LOCALLY READ MAGAZINE

DINING: BACK IN THE SADDLE
JULY 2017
Milwaukee Magazine

Reaching over 180,000 Milwaukee-area readers monthly, *Milwaukee Magazine* is the place to turn to for the latest news and dialogue on culture, politics, restaurants, bars, style trends, sports and events. Readers turn back to our pages again and again as a trusted voice in our city.

milwaukeemag.com

The city’s best culture, dining and beer critics, plus insightful news and analysis - every day.

Weekly E-Newsletter

Our magazine, web stories and timely news updates delivered straight to your inbox.

Socialize

Images, videos and the stories behind the issues that you won’t find anywhere else.

Special Issues & Sections

These topical special issues mail to all subscribers and are also sold separately on newsstands or distributed at local businesses.

- MILWAUKEE WEDDINGS
- DINE OUT POCKET GUIDE
- MILWAUKEE HEALTH
- SPECIAL ADVERTISING SECTIONS
- FACES OF MKE
- MBA HOME & FINE LIVING MAGAZINE
- HOME & GARDEN SHOW GUIDE
- WONDERFUL WORLD OF WEDDINGS GUIDE

MilMag Digital

Our team of data professionals and web advertising coordinators will help you design and execute a digital campaign that targets your next customer.

- SOCIAL MEDIA TARGETING
- RETARGETING CAMPAIGNS WITH AUDIENCE SEGMENTATION
- SEO SERVICES
- VIDEO AND IP TARGETING
- DATA COLLECTION & TRANSPARENT REPORTING
### 2018 Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Theme</th>
<th>Deadline</th>
<th>Issue Date</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN</td>
<td>ANNIVERSARY ISSUE</td>
<td></td>
<td>NOV 6</td>
<td>MKE WEDDINGS SPECIAL ISSUE</td>
</tr>
<tr>
<td>FEB</td>
<td>LOCAL BUSINESS UPDATE</td>
<td>DEC 18</td>
<td>DEC 21</td>
<td>JOHN MCGIVERN</td>
</tr>
<tr>
<td>MAR</td>
<td>DINING</td>
<td>JAN 16</td>
<td>JAN 19</td>
<td>JOHN MCGIVERN</td>
</tr>
<tr>
<td>APR</td>
<td>REAL ESTATE</td>
<td>FEB 20</td>
<td>FEB 23</td>
<td>JOHN MCGIVERN</td>
</tr>
<tr>
<td>MAY</td>
<td>NOSTALGIA</td>
<td>MAR 20</td>
<td>MAR 23</td>
<td>EDUCATION</td>
</tr>
<tr>
<td>JUN</td>
<td>CITY GUIDE</td>
<td>APR 17</td>
<td>APR 20</td>
<td>JOHN MCGIVERN</td>
</tr>
<tr>
<td>JUL</td>
<td>OUTDOOR RECREATION</td>
<td>MAY 15</td>
<td>MAY 18</td>
<td>JOHN MCGIVERN</td>
</tr>
<tr>
<td>AUG</td>
<td>DINING</td>
<td>JUN 19</td>
<td>JUN 22</td>
<td>JOHN MCGIVERN</td>
</tr>
<tr>
<td>SEP</td>
<td>TRAVEL</td>
<td>JUL 24</td>
<td>JUL 27</td>
<td>JOHN MCGIVERN</td>
</tr>
<tr>
<td>OCT</td>
<td>BEST OF...</td>
<td>AUG 21</td>
<td>AUG 24</td>
<td>JOHN MCGIVERN</td>
</tr>
<tr>
<td>NOV</td>
<td>TOP DOCS</td>
<td>SEP 18</td>
<td>SEP 21</td>
<td>JOHN MCGIVERN</td>
</tr>
<tr>
<td>DEC</td>
<td>DINING</td>
<td>OCT 23</td>
<td>OCT 26</td>
<td>JOHN MCGIVERN</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Magazine</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Milwaukee Magazine</td>
<td>188,969</td>
</tr>
<tr>
<td>2</td>
<td>M Magazine</td>
<td>64,080</td>
</tr>
<tr>
<td>3</td>
<td>MetroParent</td>
<td>40,533</td>
</tr>
<tr>
<td>4</td>
<td>BizTimes Milwaukee</td>
<td>31,459</td>
</tr>
<tr>
<td>5</td>
<td>Exclusively Yours</td>
<td>25,182</td>
</tr>
</tbody>
</table>

The Real Cost of Advertising

How much are you paying to reach readers?

