North Dakota MAGAZINE

2027 Media Kit



REACH READERS WHO LOVE NORTH DAKOTA

A trusted source celebrating the people, places, history, culture, and beauty of North Dakota since 1971.

NORTH DAKOTA MAGAZINE

Why Advertise with *North Dakota* magazine?

People. Places. Pride. *North Dakota* magazine has been telling the stories of our state for more than 55 years. Every issue inspires readers to travel, shop locally, explore history, and celebrate the people and businesses that make North Dakota special.

By advertising with *North Dakota* magazine, your business or organization gains exposure through our trusted print publication and our email newsletter, allowing you to connect with a loyal, highly engaged audience across multiple platforms. Whether readers enjoy our magazine in print or stay connected through our newsletter, your message reaches an audience passionate about North Dakota and eager to discover new businesses, products, events, and destinations.

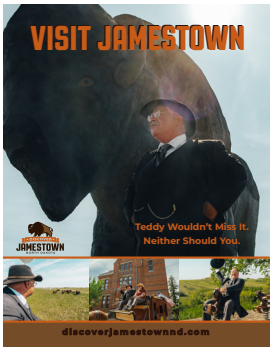
From statewide brand awareness to targeted promotions, our print and digital advertising solutions work together to help you maximize your reach and make a lasting impression.

Our readers don't just flip through an issue – they keep it!

Why Advertisers Choose Us

- Published since 1971
- Loyal statewide and national readership
- More than 4,500 readers every issue
- Beautiful, high-quality full-color publication
- Long shelf life compared to digital advertising
- Less advertising clutter means your business stands out



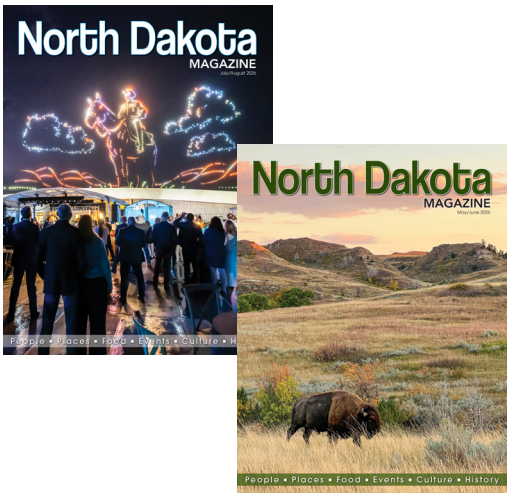


Why Advertising with *North Dakota* Magazine Works

Our publication is more than just a magazine, it is a piece of art.
North Dakota magazine is:

- Displayed on coffee tables
- Shared with friends and family
- Read multiple times
- Saved for travel inspiration
- Collected as keepsakes

Your advertisement continues working long after publication.



OUR READERS

A Highly Engaged Audience

Instead of simply reaching people...**We reach people who care about North Dakota.**

North Dakota magazine readers have strong connections to our state – whether they live here today or proudly call North Dakota home from across the country.

Our audience includes:

- Homeowners
- Travelers
- History enthusiasts
- Outdoor recreation lovers
- Community leaders
- Families with deep North Dakota roots
- Retirees with disposable income
- Loyal supporters of local businesses


THEODORE ROOSEVELT PRESIDENTIAL LIBRARY
Opens on Nation's 250th Anniversary

By Kylie Blanchard, Co-Editor

Photography by Chad Zemendorf

The Theodore Roosevelt Presidential Library (TRPL) opened to the public on July 4, the 250th anniversary of American independence, as the first comprehensive institutional home for the story of America's 26th president. The 46,000-square-foot library and museum sits on a 93-acre bluffe vine-and-a-half miles west of Medora at the gateway to Theodore Roosevelt National Park and overlooking the very landscape Roosevelt credited with shaping his character.

Theodore Roosevelt died in 1919; decades before the modern presidential library system was established. his papers and artifacts have been scattered across institutions ever since. The TRPL was created to do what no other institution can: bring his comprehensive story together in one place, in the landscape that shaped him.

Designed by the international firm Snøhetta and built around the theme of resilience and citizenship and conservation, the library is designed to be the only carbon-neutral presidential library in the world and operates on a Four Zero framework of zero energy, zero carbon, zero water, and zero waste.

