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60,000+

Digital Magazine Distribution

4.6M +

Annual Impressions

4500+

E-Newsletter Subscribers

19%

Open Rate

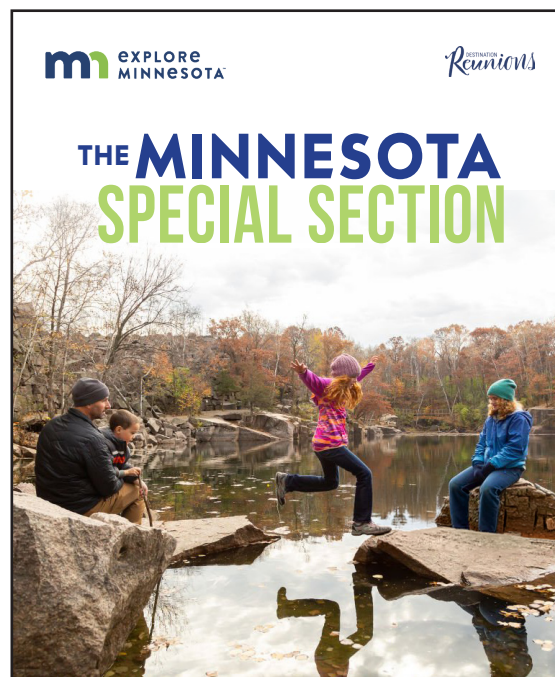
20+

Years of Authority

▲ **The Minnesota Special Section** showcases Minnesota's most family-friendly communities through immersive editorial, practical trip-planning tools and inspiring imagery.

Created in partnership with Explore Minnesota and powered by Destination Reunions, the #1 platform for reunion planning, this digital guide is designed specifically to reach family reunion decision-makers as they are researching destinations, evaluating lodging options and building itineraries. It offers a targeted opportunity to put your destination, attraction or property in front of planners who are actively shaping where and how their families will gather.

By participating, Minnesota CVBs and partners are featured within a cohesive, statewide narrative that makes it easier for planners to say "yes" to Minnesota.



"Authentic family moments begin in Minnesota"

- ▲ **Reach reunion and multi-generational planners at the moment they're deciding where to gather**, ensuring Minnesota destinations and properties are considered early in the planning cycle.
- ▲ **Use editorial storytelling that drives higher engagement**, encouraging planners to spend more time with Minnesota content and helping move destinations from awareness into consideration.

- ▲ **Maintain year-round visibility** through the Destination Reunions digital guide, website content, newsletters, and social channels, extending impact beyond a single placement.
- ▲ **Gain measurable exposure across multiple channels**, including DestinationReunions.com traffic, targeted email newsletter distribution, and social promotion — keeping Minnesota top-of-mind as families research and finalize reunion plans. published March '27 with Destination Reunions digital guide

**JOIN BEFORE
OCTOBER 1**

Simply complete the easy signup form and email to Tom Tobiason at Tom@ptmggroups.com,



The Minnesota Special Section is produced in cooperation with Destination Reunions, a Premier Travel Media brand. PtmGroups.com . 630.794.0696 Questions? Contact Tom Tobiason at Tom@ptmggroups.com, or call 630-248-0686 (cell).

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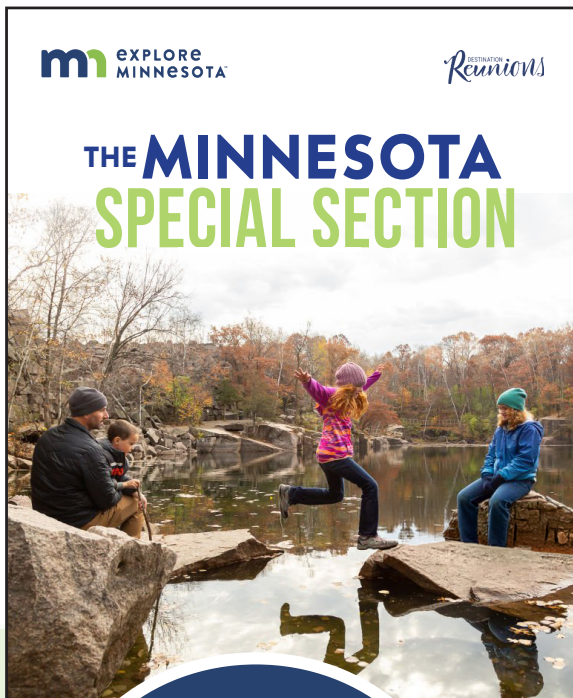
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YEAR-ROUND MULTI-GEN AND REUNIONS MARKETING!

We create custom content on your brand to distribute and promote through our digital magazine and channels. Your Site InSpection (SI) draws qualified planners who are interested in your destination, reunion ready lodging and family friendly experiences. It's featured in Destination Reunions digital magazine published March '27, along with your branding ad, plus it's online at DestinationReunions.com and featured in the InSite e-newsletter and on social media channels.

Includes	Explore Minnesota Co-op rate
• Full-page branding advertisement • Full-page editorial content feature • Expanded SEO-targeted digital Site Inspection article	\$ 2395

**SIGN
US UP!**

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