



*Right Where You Live™*

# 2012 Media Kit





## At 59, the granddaddy of Twin Cities neighborhood newspapers

The cities of St. Paul and Minneapolis are believed to have one of the oldest and largest groups of urban neighborhood newspapers in the United States. The *Villager* is the oldest and largest of the current crop, now marking its 58th year. Other Twin Cities neighborhood newspapers range in age from 13 to 35 years.

Together, they make up the latest generation of neighborhood newspapers that first sprang up in the Twin Cities more than 100 years ago. The earliest examples of neighborhood journalism survive today only on microfilm at the Minnesota History Center.

In the 1880s and 1890s, the St. Paul and Minneapolis daily papers regularly published columns about the goings-on in far-flung city neighborhoods. However, as the ranks of daily newspapers thinned and the focus of their news pages changed, neighborhood news became less of a priority.

That's when smaller, neighborhood-based newspapers stepped in. The earliest of these papers appeared in the 1880s in the Midway, East Side, West Side and Ramsey Hill neighborhoods of St. Paul. By the end of that decade, more than a dozen neighborhood newspapers had hit the streets.

Few early papers were delivered door-to-door. Instead, they were sold for a few pennies or given away at businesses. Most were part of small printing companies that also cranked out business cards, stationery and handbills. Some even sold books and school supplies.

The growth of a developing Twin Cities neighborhood could be measured by the first edition of a neighborhood newspaper. Many of the early newspapers were started to promote a neighborhood as a good place to open a business.

The number of neighborhood newspapers in the Twin Cities dropped dramatically in the '30s and '40s. City directories list only a few such publications between the '30s and the '70s.

The revival of the neighborhood newspaper occurred in the '70s and '80s. As attention focused on revitalizing urban areas, neighborhood activists needed a communication vehicle to organize around issues. Some Twin Cities neighborhood newspapers got their start through urban renewal programs such as Model Cities, with assistance from such social services as Ramsey Action Programs, or were started by district councils. Most neighborhood newspapers in St. Paul and Minneapolis—both existing and defunct—were published by non-profit organizations. The *Villager* is one of seven neighborhood newspapers operating in the Twin Cities today that have always been for-profit businesses.





clubs and other organizations that availed themselves of the free publicity the newspaper provided. However, the newspaper provided scant coverage of the bigger local stories of that era.

If the early *Villagers* could be said to have an editorial “voice,” it was lent to amplifying the promotional efforts of individual merchants and the Highland Business Association. News and views of the association, which had been incorporated the same year that Haas-Jones bought the paper, almost always rated front-page coverage. In fact, for a time in the 1950s the newspaper did not even accept advertising from outside its coverage area, a decision no doubt made in the interest of local boosterism.

## Bacigalupo buys in

Huset died suddenly in 1958. Haas then hired a University of Minnesota journalism student, the late Ron Bacigalupo, to help out.

Bacigalupo was hired primarily to sell advertising, but he also took photos and wrote stories. “The *Villager* wasn’t much more than a shopper in the early days,” Bacigalupo once said, “It was full of short news items that fit around the ads, with a front page that lionized the local merchants. But I wasn’t going to journalism school to tell the world about the local Junior Achievement award-winners. I told the boss I wanted to write a column.

“Haas’ response, delivered in her inimitable German accent, was, ‘You’re a lousy speller!’ I recall wondering how we ever won World War II.”

The *Villager* became a true chronicler of local people and events in the 1960s. The banner on the *Villager’s* front page also evolved, reflecting not only its changing editorial scope but its distribution area: from proclaiming the newspaper as the “Official Publication of Highland Village Merchants” to the publication for “Highland Park, South Minneapolis, Fort Snelling and Mendota Heights” to “The Good Life in Your Community.” Circulation by that time had climbed from its original 12,000 to 26,100.

In 1969 Bacigalupo, who had tapped two financial backers to buy the *Villager* that year, set out to build what he hoped would be his own publishing empire. He and his investors also bought the *Twin Citizen*, the region’s first city magazine and predecessor of today’s *Mpls.-St. Paul*.

