

## Client Case Study:

### EXPLORE MINNESOTA TOURISM

#### OBJECTIVE:

Develop a biennial publication distributing 165,000 copies through *Minnesota Monthly*, Explore Minnesota, Minnesota Department of Transportation and the Department of Natural Resources promoting the best information and opportunities for biking across the state.

#### EXECUTION:

Complete production—from editorial idea generation and creation through design, layout, advertising sales, prepress, printing and corresponding digital edition production, dissemination and promotion. Print and digital content engages cyclists with a useful mix of how-to guides, trail suggestions and interactive maps.

#### RESULTS:

A highly effective guide to the best biking trips, trails and adventures in the region that has become a mainstay in Explore Minnesota's arsenal.

A  
25+ YEAR  
CLIENT

