TCB
TWIN CITIES BUSINESS













2027 Media Kit

The power to enhance brands and connect business leaders.

MAGAZINE ▪ DIGITAL ▪ PODCAST ▪ EVENTS



TCB
TWIN CITIES BUSINESS

WHO WE ARE

A champion for business in Minnesota.

Twin Cities Business is Minnesota's leading local business news source — going beyond the headlines to explore opportunities and solutions, and to spotlight the people and companies who make business work here. We celebrate those leading Minnesota's thriving business community.

Informs

Award-winning reporting that digs deeper and asks why.

Encourages

Starts and joins the conversations that matter to local business.

Celebrates

Honors the innovators, leaders and companies making a difference.



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AUDIENCE

Minnesota's largest community of highly engaged business leaders.

Innovators, influential leaders, problem solvers, and dreamers — the executives, managers, owners, and influencers who trust TCB for content relevant to them and the organizations they lead.

The readership has been built deliberately over time, so the magazine reaches the people who shape how business works in Minnesota.

A statewide reach into the C-suite.

122,000
readers per issue

76%
are decision makers in top management

100%
of Minnesota public companies reached

89%
of all MN private companies with 50 or more employees

33,000
verified, audited circulation

$292,000
average household income

97%
with college education

42 minutes
average time spent with an issue



TCB
TWIN CITIES BUSINESS

CONTENT

Proven commitment to excellence, stewardship, and inspiration.

Asking why, digging deeper – it's in our DNA. Our award-winning reporters and columnists uncover stories yet to be told, explore opportunities and solutions, and celebrate the achievements of Minnesota's business community.

Starting and joining conversations about issues and initiatives that matter to the local business community is at the core of our purpose. We believe business has the power to drive change, advance ideas, and elevate talent.

Daily, we engage with Minnesota's most respected business leaders and companies to uncover the stories of the innovators, rising executives, and companies making a difference in our community.



TCB
TWIN CITIES BUSINESS

Reach business leaders where they are.

Our multi-platform approach allows us and our advertisers to engage with business leaders across various channels, ensuring consistent and widespread exposure. From print and digital to social media campaigns and live events, we offer a comprehensive strategy to maximize visibility and make connections.

Magazine
Award-winning. Published six times a year

Website
TCBmag.com – Daily local business news

Newsletters
Daily Brief and Insights

Video podcast
The TCB Show, weekly with top business leaders

Social
63,000+ followers across all channels

Live Events
Award celebration, panels discussion, and networking

Branded Content
Share topic expert through-leadership

Extended Reach
Opt-in contacts you can target by geography, behavior, and demographics.

2027 ISSUES

TCB reaches executive readers seeking meaningful journalism and industry insights. We go beyond the headlines to explore business opportunities and solutions — focusing on the industries and people who make it all happen. Align your brand with our content.



FEB/MAR
SMALL BUSINESS
How do Minnesota's small businesses turn ambition into staying power? We dig into the decisions that define growth: managing cash flow, hiring smart, sharpening leadership, and competing with confidence. Through candid stories and expert advice, we explore what really moves a business forward. Plus, our annual Faces profiles spotlight those standing out in their industries.



APR/MAY
WOMEN IN BUSINESS
What does it take to move gender parity from goal to reality in Minnesota business? Each year, we spotlight women leaders and the companies advancing equity in the workplace. We'll also unveil the highly anticipated Minnesota Census of Women in Corporate Leadership by St. Catherine University, highlighting trends and naming public companies that exceed industry standards for female representation in executive offices and on boards of directors.



JUN/JUL
LEADERSHIP
What does it really take to lead in Minnesota today? We explore the qualities that shape strong leaders: developing talent, growing careers, and guiding teams through change with clarity. This edition also celebrates five visionary leaders by inducting them into the esteemed Minnesota Business Hall of Fame, plus unveils the results of the *Best of Business* readers' choice poll.



AUG/SEP
INNOVATION + ENTREPRENEURSHIP
What does it take to build a business or reshape an entire industry? Through the Minnesota Family Business Awards and EY's Entrepreneur of the Year Awards, we introduce you to the founders, families, and innovators leading Minnesota's most successful enterprises, driving fresh ideas, and fueling economic growth across a diverse range of sectors.



OCT/NOV
BUSINESS FOR GOOD
Can a company chase profit and purpose at the same time? We showcase Minnesota businesses that blend the two through inventive philanthropy and socially responsible practices. We also celebrate the Outstanding Directors Awards, honoring leaders who drive change through board service, and the Community Impact Awards, spotlighting nonprofit and corporate partnerships making a real difference across the state.



DEC/JAN
PERSON OF THE YEAR + TCB 100
Who moved Minnesota business forward this year? We close the year by spotlighting one leader whose vision drove measurable success and left a lasting mark on the community. Then we unveil our most anticipated feature: the TCB 100, our annual list of 100 people in Minnesota business poised to make news and drive change in the year ahead.

