

Milwaukee

MAGAZINE

36
YEARS
1983-2019

Media Kit
2019



A woman with glasses and a grey sweater is standing in a library aisle, reaching up to a high shelf to place a magazine. The shelves are filled with books. The magazine she is holding has the title 'THE SEVEN DAYS' and 'BY SHARON BARKER' visible on its cover.

36
YEARS
1983-2019

We Are *Milwaukee Magazine*

Where do smart, affluent people go to find out what's happening in and around town? —*Milwaukee Magazine*, the area's most-read monthly publication and leading lifestyle brand. Our engaging, thought-provoking content is a trusted source of news and information that readers depend on, both in print and online. We're experienced storytellers, spotlighting the people and places that make us proud of our city. And we hold ourselves to the highest standards, with award-winning journalism, photography and design.

When you advertise in *Milwaukee Magazine*, you're aligning your business with the best. Come along, as we offer you entry into some of the most desirable households in town.

What our advertisers say...

I know the print industry has made great strides in their efforts to revitalize their platforms, and I recognize *Milwaukee Magazine* as one of the leaders in this global endeavor. I choose to work with *Milwaukee Magazine* not only because of the vast distribution they have, not only because of the incredible transformation they have made as an informative local publication, but because of **the incredible talent they have working behind the scenes that has made my work as a Marketing VP extremely convenient.**

They truly are the best. I encourage everyone to work with *Milwaukee Magazine*. They listen to your needs, and offer opportunities that can help any business grow in positive ways.

Nick Putz, Marketing VP
Quintessa Aesthetic Center

Our relationship with *Milwaukee Magazine* is multi-faceted. We have grown from simply placing print advertisements to a completely integrated partnership with many touch points for the reader including digital, social media, event activation and more. **Their team is constantly thinking outside the box for ways to partner that surprise and delight the reader** and ultimately the guests that join us in our restaurants.

Kelly Mallegni, Marketing Manager
The Bartolotta Restaurants

Milwaukee Magazine has been a terrific partner for us as digital advertising has become an important component in our marketing portfolio. **Their knowledge, engagement and commitment to our goals and objectives helped us see year-over-year growth in ticket sales last season** and we anticipate continued success in the future.

Charlie Larson, VP/Communications
Milwaukee Admirals



BRAND POWER

Our ever-growing audience expands across several platforms that all make up the *Milwaukee Magazine* brand.

Milwaukee
MAGAZINE

30,000+
monthly distributed copies

Weddings

30,000+
annual distributed copies and
official program of the
Wonderful World of Weddings



500,000+
web users, e-newsletter subscribers
and social media followers



Ticketed,
Sponsored
& Custom Events

Mil
MAG DIGITAL

SEO Optimization
Programmatic Outreach
Retargeting & Geofencing
Video, Mobile & Social

36
YEARS
1983-2019



Milwaukee | Media Kit
MAGAZINE | 2019

DISTRIBUTION

Milwaukee Magazine is the most-read monthly publication in the area. We deliver more paid distribution than any other local magazine, and readers are renewing their subscription at a rate of 70%. We remain the best-selling local publication on the newsstand and the second-largest print product in the market after the daily newspaper. Our distribution is verified by the Circulation Verification Council, which provides an annual independent audit.



31,767
CIRCULATION

133,652
READERSHIP

It's a Popularity Contest, and We're Winning

How many people have read local magazines in the last six months?

1	Milwaukee Magazine (133,652)
2	MKE Lifestyle (101,933)
3	MetroParent (47,153)
4	Exclusively Yours (36,454)
5	BizTimes Milwaukee (23,824)

36
YEARS
1983-2019

DEMOGRAPHICS

GENDER



Female **54%**
Male **46%**



HOUSEHOLD INCOME

20% of Readers have a HHI of \$250,000+

MARITAL STATUS

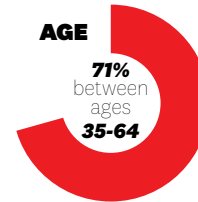


Married **61%**
Single **39%**

EDUCATED

Attended College **92%**
College Graduate **71%**
Advanced Degree **24%**

AGE



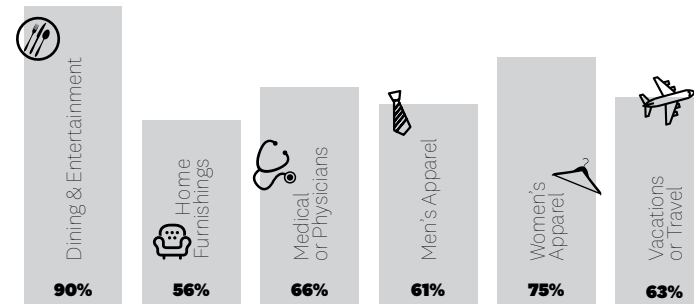
Average Age: **51**

OCCUPATION

78% of readers have occupations in Business, Professional or Management Positions

Our Readers are Consumers

Readers plan to purchase the following products and services during the next twelve months.



