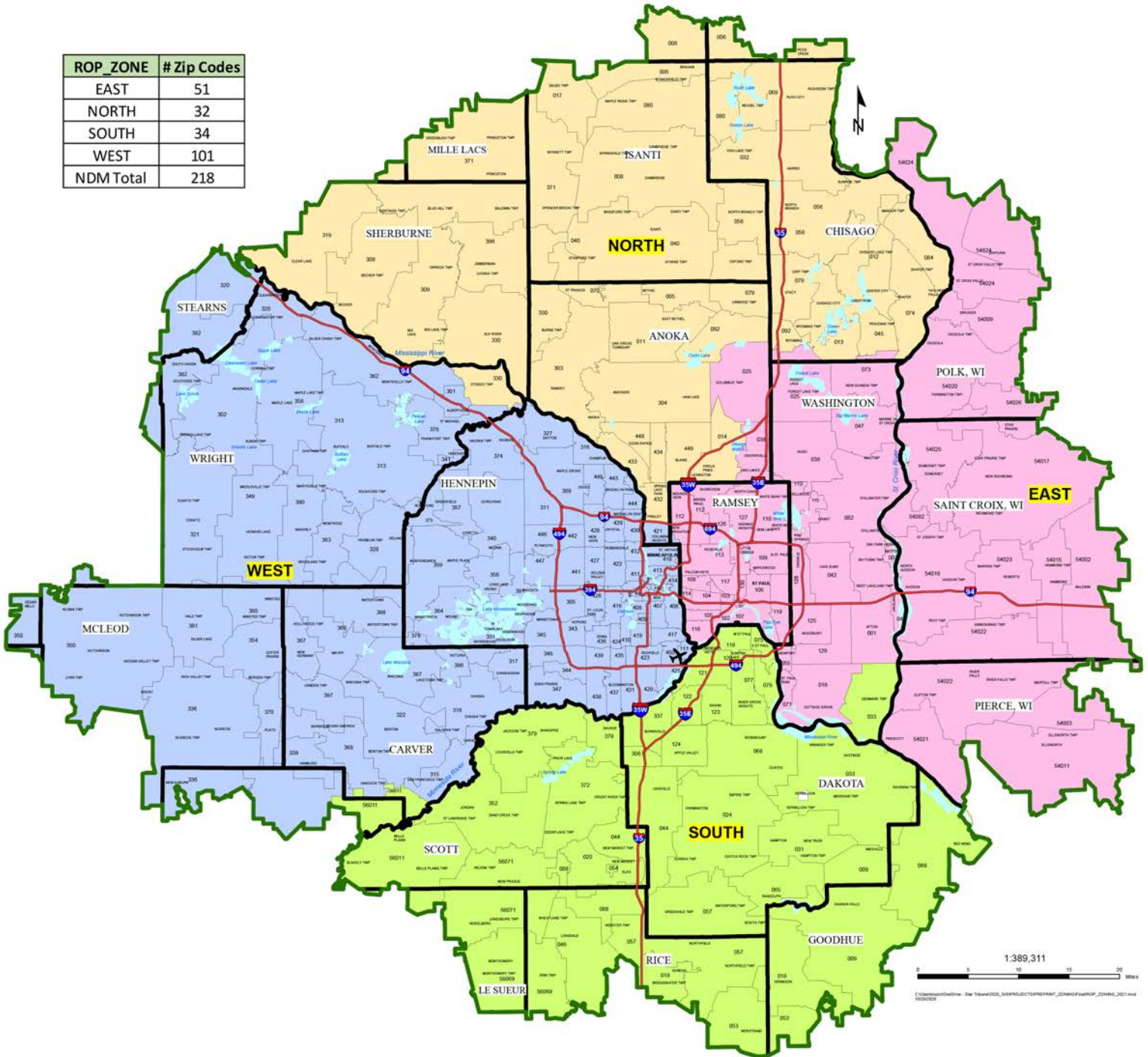


# ZONED ROP ADVERTISING

Reaches local consumers interested in doing business in their community by allowing you to advertise in the zone that covers your market area. Only available for Thursday Variety section. Multi-zone advertising options are available for you to expand your message into other communities.

ROP_ZONE	# Zip Codes
EAST	51
NORTH	32
SOUTH	34
WEST	101
NDM Total	218



## ZONED ADVERTISING OPPORTUNITIES

### THURSDAY VARIETY

Thursday's *Variety* section is zoned in the east, north, south and west zones. The *Variety* section covers many topics including information on home and garden, entertainment, books and lifestyle advice for today's metro adults. Section includes 4-color, spot color and black/white advertising opportunities.

### ZONED ADVERTISING OPPORTUNITIES

Zone	Thursday
East	Variety
North	Variety
South	Variety
West	Variety

### DAILY CIRCULATION & READERSHIP

Zone	Circulation	Readership
East	19,990	128,090
North	24,624	165,580
South	21,561	107,490
West	70,008	281,600

*Circulation Source: Star Tribune Alliance for Audited Media Audit Report for 52 weeks ended March 31, 2018*  
*Daily: Wed Avg. Proj. Circ.*

*Readership Source: Nielsen Scarborough 2019 R1; Mpls/St. Paul CBSA*  
*Note: Daily Cume = 5 insertion*