2027 CONTENT CALENDAR

TCB
TWIN CITIES BUSINESS



FEB/MAR

SMALL BUSINESS

SPECIAL SECTIONS
- Small Business
- Faces Of Business
- Meetings & Events

INSIGHTS
- Outsourcing for Small Business
- SBA Financing

NOTABLE LEADERS
- General Counsel
- Recruitment & Talent

EVENTS
- 2027 Industry Forecast (Feb)
- TCB Talks: Small Business (Mar)

DEADLINES
Space: 12/30/26
Ads: 1/6/27
Published: 2/3/27



APR/MAY

WOMEN IN BUSINESS

SPECIAL SECTIONS
- Census of Women in Corporate Leadership
- Women to Watch

INSIGHTS
- AI in Business
- Women and Wealth

NOTABLE LEADERS
- Women in Banking & Wealth Services
- Women in Marketing

EVENTS
- TCB Talks: Women in Leadership (Apr)
- TCB Talks: (May)

DEADLINES
Space: 3/1/27
Ads: 3/4/27
Published: 4/1/27



JUN/JUL

LEADERSHIP

SPECIAL SECTIONS
- Best of Business Awards
- HR Thrive Awards
- Meetings & Events

INSIGHTS
- Workforce Strategies
- Estate Planning for Business Owners

NOTABLE LEADERS
- Partners in Law
- Construction & Commercial Real Estate

EVENTS
- Best of Business Awards (Jun)
- Minnesota Business Hall of Fame (Jul)

DEADLINES
Space: 4/30/27
Ads: 5/5/27
Published: 6/2/27



AUG/SEP

INNOVATION & ENTREPRENEURSHIP

SPECIAL SECTIONS
- Entrepreneur of the Year
- MN Super Lawyers

INSIGHTS
- The Experience Economy
- Exit Planning

NOTABLE LEADERS
- Health Innovation & Care
- M&A

EVENTS
- TCB Talks (Aug)
- MN Family Business Awards (Sep)

DEADLINES
Space: 7/1/27
Ads: 7/8/27
Published: 8/4/27



OCT/NOV

BUSINESS FOR GOOD

SPECIAL SECTIONS
- Business for Good
- Giving Guide
- Meetings & Events
- Commercial Real Estate CREDA Awards

INSIGHTS
- Brand & Reputation
- CRE: Financial Solutions & Market Trends

NOTABLE LEADERS
- Nonprofit Board Members
- Higher Education

EVENTS
- Outstanding Directors Awards (Oct)
- Community Impact Awards (Nov)

DEADLINES
Space: 9/1/27
Ads: 9/7/27
Published: 10/4/27



DEC/JAN

PERSON OF THE YEAR + TCB 100

SPECIAL SECTIONS
- Minnesota Cup
- Five Star Wealth Managers

INSIGHTS
- Educating for the Skills Gap
- Prioritizing Family Philanthropy

NOTABLE LEADERS
- Emerging Leaders
- CTOs & CIOs

EVENTS
- Person of the Year + TCB 100 (Dec)
- Notable 2027 Alumni Network (Jan)

DEADLINES
Space: 10/29/27
Ads: 11/3/27
Published: 12/7/27

2027 MAGAZINE RATES, DEADLINES & DIMENSIONS

TCB
TWIN CITIES BUSINESS

RATES

Ad Size	1x Rate	3x Rate	6x Rate	Nonprofit
Spread	$13,100	$12,400	$11,800	$10,500
Full	$ 8,200	$ 7,800	$ 7,400	$ 6,600
2/3 Vertical	$ 7,100	$ 6,700	$ 6,400	$ 5,700
1/2 Horizontal	$ 5,300	$ 5,000	$ 4,800	$ 4,200
1/3 Vertical	$ 5,000	$ 4,800	$ 4,500	$ 4,000
1/3 Square	$ 4,600	$ 4,400	$ 4,100	$ 3,700
1/4 Square	$ 4,300	$ 4,100	$ 3,900	$ 3,400

Premium Positions:
Back Cover: Add 20% to earned page rate
Inside Front: Add 15% to earned page rate
Inside Back: Add 10% to earned page rate
Other Premium Positions: Add 10% to earned page rate

DEADLINES

Issue	Space	Materials	Published
Feb/Mar	12/30/26	1/6/27	2/3/27
Apr/May	3/1/27	3/4/27	3/31/27
Jun/Jul	4/30/27	5/5/27	6/2/27
Aug/Sep	7/1/27	7/8/27	8/4/27
Oct/Nov	9/1/27	9/7/27	10/4/27
Dec/Jan	10/29/27	11/3/27	12/7/27