Its primary structural system is mass timber; its entrance walls are rammed earth from local soil; its accessible 121,000-square-foot green roof merges into the surrounding prairie; and a 0.6-mile boardwalk leads visitors across the 93-acre campus of restored native plains communities.

The Theodore Roosevelt Presidential Library Foundation is an independent 501(c)(3) nonprofit incorporated in 2014. The library is supported by private philanthropy and by a state operating endowment established by the North Dakota Legislature in 2019.

The Grand Opening

Celebratory events were held throughout the TRPL's opening weekend.

On July 1, President Donald Trump visited the library, arriving in Medora by train as President Roosevelt had done on a speaking visit in 1903. Trump's motorcade was escorted to a private tour of the TRPL by horseback riders portraying Roosevelt's Rough Riders, and the President then spoke to a crowd gathered at the Burning Hills Amphitheater.

The Arena Reception was held on July 2, hosting VIP guests, dignitaries and major donors.

Founding Benefactors Days were held on July 2-3, inviting principal donors and community partners to take part in "Campfire & Prairie Talks," which explored the topics of leadership, conservation, civic life, and Theodore Roosevelt's legacy today.

The TRPL marked its public opening with two events: a morning grand opening ceremony, and an evening

"I would not have been **President** if it had not been for **my experiences in North Dakota.**" – *Theodore Roosevelt; as recounted in An Autobiography (1913) and on numerous occasions*

Photo courtesy of the Library of Congress

Many gathered to celebrate the public opening of the TRPL on July 4.

A drone show highlighting the story of Roosevelt and the American West lit up the badlands right sky during the library's opening celebration.

FUN FACT: Theodore Roosevelt was president during the nation's 125th anniversary in 1901.

Horseback riders portraying Roosevelt's Rough Riders were present throughout the grand opening events.


THE UPTOWN EATERY:
A community-minded café in the heart of Kindred

By Kylie Blanchard, Co-Editor

Owning The Uptown Eatery in Kindred came about quickly for Sarah Paul and her husband, Rocky, in less than a week in April 2021, the couple went from discussing opening a food truck to, the next day, leasing the Kindred café was up for sale, and purchasing the café and its contents by mid-week.

"We weren't actually looking to be restaurant owners, but when everything lined up, it just felt right," says Paul. "After a two-week marathon of remodeling with friends and family, we opened The Uptown Eatery."

Paul and her husband both had previous restaurant experience. "Rocky ran a pizza joint and then worked in a seafood restaurant on the coast. I started as a Perkins and worked tables and was a supervisor and worked with a catering service all through high school and beyond," she notes. "I love the pace, the unexpectedness and the controlled chaos."

The name for the Uptown Eatery calls back to memories from Paul's childhood. "I remember hearing people saying they were going 'uptown' when I was younger and visiting family and friends in small towns," she says. "It's fun to pay homage to those memories."

Diner Fare with Detail

We serve regular diner fare - burgers, chicken strips, onion rings, and traditional breakfast items. What sets us apart is how we execute some of our dishes. It really is in the details," says Paul. "We serve scratch-made sausage bacon gravy. We hand cut our pepperjack cheese, make our own candied jalapeno, only use fresh burger, and make all our BBQ sauces, rubs and most of the dressings."

The café's signature meal is the Bacon Vibe burger, named for the community's school mascot, the Viking. "We honor different breakfast and lunch specials daily and are open in the evening once a month for a full smoker buffet, all smoked in-house and served all-you-can-eat," says Paul.

In creating many of the café's recipes, she says they have drawn from experience and experimentation. "Many of our recipes are trial and error. We collect things we see and love to look through them and try things."

Tomato Soup Corn Bars are among the most unique recipes tested, says Paul. "We tweak the original recipe a few times until we hit on the combination that speaks to us. We also use family recipes, like grandma's sloppy joes and brownies," she notes.

The Uptown Eatery is currently open Monday-Friday 6:30 a.m. to 2 p.m. "In the winter, we reopen in the evenings and will hopefully be able to run these nights again in the fall as well as a Sunday brunch buffet twice a month. We do a catering business and offer our space for evening events/private service," says Paul.

Community Focused

The café pays tribute to its home community through including its decor on Kindred and the surrounding area's history. "The cafe should be and is a place that always has a role in bringing a community together," Paul notes. "We have a dedicated coffee group that is at the door when we open every day. It's a familiar place to gather to celebrate or mourn, to see people in the community and share a brief word or connection. It really is so much more than just a place to eat."