In retrospect, Bacigalupo admitted he had taken on a Herculean task in trying to publish both a monthly magazine and a twice-monthly newspaper. “I was ready to start a revolution,” he said, “but there wasn’t enough dry ammunition to sustain it.”

In the spring of 1970, Maurice Mischke severed his ties with a small St. Paul publishing company called Imagina-

tion Inc. that he and three business partners had formed as a moonlighting venture in 1959. Mischke had been employed as the business manager for Arnold Niemeyer and Associates, a St. Paul advertising agency, from 1954 until 1969 when he jumped into Imagination Inc. full time.

After leaving Imagination Inc., Mischke started his own one-man public relations firm, Maury Mischke Associates. Upon learning of Mischke’s search for office space in the Highland area, Bacigalupo offered him free rent in the *Villager’s* rented offices in exchange for doing the *Villager’s* books.

“Maury kept telling me I was losing money,” Bacigalupo said. With other publishing opportunities on the horizon, Bacigalupo decided to jump ship. Selling the *Villager* to Mischke to cover the *Twin Citizen’s* substantial printing debts gave Bacigalupo what he termed “the best and most honorable way out.”

## Mischke makes it his

Mischke bought the *Villager* in December of 1970. He soon learned that getting the *Villager* back on its financial feet would be a daunting task. The first issue under Mischke’s ownership actually lost money.

“He told me it might be rough at first—the first five years or so,” said Mischke’s wife, Jeanette, and mother of their eight children, then ages 6 to 18. “But running his own newspaper was something he always wanted to do. We both knew it was unlikely he’d get another chance.”

“What motivated him to buy the *Villager* was his love for the newspaper business in general,” said Michael Mischke, 58, Maurice’s son and successor as *Villager* publisher. “He liked the idea of being a big fish in a small pond, he liked the neighborhood, and he liked being in a position to make a difference in the lives of his readers and advertisers.”

Jeanette Mischke joined the *Villager* staff as classified ad manager in March of 1975. Michael was named editor in May of 1976, having served as editor of the St. John’s University student newspaper during his senior year, just as his father had done 29 years before.

The ensuing years brought many changes. Increasing advertising revenue resulted in bigger papers, more employees and dramatic improvements in both the editorial product and the newspaper’s design. That growth, in turn, prompted a search for larger quarters to house a larger staff and, for the first time, the paper’s own pre-press production facilities.

The Snelling Avenue building that now houses the business came on the market in 1981 at a time when the prime lending rate was 21 percent. With the assistance of the Highland Bank, the *Villager* was approved for the first and only lower-interest Minnesota Small Business Finance Agency



loan the state would ever make.

Even as circulation of the *Villager* continued to grow, first to 36,000, then to 45,000, another opportunity presented itself with the purchase of an adjacent neighborhood newspaper, the *Grand Gazette*, in August 1984. Michael Mischke was named publisher of that paper, even as he continued to serve as executive editor of the *Villager*.

In November 1985, the *Villager* and *Gazette* were incorporated as businesses of Villager Communications Inc., with Maurice as chairman and treasurer, Michael as president and Jeanette as secretary.

Jeanette Mischke retired from the family business in January 1989. Health problems told Maurice he should do likewise, "but he never got around to it," Michael said. Maurice died on August 19, 1991.

## A son's ascension

As the publisher and sole stockholder of Villager Communications Inc. since that time, Michael, with the assistance of right-hand man and chief executive officer John Rauch, has seen the company through three recessions, several key staff changes, the purchase of greatly enhanced production equipment, and the folding of the company's graphics arts division.

"The graphics division was created primarily to produce the papers," Mischke said. "With the efficiencies we realized from constantly updated hardware and software, and with the talents of all of those who helped produce our newspapers, we no longer needed a graphics division. Besides, that part of the business was losing money."

The *Grand Gazette* was not losing money in August 2003 when it became *Avenues, St. Paul's News & Arts Monthly*. However, the *Gazette* was having a hard time competing with its older, larger and twice as frequently published sister newspaper. By that time the *Gazette* had grown from 12,000 to 22,000 in circulation.