AD MATERIAL SUBMISSION

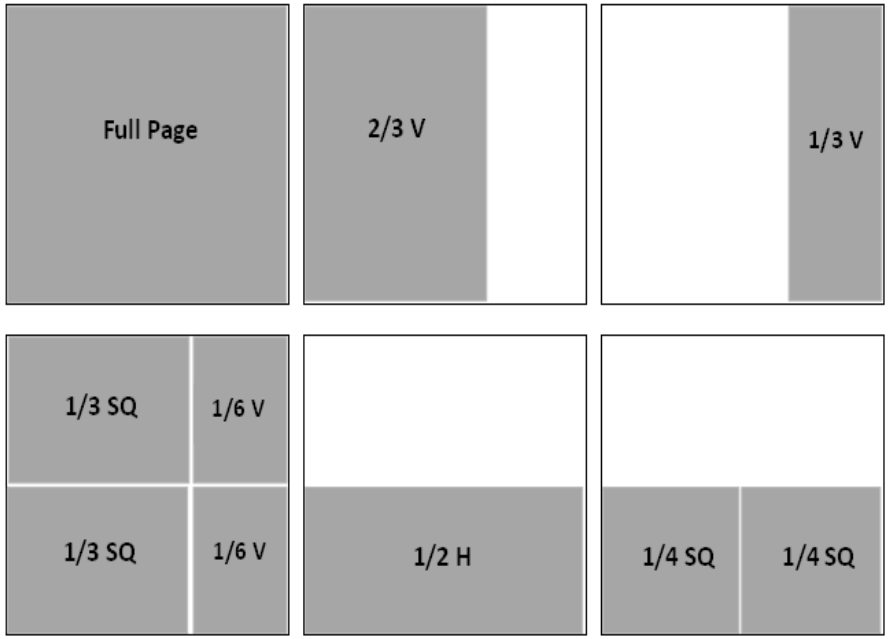
Tim Dallum, Production Manager
tdallum@TCBmag.com | 612-336-9245

DIMENSIONS

Ad Size	Width		Height
Full (Bleed)	9.25	x	11.125
2/3 Vertical	5.125	x	10.125
1/2 Horizontal	8	x	4.625
1/3 Vertical	2.5	x	10.125
1/3 Square	5.125	x	4.875
1/4 Square	3.875	x	4.625

Bleed Specifications:
Bleed: 9.25 x 11.125 | Trim: 9 x 10.875
Live Area: Keep text .3125 (5/16) in from trim. An extra .25 (1/4) is required in the gutter of the inside back and inside front cover





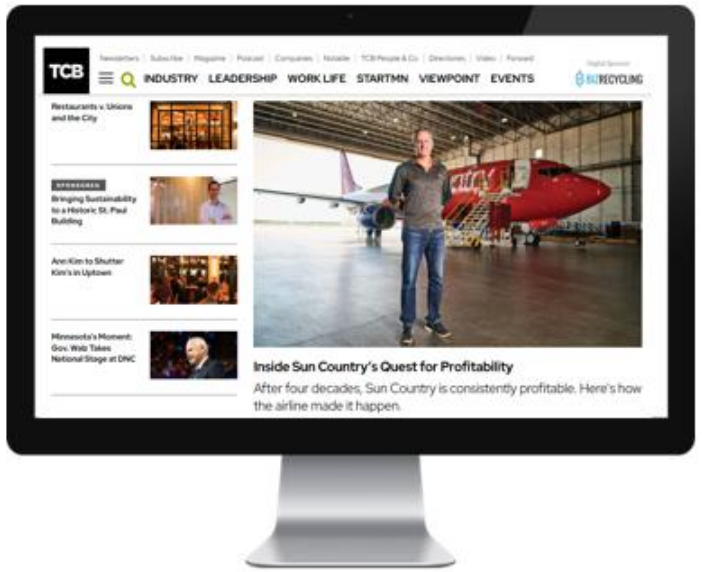
DIGITAL

Direct access to Minnesota's decision-makers starts here!

TCB website, newsletters, podcast, and social media are trusted sources for local business news and perspectives.

WEBSITE

TCBmag.com is Minnesota's trusted online source. A go-to news source for the local business community.

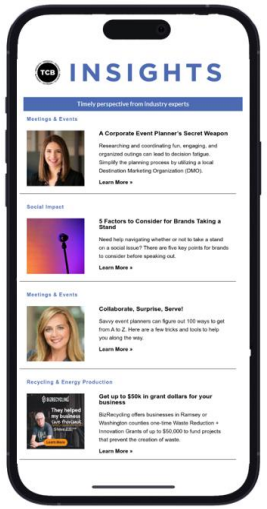


NEWSLETTERS

Daily Brief arrives each morning in your inbox to deliver essential local business news, key perspectives, and conversations in a concise, easy-to-scan email.

Insights is delivered monthly, sharing expertise and thought leadership directly to TCB's readers.