<table>
<thead>
<tr>
<th>Magazine</th>
<th>1/2 Page Full</th>
<th>Cost/Reader</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milwaukee Magazine</td>
<td>$2,499</td>
<td>$0.014</td>
</tr>
<tr>
<td>Milwaukee Journal Sentinel</td>
<td>$5,760</td>
<td>$0.017</td>
</tr>
<tr>
<td>M Magazine</td>
<td>$2,057</td>
<td>$0.030</td>
</tr>
</tbody>
</table>

*Cost per reader based on 1/2 Page Full Color ad. Rates based on the most recent available rate card.

Our Readers are Consumers

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

- Dining & Entertainment: 90%
- Home Furnishings: 56%
- Medical or Physicians: 66%
- Men’s Apparel: 61%
- Women’s Apparel: 75%
- Vacations or Travel: 63%

75% of readers frequently purchase products & services from ads seen in the magazine.

E-Newsletter

10,000+ subscribers receive our e-newsletters three times a week

Social Media

- Twitter: 55,000+ followers
- Facebook: 16,000+ likes
- Instagram: 23,000+ followers

Milwaukeeemag.com Analytics

400,000+ average page views per month
2018 READER PROFILE

Milwaukee Magazine’s engaging, captivating, thought-provoking content is a trusted source of news and information our readers can use. It is the area’s most-read monthly publication and leading lifestyle brand for more than 35 years. Each monthly issue reflects the city’s culture, current events and local personalities through its glossy pages and digital assets.

Gender & Status

- 62% Female
- 38% Male
- 61% Married
- 39% Single

Age

- 87% Between Ages 25-64
- Average Age: 49

Mean Household Income

- $150,000+ (30%)
- $100,000 to $149,000 (24%)
- $50,000 to $99,999 (36%)
- $150,000+ (10%)

Educated & involved Audience

- 71% of readers with college degrees or higher.
- 78% have occupations in business, professional or management positions.
- 27% Readership growth since 2015

CIRCULATION & DISTRIBUTION

Milwaukee Magazine delivers more paid distribution than any other local publication and readers are renewing their subscriptions at a rate of 70%.

188,969 MONTHLY READERS & 31,767 TOTAL DISTRIBUTION

10% OF THE MILWAUKEE MARKET READS MILWAUKEE MAGAZINE
(Second largest print product in the market after the daily newspaper.)

Top Retail Locations

- BARNES & NOBLE
- PICKN S AVE
- GENERAL MITCHELL INT. AIRPORT
- SENDIK’S
- TARGET
- WALGREENS
- WALMART
- OUTPOST FOODS
- WHOLE FOODS MARKET

Targeted Distribution

- PAID SUBSCRIBERS
- IN-ROOM COPIES AT SELECT HOTELS
- 400+ NEWSSTANDS
- LOCAL EVENTS
- 870+ HEALTHCARE OFFICES

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2018
SPECIAL ISSUES & SECTIONS

Weddings

PUBLISHED ANNUALLY, POLYBAGGED WITH THE JANUARY ISSUE.

*Milwaukee Weddings* is a sophisticated guide to planning your Milwaukee wedding. Its content is fresh; its ideas inspirational. Insider tips and gorgeous photography will guide the bride on her journey to this very special occasion. Full of elegance, drama and artistic flair, *Milwaukee Weddings* is the ultimate wedding guide for today’s savvy bride.

**ON NEWSSTANDS FOR 3 MONTHS.**

<table>
<thead>
<tr>
<th>SPACE CLOSE</th>
<th>MATERIALS DUE</th>
<th>IN HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOV 6</td>
<td>NOV 9</td>
<td>JAN 1</td>
</tr>
</tbody>
</table>

Health

PUBLISHED ANNUALLY, POLYBAGGED WITH THE MAY ISSUE.


*Milwaukee Health* is a new favorite magazine for many local health-conscious readers. This publication features stories on wellness, fitness, diet and prevention along with human interest stories on how to live a happy, healthy life.

**ON NEWSSTANDS FOR 3 MONTHS.**

<table>
<thead>
<tr>
<th>SPACE CLOSE</th>
<th>MATERIALS DUE</th>
<th>IN HOMES</th>
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</thead>
<tbody>
<tr>
<td>MAR 6</td>
<td>MAR 9</td>
<td>MAY 1</td>
</tr>
</tbody>
</table>
Your home is the environment where memories are made. The space where friends and families come together. The design of your home should enhance these moments and reflect your lifestyle, your family needs, and the details of your personal style.

