

MKElifestyle®

2022

MEDIA KIT

MKE



CREAM CITY

HEALTH

EAT & DRINK

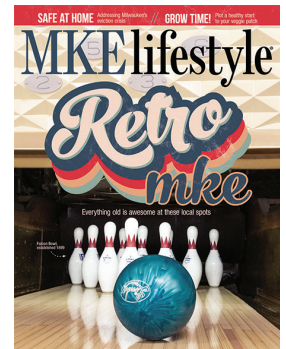
HOME & GARDEN

OUT & ABOUT

YOUR COMMUNITY. OUR PASSION.

At MKE Lifestyle, we're more than just a monthly publication. For more than 25 years, MKE Lifestyle has been the leading voice of what it means to live well in the metro Milwaukee region, from its thriving downtown and sophisticated suburbs, to the natural beauty of Lake Country and the North Shore! With more than 40 Milwaukee Press Club awards earned since 2005, we've fulfilled the community's demand for a valuable resource on sophisticated lifestyle coverage in metro Milwaukee.

We've built a strong brand identity through our stunning print publication, an ever-growing digital and social media presence, and key partnerships with local organizations and businesses. These achievements have earned us our loyal readership and community demand.



MKE Lifestyle is a proud media partner for many metro Milwaukee events and organizations, from a nationally renowned art festival to numerous nonprofit groups. Collaborating with MKE Lifestyle earns our partners publicity through print and online exposure, award-winning design and customized packages, in addition to targeted advertising.

MEDIA PARTNERSHIPS



Best Lawyers



MKE LIFESTYLE TARGETS METRO MILWAUKEE'S WEALTHIEST ZIP CODES.

Our magazine can be found in our loyal subscribers' homes, on select newsstands and in bookstores, major supermarkets and drug stores, professional lobbies and waiting rooms, and high-end hotel rooms across the region. Our commitment to metro Milwaukee, the people who live in it, and its varied and vibrant business community has made us a trusted brand for more than 25 years.



AVERAGE MONTHLY CIRCULATION

41,303* 31,775 Print
9,528 Digital

TOTAL AUDIENCE

106,253*

MKE LIFESTYLE IS

- Verified by Circulation Verification Council (CVC)
- Targeted to homes based on specific demographics
- A trusted resource for our loyal audience residing in metro Milwaukee's most affluent communities

ADDITIONAL PRESENCE

Retail / Medical Offices / Professional Buildings

Select Newsstands

Barnes & Noble
Books & Company
Boswell Book Company
CVS Pharmacy
Good Harvest Market
Milwaukee Mitchell International Airport
Meijer
Outpost Natural Foods
Piggly Wiggly
Sendik's
Walgreens
Whole Foods Market

READER GENDER

62%*
Female

38%*
Male

COLLEGE GRADUATES

68%*

AVERAGE AGE OF READERS

52*



More than
50%
of readers
spend 30
minutes or
more reading
MKE Lifestyle
each issue!

AVERAGE ANNUAL HOUSEHOLD INCOME

\$182,403*

72%*
Above \$100,000

22%*
Above \$200,000

READERS WHO OWN A HOME

91%*

READERS WHO PURCHASE PRODUCTS OR SERVICES FROM ADS SEEN IN MKE LIFESTYLE

63%*

OUR READERSHIP SURVEY TELLS US WHAT OUR READERS PLAN TO PURCHASE IN THE NEXT 12 MONTHS:

HOME & GARDEN

Home Improvements	45%
Lawn & Garden Supplies	44%
Furniture/Home Furnishings	43%
Landscaping Services	33%
Cleaning Services	29%
Major Home Appliance	28%
HVAC Services	21%
Carpet/Flooring	21%
Real Estate	10%

PERSONAL SERVICE

Medical Services/Physicians	54%
Pharmacy Services	52%
Veterinarian	31%
Health Club/Exercise Class	25%

PERSONAL SERVICE Con't.