The community-minded café is also an example of what a small town brings to residents and visitors, Paul notes. "Small towns are frequently overlooked as destinations or stopping points during travel. We have a lot to offer."

The Uptown Eatery hosts or participates in a variety of community events. "We host a couple car club meetings and are a stop on a summer poker run. Kindred Days in August is a blast and draws a large crowd. We serve food in the park and at the street dance, along with a mimosa and burrito breakfast, and a few other things," says Paul.

The café is also expanding its

"There are very few things more rewarding than creating something fantastic and having the opportunity **to share with others.**"

The Uptown Eatery owners, Sarah and Rocky Paul.

Readership Snapshot

2,200+ paid subscribers

4,500+ readers per issue

WHAT OUR ADVERTISERS SAY

"Jamestown Tourism has had the pleasure of advertising with North Dakota magazine for the last few years. We've enjoyed being able to showcase what Jamestown has to offer to their readers and be a small piece of what our state offers. Advertising with North Dakota magazine has allowed us to grow the awareness of our community, amenities and experiences to their readership and we greatly appreciate that! It speaks to the collaborative effort between DMOs, the magazine and our state. We continue trying to show we can all work together for the betterment of North Dakota!"

— Jamestown Tourism

"As a state agency, placing our advertisements in the statewide publication, i.e. North Dakota (formerly North Dakota Horizons) magazine, has always been a priority. We know our ads are reaching different communities when, for example, the father of a staff member calls to say that he saw the ad! Not only do we strongly align with their upbeat, story-telling style, we have been impressed by the high quality of the printed magazine and the quick e-mail responses from staff. Plus, the annual promotions they offer even save us a few dollars and help us to plan out our annual budgets."

— North Dakota Council on the Arts

ADVERTISING OPPORTUNITIES

2027 Advertising Special

MULTIPLE ISSUE DISCOUNT:

- Purchase three ads, get 10% off.
- Purchase a one-year placement (six issues), get 20% off.



Advertising Prices

QUARTER PAGE $300

Perfect for promoting seasonal events, products and services.

HALF PAGE $450

Ideal for businesses wanting additional space for storytelling.

FULL PAGE $700

Maximum impact with beautiful photography and strong branding.

INSIDE BACK COVER $1,000

One of the magazine's most prominent advertising locations.

TWO-PAGE SPREAD $1,500

Tell your complete story with an immersive advertising experience.

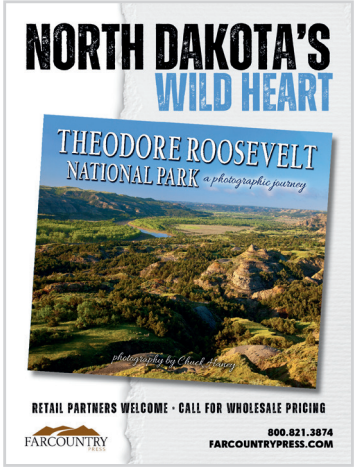
SPONSORED FEATURES $700 PER PAGE

Tell your story in a way readers enjoy.

Our sponsored features allow businesses, organizations and destinations to share their story through engaging editorial-style content while clearly identifying the page sponsor.









DEADLINES

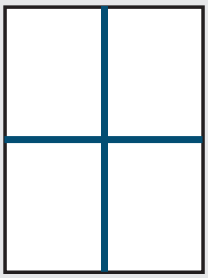
Space Reservations Deadlines

Jan. 1 for Jan./Feb. Issue
March 1 for March/April Issue
May 1 for May/June Issue
July 1 for July/Aug. Issue
Sept. 1 for Sept./Oct. Issue
Nov. 1 for Nov./Dec. Issue

Creative Deadlines

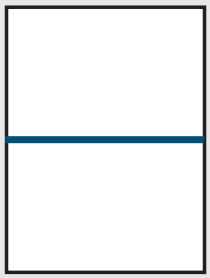
Jan. 10 for Jan./Feb. Issue
March 10 for March/April Issue
May 10 for May/June Issue
July 10 for July/Aug. Issue
Sept. 10 for Sept./Oct. Issue
Nov. 10 for Nov./Dec. Issue

One-quarter page



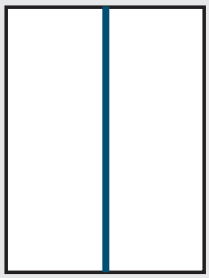
3.75 x 5 inches

One-half page (horizontal)