Rather than fold the *Gazette* into the *Villager*, Mischke opted to relaunch the newspaper as *Avenues*, a publication more suited to complement the *Villager*.

According to Mischke, the ensuing four years were the

best revenue-producing years the business had ever seen. However, by 2007 a changing media landscape dictated a new approach to local newspapering. With a series of ownership changes and staff layoffs and buyouts at the Twin Cities' two daily newspapers, Mischke decided it was an opportune time to do what his father had contemplated doing back in 1982 when he bought the *Gazette*. He folded *Avenues* into a redesigned *Villager*, expanding the circulation of what was already the largest neighborhood newspaper in the Twin Cities to 60,000 copies.

According to Mischke, the larger *Villager* created a better value for advertisers, simplified sales and marketing, expanded the door-to-door and newsstand distribution, and combined the best design and editorial content of both newspapers, including the use of full color on almost every page.

## The future of neighborhood news

Even with increasing competition in all facets of the media business, the *Villager* is now in a better position to thrive in the niche it occupies in the local marketplace, according to Mischke.

"The reason the *Villager* was born is the same reason it exists today," he said. "There's a strong and growing demand for news and advertising of a distinctly local nature, and though we know we can always improve, the staff here and the stable of freelance talent we've attracted are capable of meeting that demand as well or better than anyone."

According to Mischke, the future of neighborhood newspapers hinges largely on the future of the neighborhoods they serve. "What makes the *Villager* successful," he said, "is our ability to produce a quality newspaper with a depth and breadth of local news coverage that the daily newspapers can't hope to match, to deliver that newspaper to an attractive, loyal, well-educated readership, and to deliver that readership to a solid base of locally owned businesses that depend on those readers as loyal customers."

"We continue to do that and, though you won't see me sitting here 59 years from now, you will still see the *Villager*, in one form or another."



# Publication dates and special events for 2012

<b>education</b> <b>Health and Fitness</b> (January 11) <b>education</b> (January 25)	<b>JANUARY</b> 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>JULY</b> 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>Merchant Guide</b> (July 4) <b>Highland Fest</b> (July 18)
	<b>summer Camps</b> <b>Valentine's Day, Mardi Gras</b> (February 8) <b>Home improvement Fair seniors</b> (February 29)	<b>FEBRUARY</b> 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	
<b>Home improvement</b> <b>St. Patrick's Day</b> (March 14) <b>Home improvement</b> <b>Easter</b> (March 28)	<b>MARCH</b> 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>SEPTEMBER</b> 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	<b>Home improvement</b> (September 12) <b>Home improvement</b> (September 26)
<b>Home improvement</b> (April 11) <b>Real estate Guide</b> <b>Cinco de Mayo</b> (April 25)	<b>APRIL</b> 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	<b>OCTOBER</b> 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	
<b>Gardening</b> <b>Health &amp; Fitness</b> <b>Mother's Day</b> (May 9) <b>Grand Old Day</b> <b>Graduation</b> (May 23)	<b>MAY</b> 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>NOVEMBER</b> 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	<b>Holiday Gift ideas</b> (November 7) <b>Holiday Gift ideas</b> <b>Grand Meander</b> <b>Holiday Gift Guide</b> (November 21)
<b>Father's Day</b> (June 6) <b>seniors</b> <b>Fourth of July</b> (June 20)	<b>JUNE</b> 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	<b>DECEMBER</b> 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	

## Deadlines

News Deadlines are Tuesday, 8 days prior to publication.

Display ad deadline is Thursday, 6 days prior.

Service Directory/want ad deadline is Wednesday, 7 days prior.