Tax Advisor/Services	25%
Financial Planner	25%
Chiropractor	15%
Education/Classes	11%
Childcare	9%
Weight Loss	8%
Attorney	8%

RETAIL

Women's Apparel	66%
Men's Apparel	42%
Pet Supplies	32%
Florists/Gift Shops	30%
Television/Electronics	27%
Cell Phone/Smart Phone	24%

RETAIL Con't.

Computers/Tablets/Laptop	23%
Jewelry	21%
Art & Craft Supplies	21%
Children's Apparel	19%
Athletic & Sports Equipment	19%

AUTOMOTIVE

Automobile Services	30%
New/Used Automobile	30%

TRAVEL/ ENTERTAINMENT

Dining & Entertainment	77%
Vacation	56%
Casinos	21%

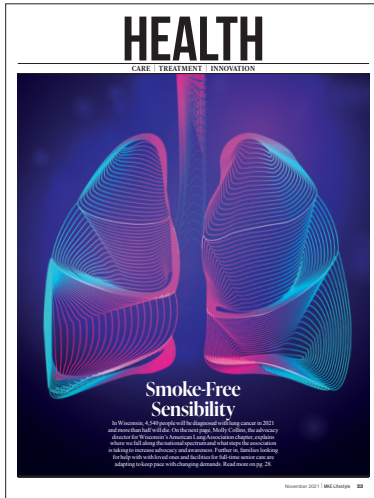
- Home & garden
- Arts & entertainment
- The dining and drinking scene
- Coverage of health topics
- Profiles of the personalities, places and establishments that make the MKE community such a fascinating and special place to live

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An insider's look at the uniquely MKE buildings, environment, people and communities that shape and inspire our lifestyle.



Local, regional and national experts provide insight into ongoing and emerging trends, treatments and developments covering the range of physical and mental health.



Our take on the MKE social scene features imaginative local recipes and libations from the experienced and talented chefs and servers at new and established restaurants and bars, with trend reports from wineries, breweries, markets and culinary experts.



In-depth outdoor and indoor coverage includes a notable home tour, tips from home remodeling professionals, interior design trends and expert garden advice.



Plan out your month! We preview the rich gamut of monthly ethnic festivals, arts scene gatherings, holiday happenings and local attraction highlights, along with get-togethers for worthy causes.



MKE Lifestyle's website, mkelifestyle.com, highlights augmented content from the latest and past issues along with access to a calendar of local events. Visitors can also view our digital edition and promote their business through our digital advertising opportunities.

WEBSITE

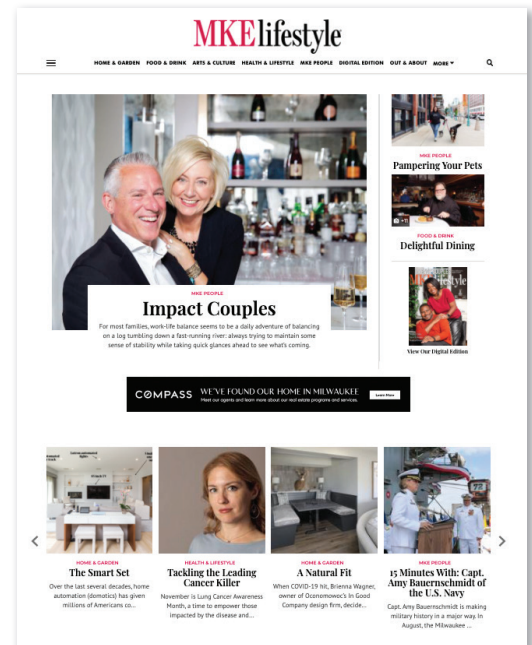
7,531*
Total Page Views

2,989*
Total Unique Users

DIGITAL EDITION

9,528*
Average Monthly Circulation

85,808*
Total Page Views



NEWSLETTERS/ E-BLASTS

8,043
Average Subscribers

18.45%
Average Open Rate

Digital Edition Expanded Features, Social Media and Programmatic Packages are available. Please see rate card.



