



Advertising Opportunities

Founded in 1975, the Minnesota Bluegrass & Old-Time Music Association is a respected arts organization comprised of people who love bluegrass, old-time stringband, and related acoustic music. We're a nonprofit membership organization, presenting several festivals each year as well as a variety of other special events.

MBOTMA has many opportunities for partner organizations to promote their products and services to our members and festival attendees. Let us know which one fits your needs and interests and contact us today to customize the perfect solution for you.

MBOTMA by the Numbers

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Membership: 900 nationwide

Email: Over 2000 on the email list with average 40% open rate

Facebook: Over 6600 followers

Website: 55,000 – 70,000 annual sessions: 25,000 – 35,000 yearly users



MINNESOTA BLUEGRASS & OLD-TIME MUSIC FESTIVAL

August

Four-day award-winning outdoor festival packed with performances by top quality artists including nationally and internationally known acts, events and activities for all ages, multiple stages, vendors, thousands of RV and tent campers from across the country. Attendance: 4,000– 6,000

FALL JAM

October

Two-day indoor festival with events for all ages including the Grass Seeds Youth Academy, local and regional top-quality artists, vendors, workshops, and attendees from across the upper Midwest.
Attendance: 300–500

WINTER WEEKEND

March

Three-day indoor festival with events for all ages including nationally known headline artist performances, Grass Seeds Youth Academy, vendors, workshops, raffles, and attendees from across the upper Midwest.
Attendance: 2000–2500

Who We Are

profile of our members, supporters, and event attendees

- Strong representation from all age groups with largest percentage 50+
- Music lovers - those who play instruments of all kinds and those who listen
- Outdoor recreation and traveling enthusiasts
- Higher average economic bracket
- Creative pet owners
- People who create life-long friendships at our events



AMERICAN ROOTS BAND and DUET CONTEST

MN State Fair

Two-day contest held on one of the State Fair stages featuring musicians from across the Midwest. Sponsorships available.

Attendance: 30,000– 60,000



FLANNEL FUNDRAISER

May

Single day event with music, food, drink and a silent auction attended by members and the general public.

Attendance: 200–300

CABIN FEVER

April

Single day festival special venue event with local and regional top-quality artists, vendors, and attendees from across the upper Midwest.

Attendance: 300–500

House Concerts, Jam Afternoons, and more

Spring, Summer, Fall

Single day special events with local bands, member and general public attendees.

Attendance: 50–200 per event



Minnesota Bluegrass Magazine

Ad sizes and prices are as follows (sizes in inches, horizontal size first)

Page size:	Dimensions W x H:	Single Insertion
Full	7.5" x 10"	\$160
1/2 H or V	7.5" x 5" or 5" x 7.5"	\$90
1/3	4.875" x 4.875" or 7.5" x 3.25" or 2.25" x 10"	\$58
1/4	4.78" x 3.25"	\$48
1/6	4.875" x 2.375" or 2.375" x 4.875"	\$32
1/12	2.375" x 2.375"	\$19

Our magazine is published 11 times a year and mailed approximately two weeks prior to the first day of the month. For example, the May magazine is received between April 15 and May 3. Please plan advertising accordingly.

[Sample Magazine](#)

[More Information](#)

Festival Programs

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1/12	2.375" x 2.375"	\$19

The festival programs are printed approximately two weeks before each festival.

[More
Information](#)



We'd love to partner with you to showcase your amazing products and services to our members and event attendees. In addition to the events listed above, we offer advertising opportunities for our email list, social media, and website as well as sponsorship levels to fit every budget.

[CLICK HERE FOR MORE INFO AND TO PURCHASE](#)

For more information about our events, the magazine, and our organization, please visit our website at www.minnesotabluegrass.org



Contact us:
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