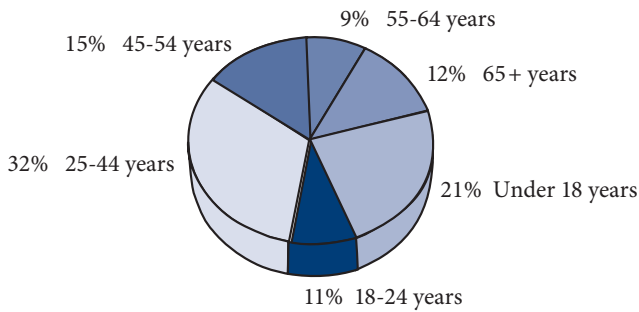
# Reader demographics\*

circulation: 60,000

Readership: 126,000

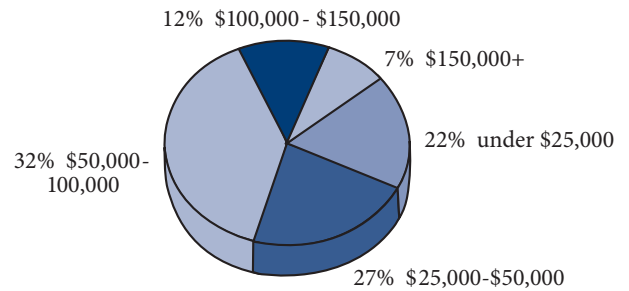
## AGE

Great Old Neighborhood – Fine Young Neighbors



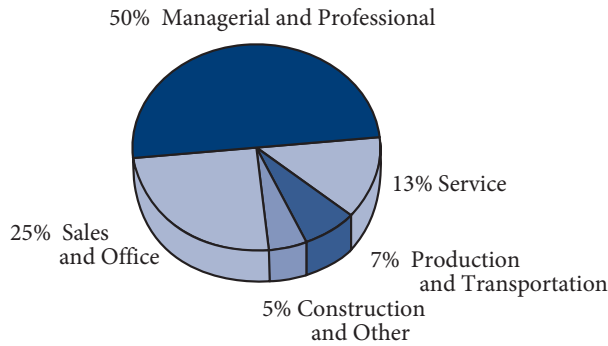
## FAMILY Income

40% Above The Twin Cities Median



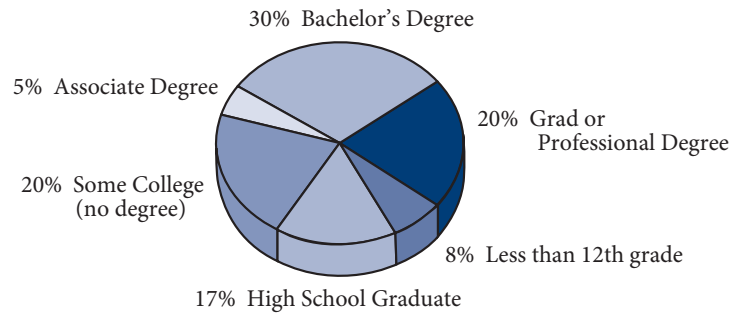
## Occupation

So Many Professionals And Decision Makers



## Education

A Myriad Of Highly Educated Readers



\*Source: 2000 U.S. Census



# Distribution area

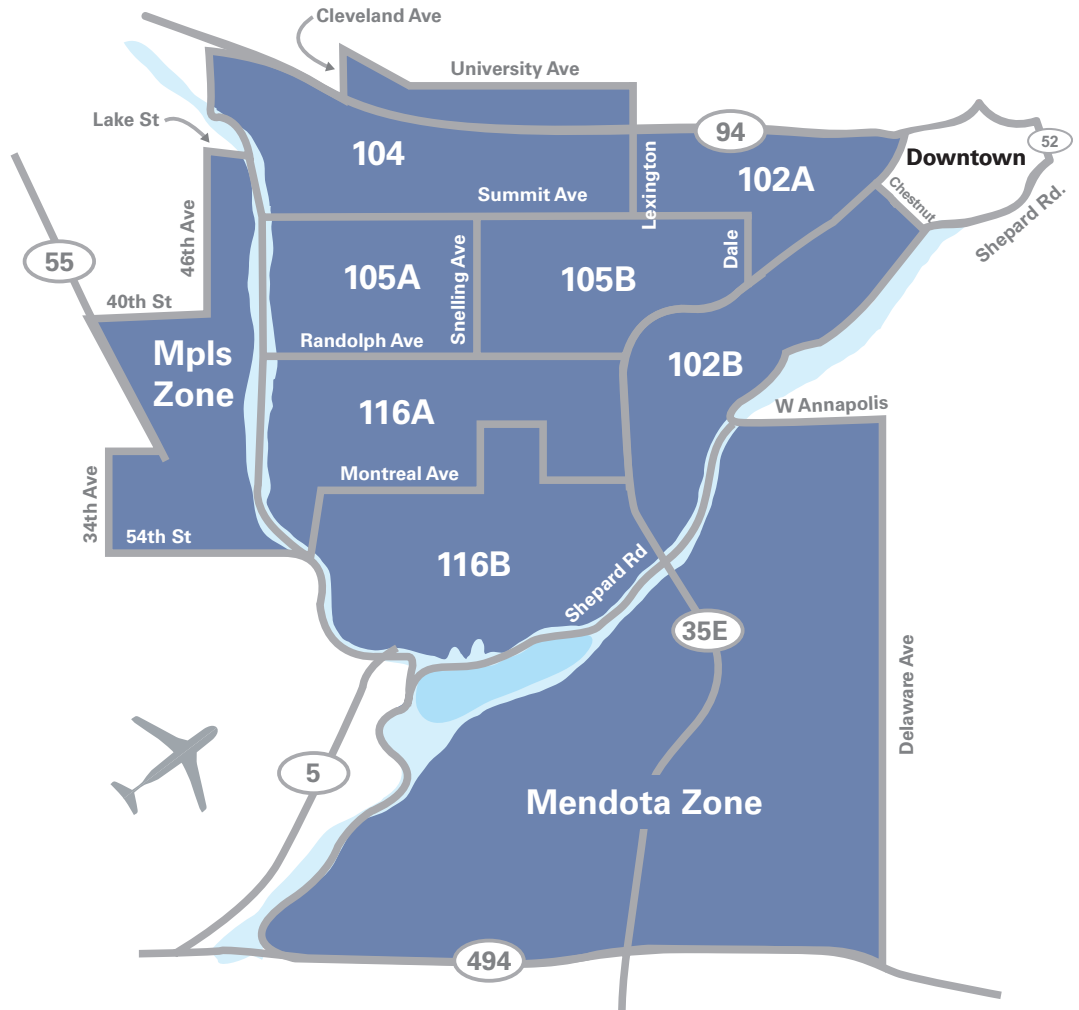




# Insert order form

Check the zones where your pre-printed insert should be distributed. Then fax this order form to 651-699-6501. Please call 651-699-1462 with questions.

Copies Distributed	
Zone	Copies
102A	<input type="checkbox"/> 6251
102B	<input type="checkbox"/> 4638
104	<input type="checkbox"/> 7228
105A	<input type="checkbox"/> 4727
105B	<input type="checkbox"/> 6362
116A	<input type="checkbox"/> 6540
116B	<input type="checkbox"/> 4463
Mendota	<input type="checkbox"/> 4908
Minneapolis	<input type="checkbox"/> 4791
<b>TOTAL</b>	<b>49,908</b>



**Pre-printed Insert Rates: Inserts under 1 oz. are \$60 per 1000.**

(Please call 651-699-1462 for a quote on inserts over 1 oz.)

- ✎ Page size should not exceed 8½" x 11."
- ✎ Hand-inserted, if required — add \$15 per 1,000.
- ✎ Rates on larger or heavier inserts are available on request.
- ✎ The minimum insert quantity in any one issue is 8,000, or two market area mini-zones. A map is available on request.

**Villager Issue Date** \_\_\_\_\_

**Client Name** \_\_\_\_\_

**Account Executive Name** \_\_\_\_\_



## Policies and procedures

Advertising and insert rates are non-commissionable.

The publisher reserves the right to reject or revise any ad or insert that he deems to be objectionable. Advertisements that demean any individual, race, religion, sex, institution, firm, business, profession, organization or affectional preference will not be accepted.

Any advertisement having the appearance of editorial material will have "Advertisement" printed above it. (In case it somehow doesn't, we'll insert it for you.)

The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability resulting from the publication of the advertisement.