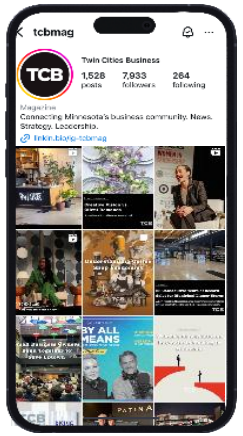


VIDEO PODCAST

The TCB Show is a weekly video podcast featuring conversations with top leaders who are shaping our region's growth and innovation.



SOCIAL MEDIA



TCB actively shares business news and contributes to the conversation across all social media channels. Its influence comes from reaching a highly engaged business audience and a social following of 63,000.



DIGITAL AUDIENCE

TCB
TWIN CITIES BUSINESS

Minnesota's trusted online business news source.

TCBmag.com and the TCB Daily Brief newsletter are go-to news sources for business headlines, conversations with leaders, perspectives, and advice.

1.5 million
pageview annually

5.5 million
newsletters delivered annually

1 million
reach across all TCB channels

40,000
hours of monthly content engagements

960,000
annual website users

63,000
Social media followers

DIGITAL

Video Podcast Sponsorship

Position your brand at the center of Minnesota's business conversation—and take the microphone as a featured guest.

Hosted by *Twin Cities Business* VP of Editorial Innovation Charlie Rybak, ***The Twin Cities Business Show*** is a weekly video podcast featuring candid conversations with the influential leaders, companies, and innovators shaping the Twin Cities economy.

Episodes explore the career journeys, defining decisions, business challenges, and lessons learned by Minnesota's most compelling business leaders. Distributed across major podcast platforms, YouTube, and TCB's social-media channels, the show gives sponsors meaningful visibility among an engaged local business audience.

Exclusive 8-Episode Sponsorship
Sponsor an eight-week series of consecutive episodes and receive a unique opportunity to participate in the conversation: your organization's leader will appear as a featured guest on one episode during the sponsored series. The interview provides a credible, editorial-style platform to share your story, leadership perspective, and business priorities with the Twin Cities business community.

Sponsorship includes:

- Eight consecutive weekly episodes of *The Twin Cities Business Show*
- One featured-guest appearance for a representative of your organization during the eight-episode series
- Digital on-screen logo placement on social clips promoting each episode across Instagram, TikTok, Facebook, X, and LinkedIn
- A 15-second host-read sponsorship message at the beginning of every episode during the middle of every episode
- Logo placement on the *Twin Cities Business Show* landing page at TCBmag.com
- Sponsorship of the print Q&A feature from one show episode, including a one-third-page advertisement adjacent to the article.

Investment: $14,000 with print Q&A | $10,000 podcast only








CLAROS CEO MICHELLE BELLANCA

INSIDE THE RACE TO SOLVE THE PFAS PROBLEM, AND WHY CLAROS THINKS IT WILL WIN.

Twin Cities Business: PFAS are chemicals resistant to heat, water, and oil?

"We have to prove credibility so that industrial [users] trust us. And we have to make the technology affordable enough to get it into as many industrial [users] as we can."

—MICHELLE BELLANCA, CEO, CLAROS TECHNOLOGIES

FIND US ON YOUTUBE
Watch the full interview on YouTube, listen on podcast platforms, and follow us on social channels: @tcbmag

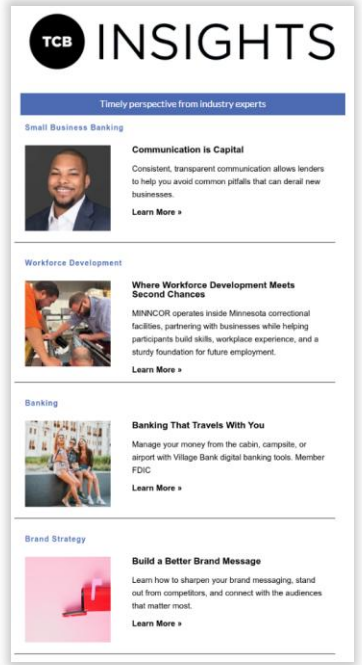
30-Day Digital Amplification Packages

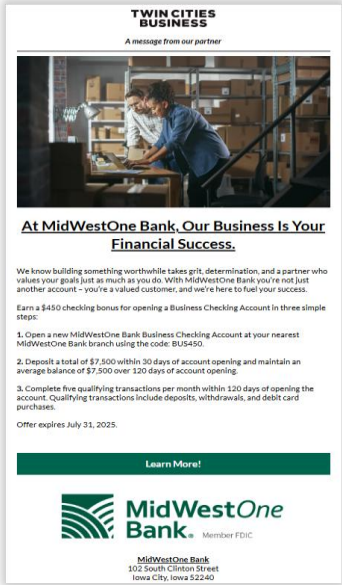
Promote an event, special offer, or showcase your brand with a package that includes banner ads across these digital channels, delivering 95,000 impressions over 30 days.