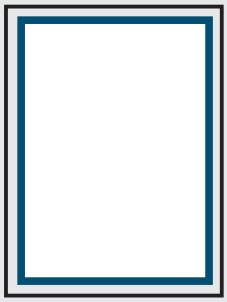
7.5 x 5 inches

One-half page (vertical)



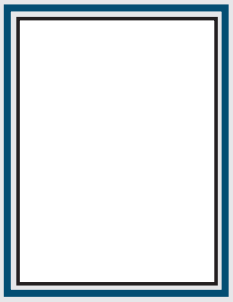
3.75 x 10 inches

Full page



7.5 x 10 inches

Full page w/ bleed

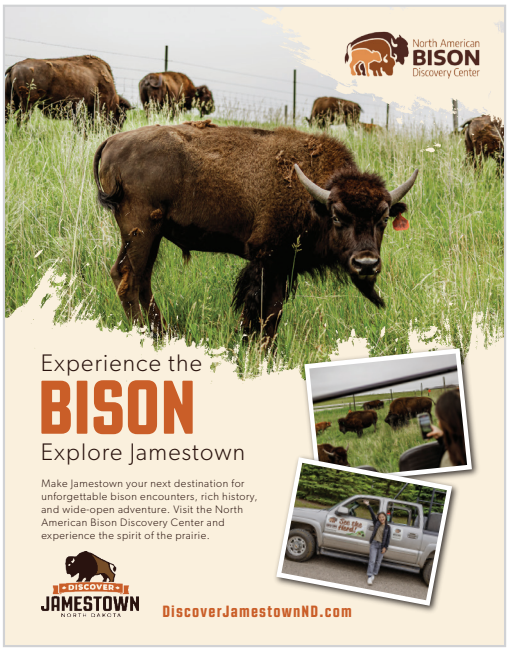


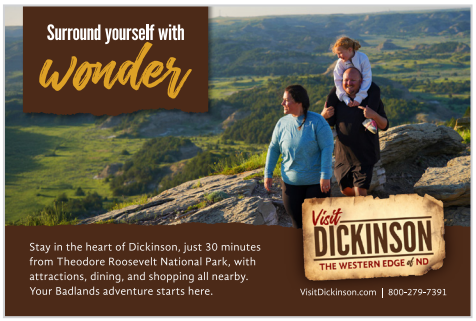
8.5 x 11 inches with .25 inch bleed

2-page center spread w/ bleed



17 x 11 inches with .25 inch bleed

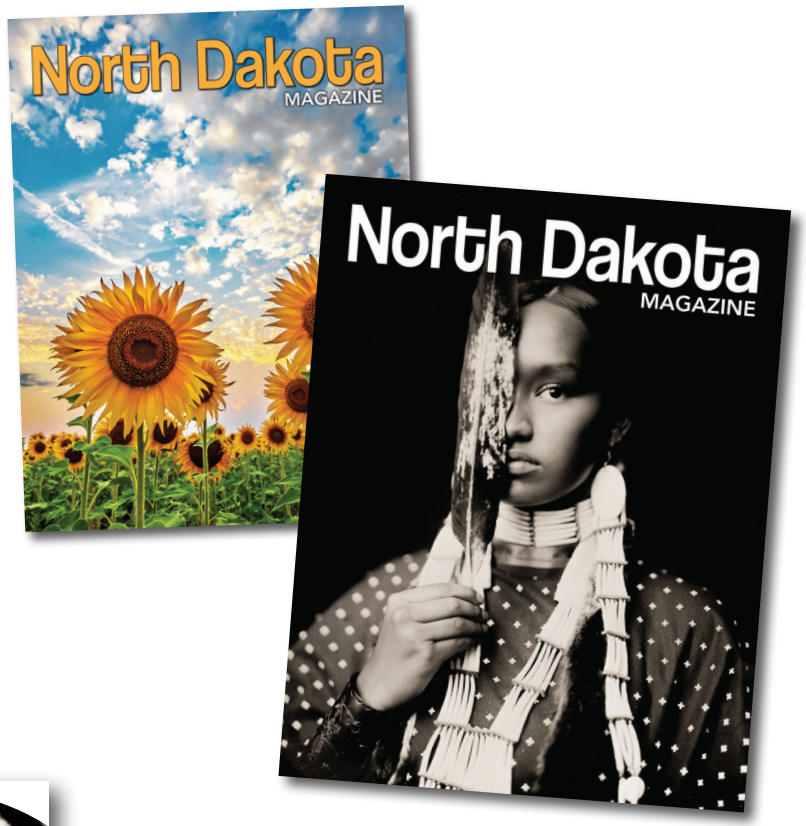






Your Business Belongs Here.

