

THROUGH THEIR CONCERTED ASSOCIATION WITH OUR PUBLICATION, EITHER EDITORIALY OR THROUGH AFFILIATION, THE FOLLOWING ORGANIZATIONS HAVE GRACIOUSLY ENDORSED MINNESOTA RECREATION



MINNESOTA ZOO



- Minnesota Historical Society*
- Minnesota Office of Tourism
- Minnesota Department of Natural Resources
- University of Minnesota Wildlife Rehabilitation Clinic
- Minnesota Zoological Garden
- Minnesota Association of Campground Operators
- WCCO Television
- National Weather Service
- President's Council on Physical Fitness & Sports
- City of St. Paul Police Department
- Minnesota Vikings
- University of Minnesota Golden Gophers
- Minnesota Timberwolves
- Minnesota Twins
- USDA Forest Service
- Dayton Hudson Company
- IDS Financial Services
- National Bowling Council
- Children's Cancer Research Fund
- Hazelden Foundation
- American Cancer Society
- National Multiple Sclerosis Society
- Minnesota AIDS Project
- KFAN Sports Radio
- Minnesota Resort Association



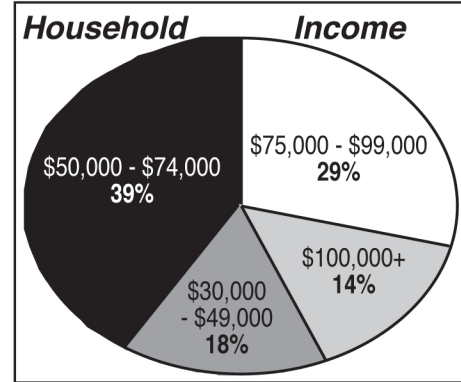
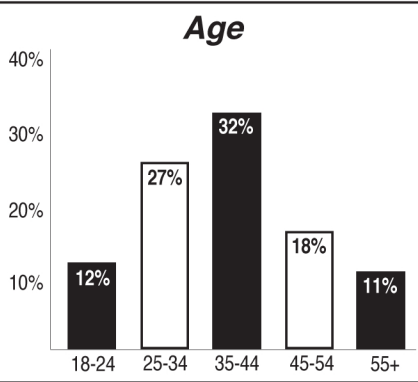
* Minnesota Recreation has been added to the permanent collection of the Library of the Minnesota Historical Society. (This list does not include paid advertisers, arts organizations on upcoming events pages, or establishments of magazine distribution)

MINNESOTA Recreation

READER SUMMARY*

Average age	37	Home ownership	74%
Sex .. Male (56%) / Female (44%)		Average household income ..	\$68,000
Marital status S (41%) / M (59%)		Attended/graduated college	69%

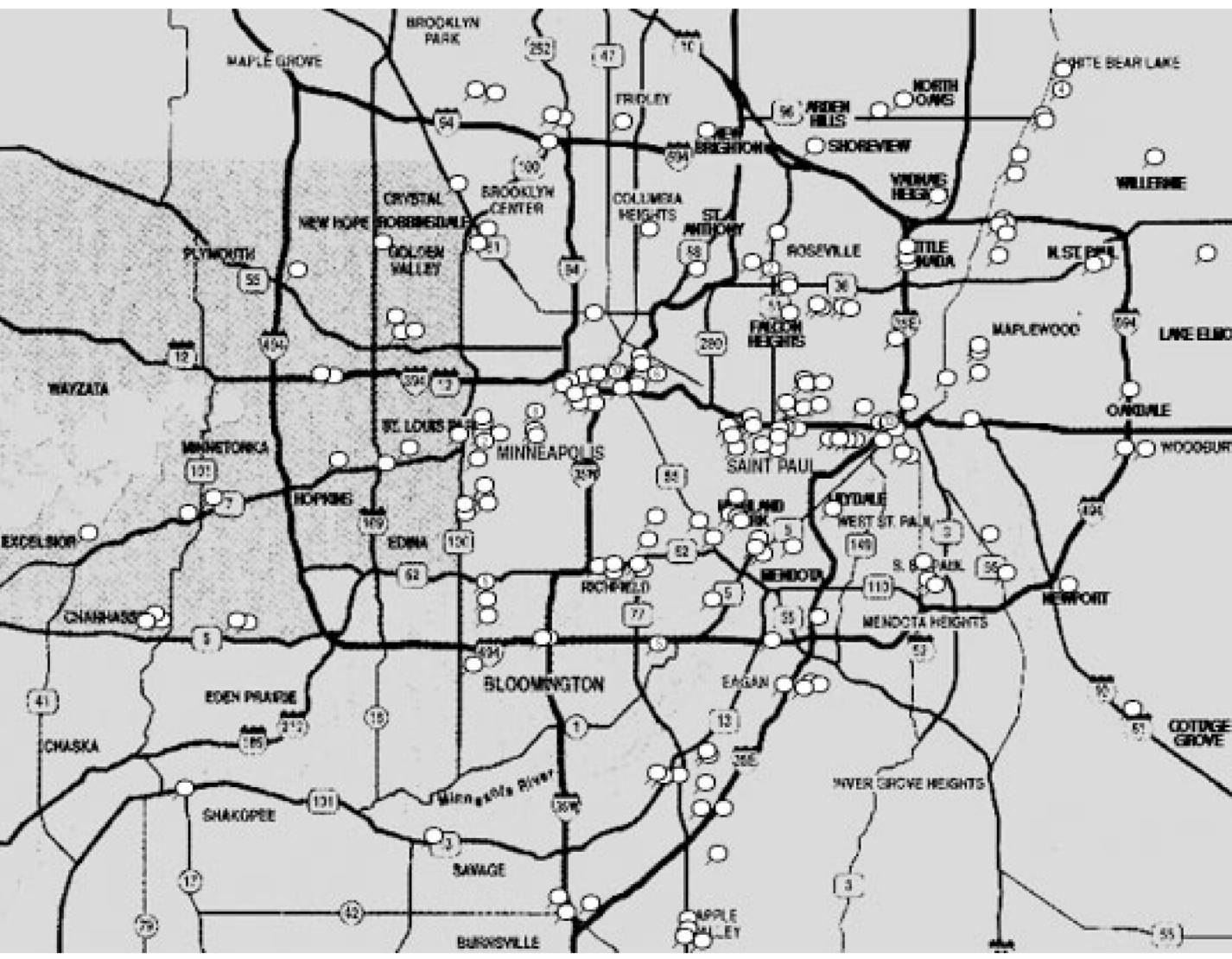
READERSHIP PROFILE*



- Recreational / Leisuretime Activities (IN ORDER OF POPULARITY)
- | | |
|----------------------|----------------------------|
| 1) Shopping | 11) Went to sporting event |
| 2) Ate at restaurant | 12) Swimming |
| 3) Exercise program | 13) Travel |
| 4) Walking/jogging | 14) Attended the theater |
| 5) Biking | 15) Read a book |
| 6) Went to a movie | 16) Bowling |
| 7) Fishing | 17) Home improvement |
| 8) Golf | 18) Camping/backpacking |
| 9) Snow skiing | 19) Tennis |
| 10) Boating | 20) Hunting |

*Summary and profile based on independent survey, information gathered from distribution sites, advertisers, and readership response.

DISTRIBUTION MAP**



Locations indicated are approximate. Areas with multiple locations are signified by the number of locations in that area displayed in the circle (for instance, 17 locations in the downtown Minneapolis area, 4 in downtown White Bear Lake, etc). For exact names and addresses of distribution sites, please refer to list on back page of each issue.

** As of 6/94 issue