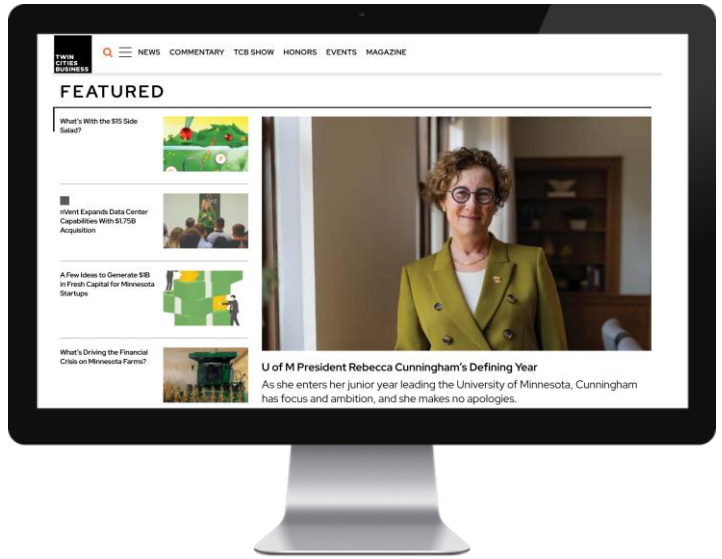
STANDARD | $3,200 ($4,200 value)
- **TCBmag.com—** Banner or text ad over 30 days (20k Impressions) and
- **Daily Brief Newsletter—** Banner or text ads once a week for four weeks. (67k impressions)
- **Insights Newsletter—**Text ad in the monthly newsletter for one month. (8.6k impressions)

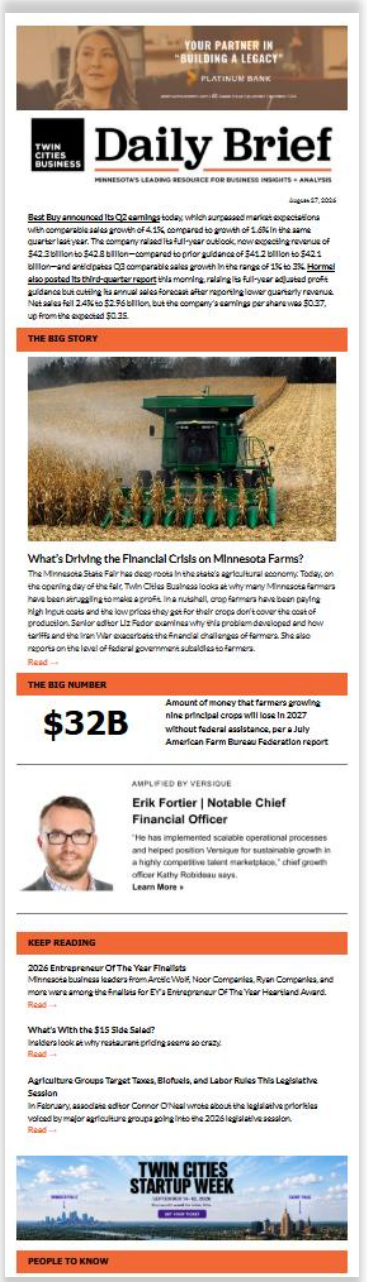
PREMIUM | $4,900 ($6,000 value)
- **TCBmag.com—** Banner or text ad over 30 days (20k Impressions)
- **Site Sponsorship -** Logo on TCBmag.com Masthead for 30 days (50% SOV, 50k impressions)
- **Daily Brief Newsletter—** Banner or text ads once a week for four weeks. (67k impressions)
- **Insights Newsletter—**Text ad in the monthly newsletter for one month. (8.6k impressions)

PREMIUM PLUS | $6,900 ($9,000 value)
- **TCBmag.com—** Banner or text ad over 30 days (20k Impressions)
- **Daily Brief Newsletter—** Banner or text ads once a week for four weeks. (67k impressions)
- **Insights Newsletter—**Text ad in the monthly newsletter for one month. (8.6k impressions)
- **Dedicated Email—** One send to a customized list from TCB subscribers (10k impressions)









TCB
TWIN CITIES BUSINESS

Elevate your brand and amplify your leader's expertise by contributing advice and perspective.

TCB Insights brings together industry experts to weigh in on a timely topic. In each issue, *TCB* selects a different industry and asks brand leaders like you to share advice and perspectives with our readers.

Each participant works one-on-one with a member of our editors, who will come to you with a timely question related to your area of expertise, conduct a brief interview (by phone or email), and incorporate your content into the article. The result is a polished piece that shares your perspective and elevates your organization's thought leadership alongside other respected voices in the Minnesota business community.