Every issue of *North Dakota* magazine is thoughtfully designed, with beautiful photography and proudly displayed in homes across North Dakota and beyond. Your advertisement becomes part of an experience readers trust and return to again and again.





WESTERN EDGE | HORIZONS

CAPTURING HISTORY:

SHANE BALKOWITSCH'S NOSTALGIC GLASS WET PLATES

Keith Bear, Plate #5184

Genesis Maxine White Bull, Plate #5068

By Annie Bennett, Co-Editor

How do you want to be remembered in 500 years? Bismarck native Shane Balkowitsch has been asking this question for more than a decade of the many individuals he has photographed before he captures their imag using the collodion silver wet plate process, a back to 1851.

The photographs Balkowitsch captures will l well beyond a human lifetime or two. "The im will be here for hundreds and hundreds of ye which I can't say about any other photograp process," he says. "It will be here long after w gone."

"We are making history here today, and I tr to remember and capture that," Balkowitsch continues, noting there are fewer than 1,000 wet plate photographers in the world. "It was abandoned because it was difficult, but that not a good reason to abandon the most bea photographic process man has ever invente

Four and a Half Decades

"I was always supposed to make wet plate just took me four and a half decades to figur out," Balkowitsch says about finding his passi for the historic form of photography in his fort


The wet plate collodion process dates back to 1851, including using farmer's reducer to remove excess silver on the glass plate and retouch a photograph.

"I never owned a camera before the wet plate camera."

He saw a wet plate image online and immediately was drawn to it. "I knew he was doing something special, but it was the image that drew me in. The photographer said it's the wet plate collodion process, an archaic process no one practices anymore, and it's very difficult."

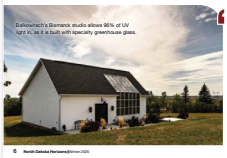
Balkowitsch told the photographer he wanted to try it and was told it would be very difficult for a non-photographer to ever teach himself the wet plate process. This didn't deter Balkowitsch, who taught himself and took his first plate of his brother on October 6, 2012, 45 days after that conversation.

"I just fell in love with the process, and my old studio was just a corner of my warehouse and was getting limited. I had always known that wet plate photographers in the 1800s would have used natural light. I started doing wet plates outdoors and I used the sunlight like they did in the 19th century. I found the photographs using the sun's light were far superior to anything I could capture indoor," he says.

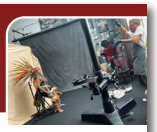
Balkowitsch decided to build a studio to use natural light, like famed 1880s Bismarck wet plate photographer Orlando Scott Goff. Balkowitsch designed it on a napkin and wanted the glass to face north, away from the sun, in order to get beautiful ambient light. "Modern day glass has UV protection, so I did some research and found specialty greenhouse glass, which allows 96% of UV light in," he notes. "The beautiful, natural light studio is the first one of its kind in the country in probably the last 100 years."

The Process

A lot of chemistry and science is behind the wet plate process, which Balkowitsch is familiar with from his prior career as an oncology nurse. "Wet plate photography relies on 170-year-old chemistry, a bit of magic and some luck. I think it is very important that as technology moves forward, we embrace and continue to celebrate, and not forget, important processes from the past," he says. "Wet plate photography is one of those processes. Every time I show someone the wet plate process in person, they are absolutely amazed regarding the ability to get a photograph using some chemicals and pieces of glass that I cut by hand."


Balkowitsch's Bismarck studio allows 96% of UV light in, as it is built with specialty greenhouse glass.

> "The **BEAUTIFUL, NATURAL LIGHT STUDIO** is the first one of its kind in the country in probably the last **100 years.**"



> "This is honest photography. These are not glamour shots. No filters, it is just what it is. Leave everything you know about modern photography outside by the studio door."

To prepare a wet plate, Balkowitsch cuts a piece of black stained glass that fits into his camera. Balkowitsch gets his sitter, the individual he is photographing, and camera ready, and then heads to his dark room to pour collodion onto the black glass plate using a still called the four-corner technique. "Once the plate is wet, it can't be allowed to dry, or you will lose the image," he says.

