

**Mpls  
St Paul**  
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Dr. P. Gigi Chawla, photographed by Ackerman + Gruber for Mpls.St.Paul July 2016 Top Doctors issue.

COMING IN THE JULY 2017 ISSUE

# TOP DOCTORS

Choosing the right doctor takes research. Our readers start here.

# TOP DOCTORS 2017

Be a part of *Mpls.St.Paul's* bestselling, most-read issue of the year! **TOP DOCTORS** outsells all other local and national titles on Twin Cities newsstands. This issue is a reader favorite, and is the ultimate go-to guide for Twin Cities medical care. **TOP DOCTORS** provides an ideal environment, and audience, for all healthcare-related advertising. If you're in the business of healthcare, you cannot afford to miss this issue!

The **TOP DOCTORS** list results from peer-based measures (nominations and ratings) and independent research of professional background. Each year, all physicians located in the 10-county metro area are eligible to nominate and be nominated.

**READERS COUNT ON THIS INVALUABLE RESOURCE WHEN SEEKING THE FINEST MEDICAL PROFESSIONALS IN THEIR RESPECTIVE AREAS OF EXPERTISE.**

- **97%** of our subscribers see a medical specialist
- **78%** of our subscribers see a doctor regularly
- **39%** of our subscribers refer to one of our health issues when selecting a doctor or dentist
- **2,300** of our subscribers made a medical appointment as a result of visiting mspmag.com
- **330,289** Twin Citians read *Mpls.St.Paul Magazine* each month
- **35%** more **TOP DOCTORS** issues are sold on newsstands than the average issue
- **25%** of U.S. adults use physician-rating websites like mspmag.com's **TOP DOCTORS** when selecting a new doctor\*

## BONUS CIRCULATION TO NEW TWIN CITIES RESIDENTS!

The issue includes our annual **NEWCOMERS GUIDE**, a resource for those just moving to or discovering the metro. An additional 5,000 copies are distributed among 40 top corporations, as well as top real estate offices reaching brand-new employees, homebuyers, and families.

## MEDICAL & DENTAL PROFILES DEADLINES:

Profile space: 5/10/17

Photography completed by: 5/12/17

Profile materials: 5/16/17

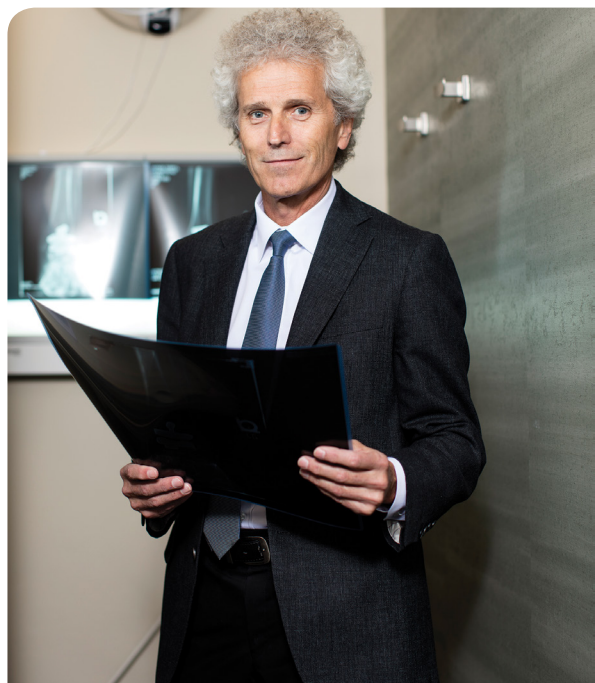
## JULY ISSUE RUN-OF-BOOK AD DEADLINES:

Display ad space: 5/18/17

Display materials: 5/22/17

## ADVERTISING INFO:

**LAUREN ALTSCHULER** 612.336.9209 | [lauren@mspmag.com](mailto:lauren@mspmag.com)





# MEDICAL & DENTAL PROFILES

Position yourself and your staff among the best in the Twin Cities with a professionally produced profile in the July **TOP DOCTORS** issue.

Your profile includes:

- Professional photograph shot on-location and photo rights upon completion
- Interview-style text, provided by you
- Contact information: business name, address, and website



Spread \$8,645



Full page \$5,645



2/3 page \$4,645 (5 people max)  
1/3 page \$3,645 (3 people max)

## UPGRADE TO A FULL ONLINE PROFILE

An enhanced listing will give you premier placement above your peers providing an in-depth look at your practice.

**MSPMAG.COM** includes listings for all clinics with **TOP DOCTORS** highlighted and searchable as a group. Also searchable by name, specialty, or geography.

### Includes:

- Photo of your choice
- Mapped location of offices
- Link to your website
- Details of your practice with searchable content
- Insurance Options
- Ability to incorporate social media sites
- Option to include video

**Cost:** \$1250 for the year // **FREE FOR PRINT-PROFILE PURCHASERS!**

*Note: Additional enhanced listings may be purchased at a reduced rate. Ask your rep for details.*