75%
OF READERS FREQUENTLY
PURCHASE PRODUCTS & SERVICES FROM ADS SEEN IN THE MAGAZINE.

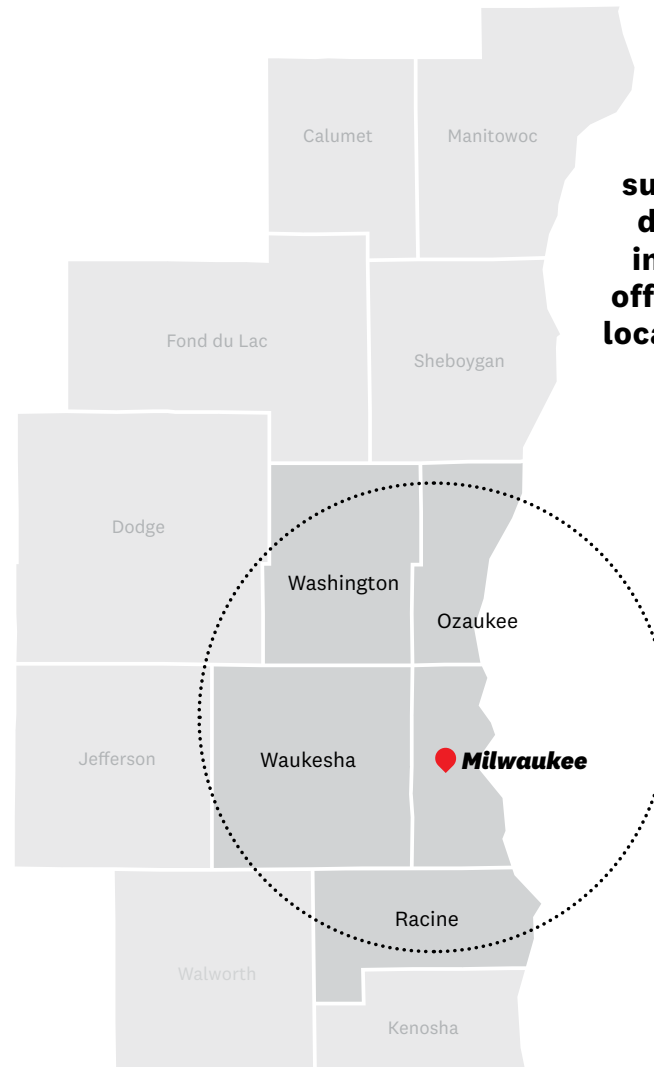
36
YEARS
1983-2019



Milwaukee
MAGAZINE | **Media Kit**
2019

READERSHIP

Although *Milwaukee Magazine* has readers all over Wisconsin and even across the country, the majority of our audience resides within a 25-mile radius of city central. The penetration of *Milwaukee Magazine's* total readership is particularly strong in the North Shore, West Suburbs and Downtown areas favored by affluent adults.



Alongside our paid subscriber base, additional distribution can be found in local hotels, healthcare offices and in over 400 retail locations throughout the city.

TOP RETAIL LOCATIONS

- Barnes & Noble
- Whole Foods
- Outpost Natural Foods
- Sendik's
- Pick 'N Save
- Target
- Walgreens

2019 CALENDAR

JAN CONVERSATIONS

SPECIAL AD SECTIONS

Home & Fine Living

New You

Senior Care

SPACE CLOSE: 11/15/18
FINAL ADS: 11/20/18

SPECIAL ISSUE WEDDINGS

Official Program Wonderful
World Of Weddings

SPACE CLOSE: 11/8/18
FINAL ADS: 11/13/18



FEB THE ARTS ISSUE

SPECIAL AD SECTIONS

Education

Remodeling Guide

Summer Programs

SPECIAL SECTION TOP DENTISTS Medical Profiles

SPACE CLOSE: 12/20/18
FINAL ADS: 12/25/18

MAR FOOD

SPECIAL AD SECTIONS

Community Guide

GMAR Show

Medical Q&A

SPACE CLOSE: 1/17/19
FINAL ADS: 1/22/19

APR REAL ESTATE

SPECIAL AD SECTIONS

Financial Guide

Home & Fine Living

Senior Living

Summer Getaways

SPACE CLOSE: 2/14/19
FINAL ADS: 2/19/19

MAY HEALTH

SPECIAL AD SECTIONS

Medical Profiles

Eye Care

Stress Care:
Mental Health Awareness Month

Trainer Spotlights

SPECIAL SECTION GOLF

SPACE CLOSE: 3/21/19
FINAL ADS: 3/26/19

JUN CITY GUIDE

SPECIAL AD SECTIONS

Best of Beauty

Community Guide

Outdoor Dining

Retail Guide

SPACE CLOSE: 4/18/19
FINAL ADS: 4/23/19

JUL FOOD

SPECIAL AD SECTIONS

Amazing Kids!