2027 TOPICS	ISSUE	SPACE	DISPLAY AD
Supply Chain & Logistics	Feb/Mar	12/14/26	1/6/27
SBA Financing	Feb/Mar	12/14/26	1/6/27
AI in Business	Apr/May	2/15/27	3/4/27
Women and Wealth	Apr/May	2/15/27	3/4/27
Workplace Strategies	Jun/Jul	4/19/27	5/5/27
Estate Planning for Owners	Jun/Jul	4/19/27	5/5/27
The Experience Economy	Aug/Sep	6/23/27	7/8/27
Exit Planning for Owners	Aug/Sep	6/23/27	7/8/27
Brand & Reputation	Oct/Nov	8/23/27	9/7/27
CRE: Financial Solutions & Trends	Oct/Nov	8/23/27	9/7/27
The Skills Gap	Dec/Jan	10/18/27	11/3/27
Family Philanthropy	Dec/Jan	10/18/27	11/3/27

RATES

Full Page + Content	$7,900
Half Page + Content	$5,800
Quarter Page + Content	$4,900

PACKAGE

- Content participation in the article
- Print display ad
- Inclusion in Insights e-newsletter



INSIGHTS: RECRUITMENT & TALENT

SPONSORED CONTENT

Thoughtful Leadership During Times of Risk

The pace of executive changes is accelerating—and so are failed transitions. Yet many organizations treat executive departures and retirements, along with successor onboarding, as separate efforts, creating unnecessary risk when stability matters most. A more effective approach links legacy planning with structured onboarding, supporting outgoing and incoming leaders simultaneously to protect performance, culture, and reputation.

Without intentional support, the emotional and practical complexity of this moment can make it difficult to slow down, reflect, and transfer knowledge. As a result, critical expertise may disappear overnight. Structured legacy planning helps leaders capture this knowledge, transfer relationships, and reinforce culture. Further, how leaders are treated at the end of their tenure demonstrates organizational values.

At the same time, new executives face intense pressure to deliver results quickly while learning an organization's culture, expectations, and decision dynamics. Research consistently shows that a high percentage of external hires struggle in their first 18 months—not because they lack capability, but because they lack structured integration. Executive onboarding accelerators provide alignment, stakeholder engagement, and early-priority planning.

When legacy planning and onboarding are combined, continuity replaces disruption. Outgoing leaders plan for the future, and newcomers gain clarity on expectations and the pace of change. This results in faster productivity, better engagement, and less risk. Connecting leadership transitions with onboarding turns change into a strategic advantage.

"When executives depart, they take with them decades of institutional knowledge, relationships, and cultural influence. These transitions are deeply personal."

Anne DeBruin Sample
Owner and CEO, Navigate Forward

Talent Planning is Ongoing Work

Talent planning begins with a clear leadership decision about how talent conversations are going to work. The first choice is between an open system and a closed system. An open system treats talent planning as ongoing work—information flows continuously with heavier focus during promotions, retirements, and vacancies. This approach supports organizations focused on raising the overall quality of the talent pool. Leaders create regular space for feedback, development, and course correction. The tradeoff involves discipline: a consistent cadence of talent discussions and investment in development opportunities.

A closed system operates differently. Talent discussions switch on only when roles open. This approach limits time and cost spent on development and keeps employees on near-term execution.

Effective talent planning favors an open system paired with structure. Leaders need shared language and consistent forums to evaluate performance and growth. Tools like performance and potential matrices support the conversation, but it must lead to action. High-potential talent requires stretch goals and champions. Core contributors need clarity and stability. Underperformers need direct feedback and coaching.

When leadership teams treat talent planning as ongoing work, succession risk declines and trust rises.

Beyond the Agenda

Today's executive meetings, retreats, and team events are expected to deliver far more than a polished agenda. Companies want gatherings that strengthen culture, spark ideas, and give people a reason to be fully present.

One of the biggest shifts we're seeing is the move toward all-inclusive event experiences. Planners are increasingly looking for venues that support every part of the day in one place—main sessions, breakouts, networking, and banquets. This kind of flow reduces friction for attendees and allows organizers to build a more intentional experience from start to finish.

"The most successful owners aren't chasing trends; they're choosing technology that aligns with their operations, culture, and capacity."

Steve Weitz Senior Vice President, Business Banking Manager

99 MONTH/MONTH 2026 | TCBMAG.COM

Branded Content Package

These packages allow you to share more than a sound bite and distribute it across all TCB's trusted print, digital, and social channels. All packages include content creative (writing and design) by TCB content studio.

PRINT PACKAGE | Full-Page $7,400 and Two-Page Spread, $11,800

- **Twin Cities Business Magazine—** Full-page sponsored content published in the issue of your choice.