Balkowitsch then immerses the glass plate in silver nitrate for three minutes, during which he finalizes his composition. He removes the plate from the silver nitrate and loads it into the light-proof plate holder, to be able to transport the glass to the camera without light. He loads the plate holder into the camera, lifts up the dark slide and the black glass replaces the ground glass that he uses to focus the photograph. Through the camera lens, the object doesn't look like it will once it's captured, instead it is upside down and reversed. "I have been doing this for so long that my brain doesn't see upside down and reversed, I work right side up," Balkowitsch notes.

He removes the camera's lens cap by hand, which exposes the sensitized glass plate to light. The exposure time varies from five to 10 seconds, depending on the natural light. Once Balkowitsch feels he has the right exposure time, he replaces the camera's lens cap. "Exposure time is all about me guessing and shooting from the hip," he says.

In contrast, a cell phone camera makes a photo in 1/60th of a second, about 600 times faster than the wet plate process.

If the exposure time is too long, the image is too bright and loses its black coloring and details. "There is a marriage between the exposure time and how long I develop the image for. It really gives you an appreciation for when everything falls into place.

"I take the plate to the dark room, pour developer on that plate and rinse it off with water to stop the development. Next, it goes into the fixer bath, which fixes the images permanently," he notes, adding if he needs to retouch the silver photograph, he can use farmer's reducer as long as the plate is still wet. The image is rinsed again and is placed onto the drying rack for approximately an hour.

After the portrait is taken, Balkowitsch says only half the job is done and there are hours of work to finish the final plate, including scanning, labeling and varnishing.

"This is honest photography. These are not glamour shots. No filters, it is just what it is," he notes. "Leave everything you know about modern photography outside by the studio door."


Balkowitsch's first self-portrait in wet plate.


Titled "Eternal Field," this wet plate image is of Ernie LaPointe, great grandson of Sitting Bull. This was Balkowitsch's first image in his *Northern Plains Native American Collection*.

Northern Plains Native American Collection

"*Northern Plains Native American: A Modern Wet Plate Perspective* is very, very important to me and to my life's work," says Balkowitsch, adding his goal is to take 1,000 photographs of Native Americans, and he has currently taken 914.

"I learned Goff took the first image of Sitting Bull in Bismarck," says Balkowitsch. "I wanted to photograph Ernie LaPointe, the great grandson of Sitting Bull."

On September 6, 2014, 135 years after Sitting Bull's glass portrait was taken, Balkowitsch took his first portrait of a Native American, LaPointe. His collection now also includes a series of books *Northern Plains Native Americans: A Modern Wet Plate Perspective*, which each highlight 250 images from the *Northern Plains Native American Collection*. Although the first edition is sold out, the second and third editions are still available, and the fourth book will be available after Balkowitsch completes the 1,000 images. The books are available at *www.nostalgicglasswetplatestudio.com*, Barnes & Noble and *amazon.com*.

A portion of each sale goes toward the American Indian College Fund. "The series has raised tens of thousands of dollars for the college fund over the past decade," Balkowitsch proudly notes.

The entire *Northern Plains Native American Collection* is curated at the State Historical Society of North Dakota (SHSND). Each wet plate is meticulously documented with the date, plate number, sitter's name, date of birth, tribe, and Native American name and placed into the state's climate-controlled vault.

"Shane's photographs are a great record of the wide variety of people and places that make North Dakota great, as well as being beautiful works of art. It's an honor to be able to serve as a repository for his work and keep it for posterity," says Matt Ely, photo archivist at the SHSND. "Shane's wet plates are stored according to archival best practices to keep them safe and preserved so future generations can continue to appreciate and learn from them."

> "**SHANE'S PHOTOGRAPHS** are a great record of the wide variety of people and places that make NORTH DAKOTA great, as well as being **beautiful works of art.**"


Josh David Duhamel, Plate #5202

Additional Achievements

Famed North Dakota boxer Virgil Hill had his portrait taken by Balkowitsch in February 2015. "When he left, he said he was going to have 'The Champ,' Evander Holyfield, four-time heavyweight champion of the world, come to see me."

About a week later, Holyfield was in Balkowitsch's studio getting his portrait taken. The Smithsonian Institute contacted Balkowitsch about Holyfield's plate for an exhibition on African Americans. "They sent a climate-controlled truck out to North Dakota, picked up the plate and took it back to the Smithsonian," says Balkowitsch, who donated the plate to the museum.

