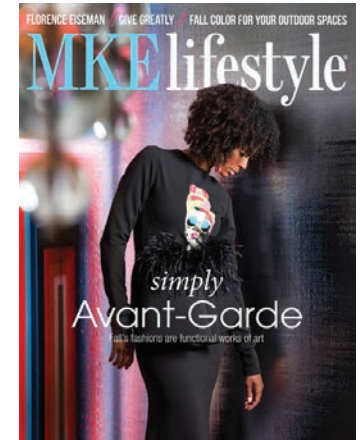




Photo by Doug Edmunds



MKElifestyle[®]
mkelifestyle.com
MEDIA KIT 2020



Your community. Your magazine. At MKE Lifestyle, we're more than just a monthly publication. We're an experienced team behind an established product, and we listen to our clients, forming a professional partnership rooted in a genuine, mutual desire to achieve their marketing goals.

Let our seasoned staff get to know you, your business and your mission. Our goal is simple: to help your business succeed.

The leading voice on living well in metro Milwaukee, MKE Lifestyle delivers vibrant editorial on the latest in home, health, dining, the arts and fashion to a total audience of more than 168,000.

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.

For over a quarter century, 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. This engagement leads hundreds of advertisers to value the exposure MKE Lifestyle supplies via its four-county reach.

MKE Lifestyle provides your organization with the opportunity to put your brand and your message in the hands of a focused and affluent audience across our print and digital mediums and other custom, targeted offerings. Our four-county reach means your business stands out to more potential customers than via any other local lifestyle magazine.

PRINT EDITIONS

45,821



WEBSITE

10,592

MONTHLY
PAGE
VIEWS



DIGITAL EDITION

24,123

MKElifestyle



MONTHLY
PAGE
VIEWS

WEEKLY E-NEWSLETTER

DISTRIBUTION

5,121

SOCIAL MEDIA

f 6,005*

mkelifestylemag

i 3,951*

mkelifestylemag

t 6,298*

@mkelifestyle

p 487*

pinterest.com/
mkelifestyle



MKElifestyle

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.



Photos by Erol Freyal

COMMUNITY PARTNERS:

alzheimer's association

SUMMERFEST
MILWAUKEE WISCONSIN

HISTORIC MILWAUKEE, INC.
DOORS
OPEN

HAWS
Humane Animal Welfare Society

topDENTISTS™

MOWA
MUSEUM OF WISCONSIN ART

susan G. komen.
WISCONSIN

American
Cancer
Society®

FOX 6
MILWAUKEE

east
towne
square

MBA
METROPOLITAN
BUILDERS
ASSOCIATION

NARI
REMODELER
OF THE
YEAR
National Association of the Remodeling Industry
MILWAUKEE

Best Lawyers

American
Heart
Association

WISCONSIN
CONSERVATORY
OF MUSIC

WISCONSIN
STATE FAIR

Ronald McDonald
House Charities®
Eastern Wisconsin

MILWAUKEE
ART
MUSEUM

917
WMSE

C*A*M*P
HOMETOWN
HEROES
Healing Hearts & Restoring Hope
for Children of Fallen U.S. Service Members

CELEBRATING 25 YEARS
1994 2019
GATHERING
ON THE GREEN
MEQUON WI

Mount Mary
UNIVERSITY

Best Doctors®

Sharon Lynne
Wilson
Center
for the ARTS

MKElifestyle

MKE Lifestyle targets metro Milwaukee's wealthiest zip codes. Our magazine can be found in our loyal subscribers' homes, on select newsstands and in waiting rooms, 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

55,239 45,821* print
9,418* digital

TOTAL AUDIENCE OF

168,388

MKE LIFESTYLE IS

- Verified by Circulation Verification Council (CVC)
- Targeted to homes based on specific demographics
- A trusted resource for our loyal audience from metro Milwaukee's most affluent communities.
- Distributed to homes and businesses in multiple counties: Waukesha County, 16,299*; Milwaukee County, 7,864*; Ozaukee County, 7,324*; and Washington County, 2,974*
- Placed in more than 4,600* guest rooms at Milwaukee's premium hotels and professional lobbies.