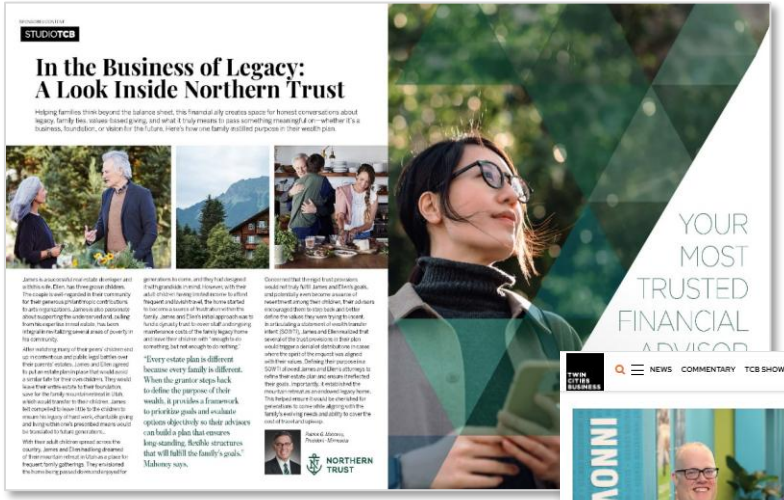
DIGITAL PACKAGE | $4,900

- **Branded Content Article Page—** Posted online at TCBmag.com, with company-branded ads roadblocking content.
- **TCBmag.com—** Content text ads on tcbmag.com homepage and run-of-site. (30k IMPs)
- **Daily Brief Newsletter—** Text ad once a week for four weeks. (67k IMPs)
- **Insights Newsletter—** Content featured in the monthly newsletter for one month (8.6k IMPs)
- **Social Media—** Post shared with TCB's social channels (63k followers)

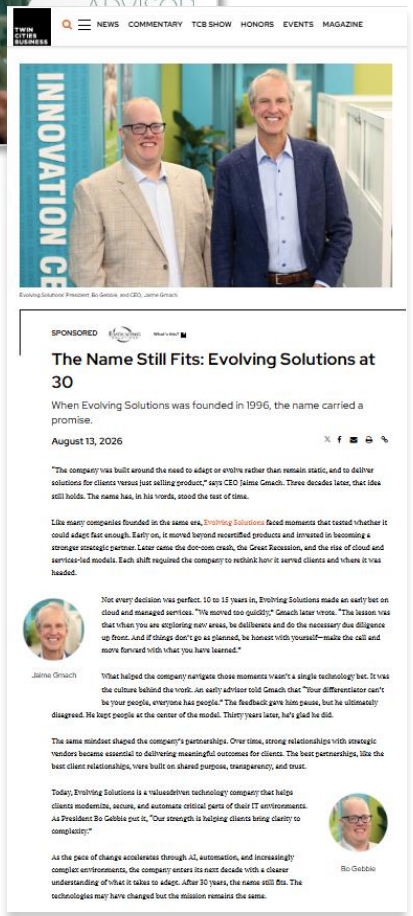
PRINT & DIGITAL PACKAGE | Full-Page $11,500, or Two-Page Spread, $15,400

- **Twin Cities Business Magazine—** Full-page sponsored content published in the issue of your choice.
- **Branded Content Article Page—** Posted online at TCBmag.com, with company-branded ads roadblocking content.
- **TCBmag.com—** Content text ads on tcbmag.com homepage and run-of-site. (30k Impressions)
- **Daily Brief Newsletter—** Text ad once a week for four weeks. (67k impressions)
- **Insights Newsletter—** Content featured in the monthly newsletter for one month (8.6k impressions)
- **Social Media—** Post shared with TCB's social channels (63k followers)

★ *Professional writing and photography are available through TCB content studio for additional investment.*







LIVE EVENTS CALENDAR

Bringing business leaders together.

FEB & MAR

TCB Insights: The State of Businesses (Feb)
A lineup of seasoned executives share candid insights into the evolving landscape of business. Hear first-hand how they are approaching the challenges, market shifts, and growth opportunities shaping the future—and take away perspectives you won't find anywhere else.

Small Business (Mar)
Small businesses drive economic and community progress by creating jobs, developing talent, advancing innovation, strengthening supply chains, and supporting local initiatives. Business owners will share candid lessons on growth, setbacks, strategic pivots, and the leadership practices that foster long-term resilience.

APR & MAY

Women in Leadership (Apr)
A panel discussion with a powerhouse panel of top executives offers a candid perspective on what it takes to lead today. Plus, results from St. Catherine University's annual MN Census of Women in Corporate Leadership.

TCB Talks: (May)
We'll bring together a dynamic panel of industry experts for an open conversation on the realities shaping the future of work, strategy, and leadership.

JUN & JUL

Best of Business Reader Choice Awards (Jun)
We poll our readers and business community to votes for the top companies to do business with in Minnesota. This event reveals the winner and celebrates companies that exemplify true excellence.