At this time, Balkowitsch was a wet plate photographer for less than three years. On December 1, 2019, young Swedish environmental activist Greta Thunberg was photographed by Balkowitsch. The image, "Standing for Us All," is permanently archived at the Library of Congress. In March 2020, Balkowitsch, a documentary examining the artist's life and work, was released.

Balkowitsch has since photographed many different people from all walks of life, including North Dakota actor Josh Duhamel and a variety of commissioned portraits. "I have made more than 5,534 wet plates, with more than 1,200 plates donated to the State Historical Society of North Dakota," he says.

His wet plates reside in 107 museums around the world, including the Smithsonian Institute, Library of Congress, Heard Museum, Pitt Rivers Museum at the University of Oxford, and the Royal Photographic Society, the oldest photographic society in the world.

Leaving a Legacy

In 500 years, Balkowitsch says he wants to be remembered for the work he is creating. "With every portrait, I have the opportunity to take my subject of my photography into the future with me, and we can both be remembered. I do not make my work for anyone in the present day, I make it for people who come after all of us.

"I truly feel that I have found my purpose in life."

Balkowitsch continues, "Capturing history in the present day for future generations seems like a very important task that I want to focus on for the rest of my life."

To learn more about Shane Balkowitsch and the Nostalgic Glass Wet Plate Studio, visit *www.nostalgicglasswetplatestudio.com*.


Chairman LeRoy Sierra, Plate #2087 | Professor Dakota Goodhouse, Plate #5198 | Sidney Jo Bachtold, Plate #5068 | LeeDah Dee Stanley, Plate #5475

The Western Edge Horizons feature was brought to you through a partnership between *Western Edge Living* at *www.westernedgelivingtv.com*, and *North Dakota Horizons* magazine.

WESTERN EDGE Living

NEW EPISODES EVERY WEEK

WILD Bill Palanuk shares interesting conversations with interesting people about interesting things on "Western Edge Living," a 30 minute television show.

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https://westernedgelivingtv.com/

NORTH DAKOTA MAGAZINE NEWSLETTER

Reach Readers In Between Issues

While *North Dakota* magazine is published six times each year, our bi-monthly newsletter goes out in opposite months as the magazine, keeping readers engaged all year long. Subscribers receive exclusive stories, behind-the-scenes content, travel inspiration, upcoming events, and sneak peeks of future issues.

Advertising in our e-newsletter gives your business:

- Direct access to an engaged audience
- Frequent brand exposure between print issues
- Clickable links that drive traffic directly to your website
- An affordable way to complement your print advertising campaign

The *North Dakota* magazine newsletter is emailed to more than 2,200 (and growing) magazine patrons, featured on our website and supported by a Facebook audience of more than 5,500 followers. Each issue will include curated, high-quality content tailored to our readers – creating a trusted space for advertisers.

To maximize visibility, we are limiting each issue to **three advertisers** per newsletter, ensuring your brand stands out without competing in a crowded layout. Spots are available on a first-come, first-served basis.

Deadlines

The newsletter will be emailed the second Tuesday of January, March, May, July, September, and November. Reserved content is due the Friday before the newsletter goes out.

Readership Snapshot

- **Open rate:** 32.9%
- **Click-through rate:** 6.4%
- **Audience:** The same loyal readers who love North Dakota's travel, history, people, food, photography, and events.
- **Advertising opportunities:** Banner ads, sponsored content, featured business, etc.
- **Benefits:** Reaches readers between magazine issues and drives traffic directly to advertisers.

North Dakota
E-NEWSLETTER

Newsletter Packages

One Newsletter $250

- One ad (8.25" x 2.75")

Three Newsletters $600

- One ad (8.25" x 2.75") per newsletter
- One dedicated post about your business or organization on the *North Dakota* magazine Facebook page

Six Newsletters $1,100

- One ad (8.25" x 2.75") per newsletter
- One dedicated post about your business or organization on the *North Dakota* magazine Facebook page
- A 100 -150-word feature about your business or organization in one newsletter

Submit Space Reservations & Artwork to:



North Dakota
MAGAZINE

Annie Bennett, Co-Editor
abennett@clearwatercommunications.net
PO Box 1091 • Bismarck, ND 58501
701-355-4458 • 1-866-462-0744
www.northdakotamagazine.com