Personal Injury Lawyers

Summer Fitness

SPECIAL SECTION PETS

SPACE CLOSE: 5/16/19
FINAL ADS: 5/21/19

AUG DAY TRIPS

SPECIAL AD SECTIONS

Home & Fine Living

SPACE CLOSE: 6/13/19
FINAL ADS: 6/19/19

SPECIAL SECTION FACES OF MILWAUKEE

SPACE CLOSE: TBD
PHOTOSHOOT SCHEDULED BY: TBD



SEP READERS' CHOICE

SPECIAL AD SECTIONS

Fall Arts Preview

Education

Community Guide

SPACE CLOSE: 7/18/19
FINAL ADS: 7/23/19

OCT HOME ISSUE

SPECIAL AD SECTIONS

Remodeling Guide

Nursing Education

Senior Living

SPACE CLOSE: 8/17/19
FINAL ADS: 8/20/19

NOV WOMEN'S ISSUE

SPECIAL AD SECTIONS

Holiday Guide

Medical Q&A

Museum Guide

SPECIAL SECTION WOMEN OF DISTINCTION

SPACE CLOSE: 9/19/19
FINAL ADS: 9/25/19

DEC FOOD

SPECIAL AD SECTIONS

Charitable Giving

Community Guide

Holiday Guide

SPACE CLOSE: 10/17/19
FINAL ADS: 10/22/19

36
YEARS
1983-2019

RATES & SPECS

 FOR CURRENT RATES
CALL **414-287-4310**

Ad Dimensions

2-PAGE SPREAD

Bleed: 9.125 in. x 11.625 in.
Trim: 16.25 in. x 10.875 in.
Live: 15.375 in. x 10 in.

FULL PAGE

Bleed: 8.75 in. x 11.125 in.
Trim: 8.125 in. x 10.875 in.
Live: 7.25 in. x 10 in.

2/3 PAGE

Vertical: 4.625 in. x 10 in.

1/2 PAGE

Vertical: 4.625 in. x 7.375 in.
Horizontal: 7.25 in. x 4.875 in.

1/3 PAGE

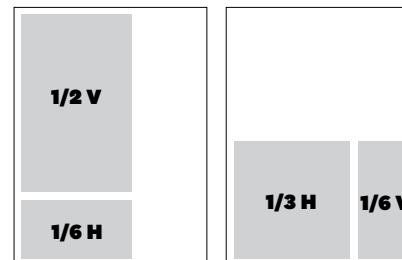
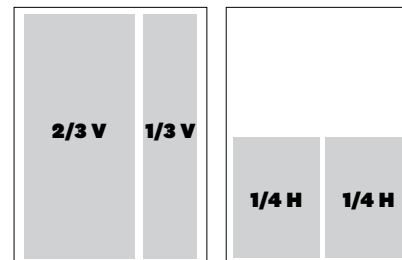
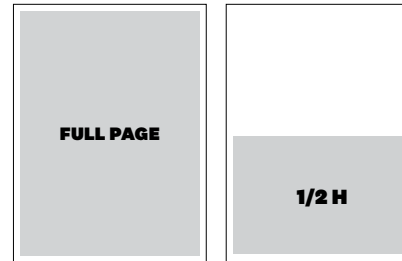
Vertical: 2.25 in. x 10 in.
Horizontal: 4.625 in. x 4.875 in.

1/4 PAGE

Horizontal: 3.5 in. x 4.75 in.

1/6 PAGE

Vertical: 2.25 in. x 4.875 in.
Horizontal: 4.625 in. x 2.375 in.



Print Ad Submissions

FOR A FULL LIST OF ADVERTISING SPECIFICATIONS, TERMS AND ADDITIONAL FEES, PLEASE VISIT MILWAUKEEMAG.COM/ADVERTISING.

Submit camera-ready ads to: www.adshuttle.com/MilMag

Late ad materials jeopardize the magazine's press and wholesaler distribution deadlines. To ensure subscription and newsstand delivery dates, a late fee of \$25 per day will accrue on all ads received after the "Materials Due" deadline.

If ads are canceled after the "Materials Due" deadline a 10% **Cancellation Fee** will be applied.