



THE PREMIER HOME-BUYING MAGAZINE IN MINNEAPOLIS AND ST. PAUL.

Showcasing hundreds of homes for sale each month, it's a must-have for prospective homebuyers. Advertise here and sell more properties than ever before.

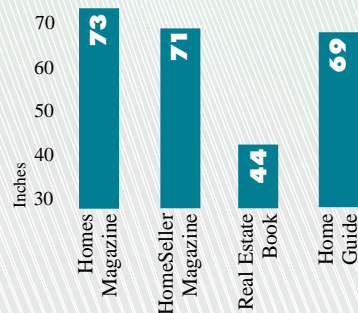
READERS PREFER HOMES MAGAZINE

- Attention-getting cover and descriptive product name attracts more readers
- Engaging 4-color picture format makes it easy for readers to select homes of interest
- Geographical organization guides buyers to communities of interest
- Contains useful information on buying and selling a home
- Highly competitive pricing includes online exposure for 30 days

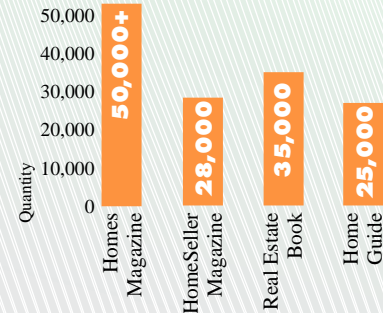
BEST ADVERTISING VALUE IN THE MARKETPLACE

- Greatest ad size and flexible page design options allow you complete creative control over your marketing messages
- The largest distribution quantity and network, fueled by strategically expanding locations as the marketplace grows
- Additional locations in the NW, south and east amount to a 10% increase over 2005

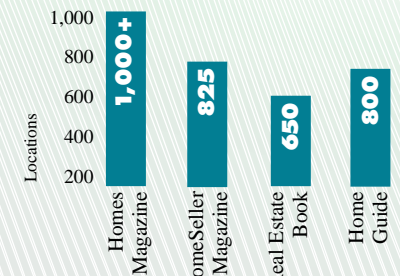
FULL PAGE SIZE COMPARISON



DISTRIBUTION



DISTRIBUTION LOCATIONS



NEWSPAPER - INTERACTIVE - PRINT PRODUCTS - DIRECT MARKETING - SERVICES

HOMES

2007 *continued*

COLOR GLOSSY RATES

SIZE	1X	6X	12X
Full Page	\$2,019	\$1,346	\$1,220

COLOR NEWSPRINT RATES

SIZE	1X	6X	12X
Full Page	\$725	\$550	\$475
1/2 Page	\$508	\$385	\$333
1/4 Page	\$381	\$289	\$249
Map 1/2 Page			\$400

PREMIUM POSITION RATES

	1X	12X
Front Cover	\$850	N/A
Back Cover	N/A	\$1,722
Inside Front Cover	N/A	\$1,595
Inside Back Cover	N/A	\$1,474
Page 3 Front	N/A	\$1,595

Color newsprint and color glossy rates include placing your ad online at startribune.com/homes for 30 days.

Customization fee is \$50. Initial customization is FREE with any frequency contract.

AD SIZES

- Full Page Ad (7⁵/₁₆" x 10")
- 1/2 Page Ad (7⁵/₁₆" x 4¹⁵/₁₆")
- 1/4 Page Ad (3⁵/₁₆" x 4¹⁵/₁₆")
- Map 1/2 Page Adjacency (7⁵/₁₆" x 4¹⁵/₁₆")

DEADLINES

ISSUE	ON STANDS	SPACE RES./ MATERIALS DUE	DIGITAL ADS (NO PROOF)	PROOF TO ADVERTISER	FINAL CHANGES
February	Jan 22	5 P.M. Dec 29	NOON Jan 5	NOON Jan 8	5 P.M. Jan 9
March	Feb 19	Jan 26	Feb 2	Feb 5	Feb 6
April	March 21	Feb 23	March 2	March 5	March 6
May	April 16	March 23	March 30	April 2	April 3
June	May 21	April 27	May 4	May 7	May 8
July	June 18	May 25	June 1	June 4	June 5
August	July 23	June 29	July 6	July 9	July 10
September	Aug 20	July 27	Aug 3	Aug 6	Aug 7
October	Sept 17	Aug 23	Aug 24	Aug 29	Aug 30
November	Oct 22	Sept 28	Oct 5	Oct 8	Oct 9
December	Nov 19	Oct 26	Nov 2	Nov 5	Nov 6
January '08	Dec 17	Nov 21	Nov 30	Dec 3	Dec 4

REAL ESTATE PICTURE CLASSIFIEDS

- Extend the life of your Thursday, Saturday and Sunday picture classified ad in a magazine seen by thousands
- Repeat your picture classified ad in *Homes* magazine at extra savings
- Open Rate\$78/unit
- Pick-up Rate\$45/unit
- Agent ADvantage Program Pick-up Rate\$40/unit

EXTRAS

Ask your Star Tribune representative about pricing for:

- Bind-in cards
- Blow-in cards
- Glossy overruns

TO INCLUDE HOMES MAGAZINE IN YOUR MARKETING MIX,
CALL YOUR STAR TRIBUNE REPRESENTATIVE OR 612-673-7357.