

About Us

Started in 2011, Life in Minnesota is a dedicated platform celebrating and showcasing the diverse experiences, cultures, and landscapes of Minnesota.


Our engaged audience provides a unique opportunity for advertisers to reach a niche demographic passionate about the Minnesotan lifestyle.

Web Assets

- 117K Visitors Monthly
- 38K In Minnesota
13K In Minneapolis
- 822K New Users Year-to-Date

Opportunities

- List or Guide Inclusion
- Sponsored Post
- Product Reviews
- Dedicated Links



Email Assets

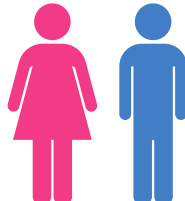
- 4K Subscribers
- 43% Open Rate
- 4.8% Engagement Rate

Opportunities

- Sponsored Email
- E-Newsletter Ad
- Targeted Campaigns

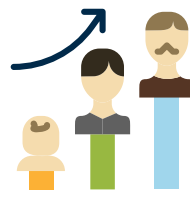
Meet Our Audience

51% FEMALE



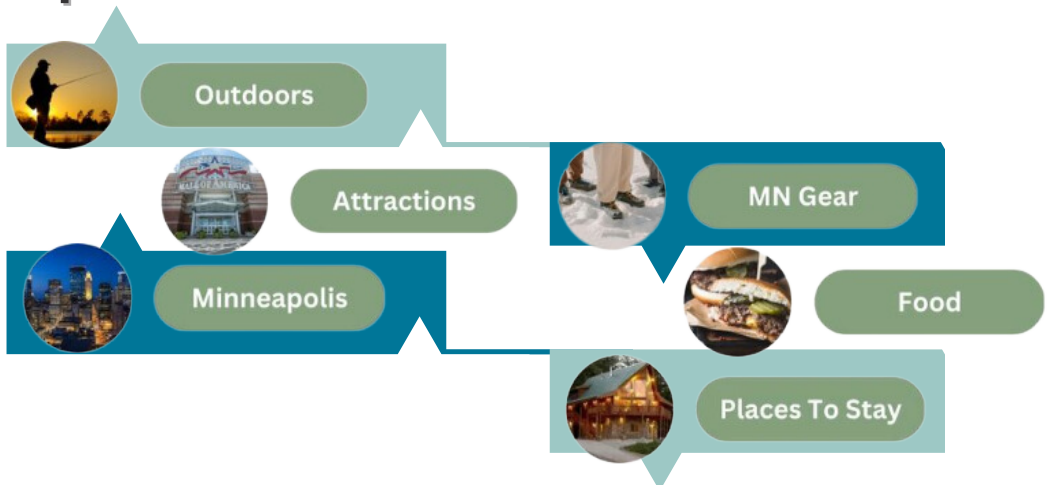
49% MALE

20% AGES 35-44



21% AGES 45-54

Our Hot Topics



Resources



Staff of 20 professional copywriters



Experienced copy and publishing editors



Robust library of stock imagery

Request a Proposal

We can't wait to work with you! Whether it's a single opportunity or an ongoing partnership, our marketing team will find the right fit for your content to reach our audience.



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