Minnesota Business Hall of Fame (Jul)
Annually, we induct five business leaders who have made lifetime contributions to Minnesota business.

AUG & SEP

Entrepreneurs & Innovators (Aug)
This annual event highlights the path to entrepreneurship in Minnesota – sharing stories from founders to advise those in the ecosystem of investors, educators, and boosters of Minnesota's startup community.

MN Family Business Awards (Sep)
Minnesota celebrates outstanding family-owned businesses and the value they add to Minnesota's economy and quality of life.

OCT & NOV

Outstanding Directors Awards (Oct)
The Outstanding Directors Awards recognize accomplished members of local for-profit business boards.

Community Impact Awards (Nov)
Recognition and celebration of the nonprofits and businesses whose efforts are moving the needle and making a significant difference in our state.

DEC & JAN

Person of the Year + TCB 100 (Dec)
TCB celebrates our choice for Person of the Year along with the TCB 100. A reception celebrates these honorees and provides the opportunity to meet and mingle with people you need to know.

Notable Alumni Network (Jan)
Throughout the year, TCB recognizes best-in-class executives across 12 industries. This event brings them all together to meet and network.



EVENT SPONSORSHIP

TCB
TWIN CITIES BUSINESS

Elevate your brand and unlock unmatched networking opportunities with a TCB event sponsorship.

TCB **is at the heart of Minnesota's business community, deeply engaging with the top business leaders and companies through our prestigious awards programs and insightful leadership panel discussions.**

Awards Programs

Celebrate and connect with Minnesota's most admired business figures. As a sponsor, you gain the spotlight, enhancing your visibility and fostering invaluable connections with key decision-makers.

Thought Leadership Events

Be a catalyst for change. Our events spark essential dialogues on pressing business issues, enabling sponsors to contribute to and lead the conversation on innovation and progress within the community.

Exclusive Networking Opportunities

Sponsorship offers an exclusive gateway to a highly engaged audience of business owners, managers, and influencers. This is your chance to forge connections that are simply unattainable elsewhere.

Sponsorship Benefits Can Include:

- Selection committee representation
- Video addressing the audience
- VIP tables
- Branded displays and activations
- Full list of attendees prior to the event, plus personal inductions by *TCB*'s Publisher and Editor in Chief
- Post-event thought-leadership email sent to attendees
- Post-event reporting
- Industry exclusivity and right of renewal
- Branding ad in the magazine
- Logo featured on event promotional materials and event signage

Investment Levels: $8,500-$20,000

CONTENT STUDIO

STUDIO MSP

The Content Studio of Twin Cities Business and Mpls.St.Paul Magazine.

Studio MSP is the region's premier editorial-driven branded content studio that taps into the unparalleled audience reach and trust of our brands. We tell your story in a way that resonates with the audiences we have cultivated and serve.

Your branded content will be created by our brilliantly talented storytellers–writers, editors, strategists, creators, and more. Your brand instantly benefits from the deep, trusted relationships we have with our print, digital, and social channels, as well as with readers, event followers, and attendees.

Built on trust: Tap into the audience reach and credibility of Minnesota's two most influential media brands.

Told by storytellers: Our writers, editors, strategists, and creators craft branded content in an editorial style that speaks your audience's language.

Backed by real relationships: Connect with engaged print, digital, social, and event audiences who look to us for what matters in Minnesota business.

Delivered across every channel: Content, video, design, and events, all working together to amplify your story.

Partner with us to share your brand's unique story and amplify your message across our influential media platforms. Let us help you create content tell your stories in ways that stick.



Audience Insights + Behavior

Extend your reach across web, social, and email with targeted digital campaigns designed to amplify engagement and drive measurable results.



Brand Strategy

We uncover the insights that matter to craft brand narratives that resonate—aligning your message with the audiences of Mpls.St.Paul and Twin Cities Business for maximum impact.



Content + Creative

From custom articles and thought leadership to native campaigns, our editorial experts develop branded content that lives seamlessly alongside trusted journalism in both digital and print environments.



Events + Experiential Media

Engage your audiences in real life. From signature events to bespoke activations, we build experiences that create lasting impressions and brand loyalty.



Podcasts

Leverage the power of audio with podcasts that inform, entertain, and connect. From concept to distribution, we create branded series that reach engaged listeners.



Video Studio

Dynamic video storytelling brings your brand to life—whether through digital shorts, social content, or long-form features tailored to engage our audiences.



TCB
TWIN CITIES BUSINESS

A true marketing partner.

At *TCB*, we are focused on what makes businesses thrive, and that extends to our advertisers. That's why our approach to elevating businesses goes far beyond a "transactional" advertising mentality. By getting to know your company more deeply, TCB can equip you with advertising strategies, events, and opportunities to differentiate your brand in this market.



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