ADDITIONAL PRESENCE

Retail / Medical Offices / Professional Buildings

Select Newsstands

Barnes & Noble
Booked Solid
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

High-end Hotels

Aloft Milwaukee Downtown
The Brewhouse Inn & Suites
The Delafield Hotel
Hilton Garden Inn Milwaukee Downtown
Hilton Milwaukee City Center
Hotel Metro
Hyatt Regency Milwaukee
Kimpton Journeyman Hotel
Marriott ExecuStay
Saint Kate - The Arts Hotel
The Iron Horse Hotel
The Knickerbocker on the Lake
The Pfister Hotel
The Westin Milwaukee

*Data from Circulation Verification Council, 2019 Audit Report.

Conversion efforts are underway to build the paid model of MKE Lifestyle. Interruptions may occur to requestor base subscribers at the discretion of group publisher as paid subscribers are procured. All rights reserved for consideration of monthly evaluation.

MKElifestyle

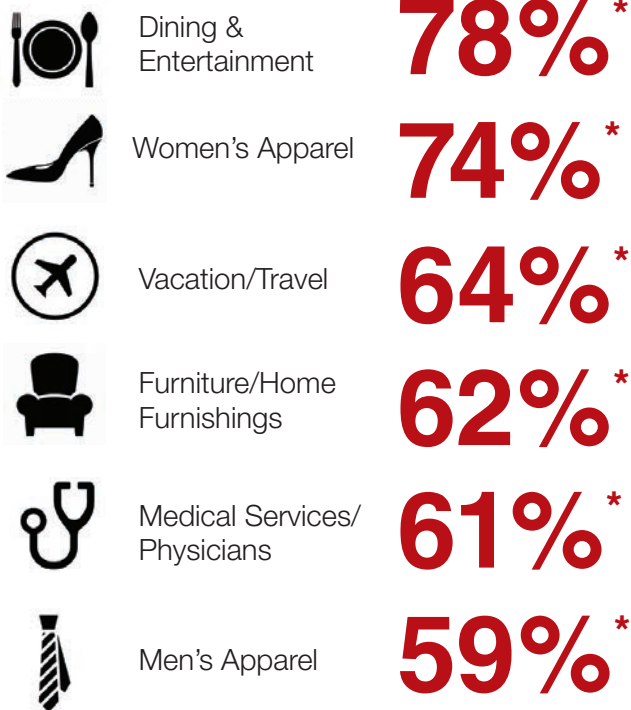
MKE Lifestyle targets a readership of financially successful, well-educated homeowners and professionals.

CONSUMER SPENDING

66.6%* Readers who frequently purchase products or services from ads seen in MKE Lifestyle

THEY READ; THEY ACT!

MKE Lifestyle readers have serious spending power. Here is a breakdown of the goods and services they plan to purchase in the next 12 months.



AGE OF AVERAGE READER

54.2*

AVERAGE ANNUAL HOUSEHOLD INCOME

\$176,943*

GENDER

61%*
Female



39%*
Male

HOMEOWNERS



91.93%*

BACHELOR'S DEGREE OR HIGHER



66%*

Complementing our print publication, MKE Lifestyle's digital edition delivers content from the latest issue across a variety of formats that puts the power of your advertising in our readers' hands, no matter where they are.



Available on **mkelifestyle.com** and as an app on iTunes and Google Play, MKE Lifestyle's digital edition grants readers instant access to current and archived issues on multiple devices, offering additional value to advertisers.

9,418*
Average Monthly
Subscribers

24,123*
Average Monthly
Total Page Views

*Data from Circulation Verification Council, 2019 Audit Report.

EXPANDED FEATURES

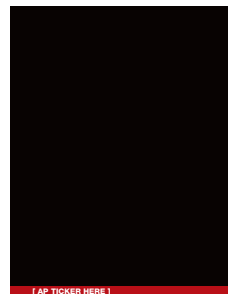
PRESENTATION PAGE SPONSOR



Opposite the cover, our presentation page consistently ranks in the top 5 for page views, with an average of 1,295 per month*. With the purchase of a sponsorship, advertisers are invited to place a logo, video or ad on this page.

Presentation page ad is 7" x 4".