SOCIAL PLATFORMS



Facebook

7,550



Instagram

5,133



Pinterest

520



Twitter

6,221

IMPORTANT INFORMATION

Publication Trim Size 8.375" x 10.875"	Color Space CMYK only: No spot color or RGB
Live Area 7.375" x 9.875"	4-Color Black If using, we recommend 30C, 30M, 30Y, 100K
Bleed 8.63" x 11.125"	Printing Process Heatset Web Offset
Image Resolution 300 dpi	Formats Accepted .PDF** / .JPG / .PNG
Line Screen 133-line (266 dpi)	

*All Full page ads must have the Bleed area. Build document file to the Trim size of; 8.375"W X 10.875"H. Then Export with .125" (1/8) in. bleed to all sides for the final size of 8.63"W x 11.125"H. 2 Page Spread: 17"W x 11.125"H with bleed, 15.75"W x 9.875"H without bleed.

*For bleed pages, keep essential matter (ex: text, logos, graphics) 1/2" from all sides of bleed edge. When files are PDF'ed, Acrobat automatically rounds up the dimensions. **Preferred format.

EMAIL REQUIREMENTS

Files more than 7MB should be submitted via an ad transfer site such as Dropbox, WeTransfer or Hightail. Do not send ZIP/ compressed files via email.

PDF FILE REQUIREMENTS

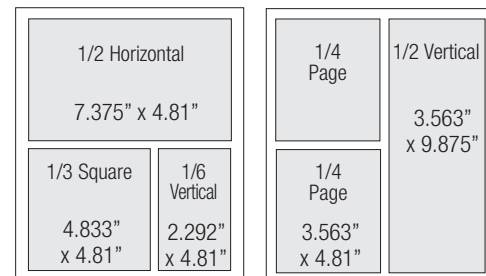
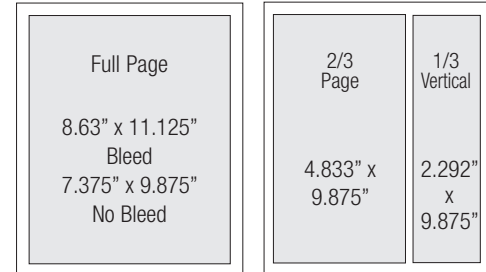
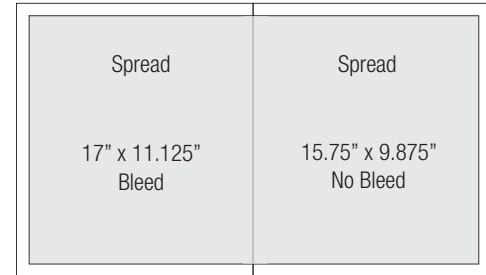
PDF files should be CMYK and have fonts embedded. Use preset PDF/X 1a:2001. All ads submitted as PDF files must be exact size reserved. If color is a concern, please supply a SWOP standard color proof representing the exact color expected on final printed job. Publisher does not assume responsibility for color ads unaccompanied by an acceptable, commercial-quality color proof.

PDF Files Must:

- Be exact ad size reserved
- Be CMYK
- Have fonts embedded
- Minimum dpi of 300 + 100% of actual print size

File Names

Avoid spaces and non-letter characters, such as *&#!^%+><. Use hyphens or underscores when necessary. Clearly label your file by advertiser name and issue date.



THE DETAILS

Rates Include Typesetting and Design:

Additional charges may be assessed for ads requiring special logo designs, illustrations, photography and detailed, in-house production work.

Proofs:

First two proofs are free. Additional proofs are \$25 each.

Premium Positions:

Awarded on a first-come, first-served basis. All other guaranteed requests shall be upcharged 10 percent of earned rate.

Cancellation:

No cancellations accepted after the applicable "space closing" dates. Advertiser shall be subject to all applicable ad charges, even if advertiser fails to provide necessary ad copy by such date.

Frequency Discounts:

Offered to advertisers who commit to run 3, 6, 9 or 12 ads per year. Rates listed are per ad per month. Guaranteed positions other than premium pages will be upcharged 10 percent of earned rate. Rates include typesetting and design.