Whether you are building new or remodeling, we have the experience and expertise to transform a house into your dream home. Our showrooms feature the latest design innovations that combine beauty with functional solutions. Our experts will take the time to help guide you through products and elements that are right for you and your budget.

You will be able to see and feel the quality of the products we carry such as Marvin Windows and Doors, and Showplace Cabinetry.
## 2018 DIGITAL OPPORTUNITIES

<table>
<thead>
<tr>
<th>Category</th>
<th>Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COMPLETE SITE TAKEOVER</strong></td>
<td></td>
</tr>
<tr>
<td>(ROS: Leaderboard, Full Width, Home Page &amp; Sidebars)</td>
<td>728 px. x 90 px.</td>
</tr>
<tr>
<td></td>
<td>790 px. x 90 px.</td>
</tr>
<tr>
<td></td>
<td>300 px. x 250 px. (4/page)</td>
</tr>
<tr>
<td><strong>CATEGORY SPECIFIC SITE TAKEOVER</strong></td>
<td></td>
</tr>
<tr>
<td>(ROS: Leaderboard, Full Width, Home Page &amp; Sidebars)</td>
<td>728 px. x 90 px.</td>
</tr>
<tr>
<td></td>
<td>790 px. x 90 px.</td>
</tr>
<tr>
<td></td>
<td>300 px. x 250 px. (4/page)</td>
</tr>
<tr>
<td><strong>ROADBLOCK</strong></td>
<td></td>
</tr>
<tr>
<td>(Leaderboard &amp; Full Width)</td>
<td>728 px. x 90 px.</td>
</tr>
<tr>
<td></td>
<td>790 px. x 90 px.</td>
</tr>
<tr>
<td><strong>RECTANGLE</strong></td>
<td></td>
</tr>
<tr>
<td>(Home Page &amp; ROS Sidebars)</td>
<td>300 px. x 250 px.</td>
</tr>
<tr>
<td><strong>HOME PAGE &amp; ROS FOOTER</strong></td>
<td>300 px. x 250 px.</td>
</tr>
<tr>
<td><strong>E-NEWSLETTER</strong></td>
<td>728 px. x 90 px.</td>
</tr>
</tbody>
</table>

## Custom SEO & Retargeting Campaigns

- SEO
- Retargeting
- Geofencing
- Keywords
- Mobile Apps
- Behavioral Targeting
- Video and IP Targeting
- Social Networks

**YOUR COMPREHENSIVE PLATFORM FOR DIGITAL ADVERTISING**
**Print**

**RATES**
Rates are per insertion. All rates are 4-color. All orders are non-cancelable upon closing date. Possible rate increase for 2019. Milwaukee Magazine does not rate protect.

**PRINT READY ADS**
1/3 page or larger ads presented as print-ready will receive up to a 15% discount. No other discounts will apply.

**IN-HOUSE AD SERVICES**
Rates above include in-house design, edits and material retention. These charges are non-negotiable and run through the duration of the contract. 1/4 and 1/6 page ads include production charges.

**GUARANTEED POSITIONING**
Guaranteed positioning is offered to full-page ads only at a rate increase of 12%.

**LATE FEES**
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.

**Flash**

**ACCEPTED FORMATS:** Flash file 4.0-10.1 recommended

**FILE REQUIREMENTS:** 24fps or slower, <30 seconds, <150KB, 72dpi, RGB, No strobing/distracting elements

**LINKS:** Final file must contain a click-tag

**Digital**

**ACCEPTED FORMATS:** JPEG, JPG, PNG, GIF

**FILE REQUIREMENTS:** <50KB, 72dpi, RGB

**LINKS:** To be provided with final ad submission.

**Animated GIF**

**ACCEPTED FORMATS:** GIF

**FILE REQUIREMENTS:** <5fps, <30 seconds, <150KB, 72dpi, RGB

**LINKS:** To be provided with final ad submission.

**Additional Requirements**
All files must be final, and submitted 5 days prior to campaign date. Avoid using the word ‘Click’ in the ads as some publishers/networks will not allow it.

**BEST PRACTICES**
- Keep messages focused and simple
- Logo should be prominent and easy to find
- Avoid using the word “click”, but phrases like “order here”, “enroll today”, “instant access”
- Include a strong call-to-action