The publisher will not be liable for slight changes or typographical errors that do not lessen the value of an advertisement, or for any other errors appearing in the advertisement unless the publisher received corrected copy before the copy deadline with corrections plainly noted thereon. However, if the mistake was ours, we'll make all reasonable amends.

If, for whatever reason your ad or preprinted insert does not make it into the paper, we'll make sure it's in the next issue—free.

Any display ad cancelled after the space reservation deadline is subject to a cancellation fee of \$3.00 per column inch (\$30 minimum—see deadlines on calendar page). Any display ad cancelled after 12:00 p.m. on the day following the space reservation deadline will be charged at the full rate. (In other words, you can pull it, but you still pay for it.)

Artwork, type, negatives, positives and all other items created by the newspaper are understood to be the newspaper's property. Such items will be stored for a period of time at the newspaper's discretion.

### Political Advertising

In true democratic fashion, we offer our political advertisers the same advertising rates and discounts as everyone else. However, political ads are accepted with payment in advance only.

While we may agree that too many laws exist governing political advertising, we'll do our best to help you comply so that neither of us gets sued.

### Religious Advertising

A discount of 20% is available to churches and synagogues on advertising that refers to services with no admission charge.

### Terms of Payment

Payment may be made by cash, check or credit card (Visa, MasterCard or Discover).

Credit account applicants must complete and remit a signed credit application. Ask your account executive for details. Until we get the results, you'll need to pre-pay.

All pre-payments must be received by the display ad camera-ready deadline (see deadlines on calendar page). If not, we must regretfully cancel your ad and charge a cancellation fee of \$3.00 per column inch (\$30 minimum).

A service charge of \$20.00 will be added to any check returned to Villager Communications unpaid by the advertiser's bank.



## Production information

When setting ads, subtract .056" (p4) from the ad's depth to allow for gutter space between ads. Do not subtract .056" from ads that are the full-page 15 inch depth. Ads over 13 inches will be set and billed at the full-page 15 inch depth.

- 6-column tabloid format.
- Printed area: 10- $\frac{5}{16}$ " inches wide by 15 inches deep (10.3334" x 15" or 62 x 90 picas).

Columns	Computer inches	Inches	Picas
1 column	1.5835"	1- $\frac{9}{16}$ "	9p6
2 column	3.3335"	3- $\frac{5}{16}$ "	20p
3 column	5.0835"	5- $\frac{1}{16}$ "	30p6
4 column	6.8334"	6- $\frac{13}{16}$ "	41p
5 column	8.5834"	8- $\frac{9}{16}$ "	51p6
6 column	10.3334"	10- $\frac{5}{16}$ "	62p
12 column	21.5"	21- $\frac{1}{2}$ "	129p

### How To Provide Us With An Electronic File

The *Villager* is published electronically on Macintosh computers. Our production artists import your electronic file directly into the newspaper. We prefer the following formats:

**Adobe InDesign, Adobe Illustrator, Adobe Photoshop  
TIFF, EPS or PDF**

Files from other software applications or computer platforms that create a high resolution TIFF, EPS or PDF file with embedded fonts and graphics also work. We cannot open MS Publisher files.

### Points To Remember

All necessary font and graphic files relating to the ad must be included with your file. Please do not combine font suitcases, but rather include them as provided by the foundry.

Image resolution should be near 300 dots per inch (dpi). Many programs export 72 dpi files, which is not enough for print media.

PDF files. Please embed complete fonts (not subsets) and graphics. Please do not enable any password protection or security block when creating a pdf.

Illustrator files must include fonts unless font outlines have been created.

Convert all RGB color to CMYK. Grayscale should be black (K) only.

The *Villager* does not print spot colors. When a customer requests a specific Pantone color number, the printer simulates the color with CMYK while matching to the appropriate Pantone swatch.

### Then Hit Send

If sending your ad via email, please use the email address of your display sales rep:

Tim Carroll:	tcarroll@myvillager.com
Bob Germaine	bgermaine@myvillager.com
Emmet McCafferty:	emmet@myvillager.com
Bob Stjern:	bob@myvillager.com

Our fax number: 651-699-6501