APP TICKER



Advertiser also receives an app ticker ad that extends the bottom width of every page, keeping their brand prevalent throughout the digital edition.

App ticker ad is 500-pixels-wide x 20-pixels-high.

ADDITIONAL PAGE



ADDITIONAL PAGES

[YOUR AD HERE]
FRONT & BACK

Purchase a full-page, two-sided ad in MKE Lifestyle's digital edition.

Specs: Full page live area is 8.375" x 10.875" (margins for all non-bleed ads are .5" from top, bottom, left and right). Ad must be turned in as two separate PDFs for front and back of ad.

Additional available features include: Belly Band, Slide-Show and Video/Audio content

MKE Lifestyle's website, **mkelifestyle.com**, highlights augmented content from the latest issue and provides a one-stop destination for MKE Lifestyle's resource guides, including Best Lawyers, Best Doctors and Top Dentists. In addition, visitors can access a calendar of local events and a detailed restaurant directory, and browse extensive photo coverage of area events and happenings.

MONTHLY PAGE VIEWS

10,592

AVERAGE MONTHLY
UNIQUE USERS

4,229*

RESOURCE GUIDES

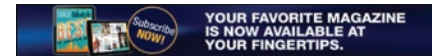
RESTAURANT GUIDE

CALENDAR OF EVENTS

IN THE NEWS - FOX6

OUT & ABOUT

PHOTO COVERAGE

WEB/DIGITAL
SPECIFICATIONS

Web Leaderboard:

Dimensions: 728W x 90H (pixels)



Web Banner Ad:

Dimensions: 384W x 190H (pixels)



E-Newsletter

Skyscraper:

Dimensions:
150W x 400H (pixels)

Custom E-Blast:

Dimensions: 900W x
1200H (pixels)

THE DETAILS

Line Screen: 133-line (266 dpi)

Camera Ready Ads: 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.

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.

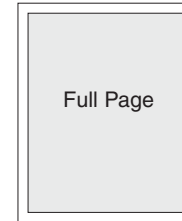
Cancellation: No cancellations accepted after the applicable "space closing" dates. Advertiser shall be subject to all applicable ad charges, even if advertiser fails to provide necessary ad copy by such date.

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.

AD SIZES

FULL PAGE

Live area: 7.375" x 9.875"
(Margins for all non-bleed ads are .5" from top and bottom and .5" from left and right.)



TRIM SIZE:

8.375" x 10.875"

BLEED SIZE:

8.63" x 11.125" (Full Page)

(width by depth)

2 Page Spread

15.75" x 9.875"

2 Page Spread (with bleed)

17" x 11.125"

Full Page

7.375" x 9.875"

Full Page (with bleed)

8.63" x 11.125"

2/3 Page

4.833" x 9.875"

1/2 Page Horizontal

7.375" x 4.81"

1/2 Page Vertical

3.563" x 9.875"

1/3 Page Square

4.833" x 4.81"

1/3 Page Vertical

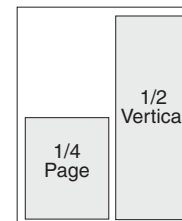
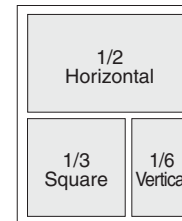
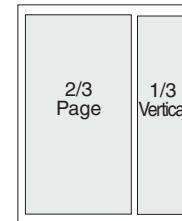
2.292" x 9.875"

1/4 Page

3.563" x 4.81"

1/6 Page Vertical

2.292" x 4.81"



2020 DEADLINES

	SPACE	ARTWORK	MAILED
		DUE	
JAN	NOV 27	DEC 2	DEC 27
FEB	JAN 2	JAN 3	JAN 28
MAR	JAN 30	JAN 31	FEB 25
APR	MAR 5	MAR 6	MAR 31
MAY	APR 2	APR 3	APR 28
JUN	APR 30	MAY 1	MAY 27
JUL	JUN 4	JUN 5	JUN 30
AUG	JUL 2	JUL 3	JUL 28
SEP	JUL 30	JUL 31	AUG 25
OCT	SEP 3	SEP 4	SEP 29
NOV	OCT 1	OCT 2	OCT 27
DEC	OCT 29	OCT 30	NOV 24