



**Media Kit 2021**

**MKElifestyle®**





# 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.

# Brand Footprint

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## MKE Lifestyle connects you to the community you desire!

MKE Lifestyle provides your business 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.

Home & Garden / Eat & Drink / Health & Lifestyle / MKE People / Arts & Culture / Out & About



### Print/Digital

42,319

32,829 Print / 9,490 Digital  
Average Monthly Circulation

156,978

Total Audience

3.4

Average Readers Per Issue

### Newsletters/ E-blasts

7,120

Average Subscribers

22.5%

Average Open Rate

### Social

17,000+

Twitter, Instagram, Facebook, Pinterest

### Website

8,957

Total Page Views

3,851

Total Unique Users

### Digital Issue

41,216

Total Page Views



# Media Partnerships

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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.





# Circulation

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## 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

42,319\*    32,829\* Print  
9,418\* Digital

### Total Audience Of

156,978\*

### 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.

### 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

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.



# Our Readers



Readers who purchase products or services from ads seen in MKE Lifestyle

64%\*

Average age of readers

52\*

20% 35 - 44  
28% 45 - 54  
27% 55 - 64

Average annual household income

\$181,993\*

Reader gender

63%\* Female  
37%\* Male

College graduates

68%\*

## Our readership survey tells us what our readers plan to purchase in the next 12 months:

### HOME & GARDEN

Furniture / Home Furnishings	54%
Lawn & Garden Supplies	49%
Home Improvements	35%
Cleaning Services	33%
Landscaping Services	26%
Major Home Appliance	25%
HVAC Services	21%
Carpet/Flooring	17%
Real Estate	12%

### PERSONAL SERVICE

Medical Services/Physicians	58%
Pharmacy Services	49%
Health Club/Exercise Class	39%
Tax Advisor/Services	35%
Veterinarian	34%
Financial Planner	28%
Education/Classes	10%
Chiropractor	15%
Weight Loss	11%
Attorney	11%
Childcare	10%

### RETAIL

Women's Apparel	71%
Men's Apparel	56%
Florists/Gift Shops	36%
Pet Supplies	33%
Jewelry	30%
Television/Electronics	29%
Art & Craft Supplies	26%
Computers/Tablets/Laptop	26%
Cell Phone/Smart Phone	25%
Children's Apparel	23%
Athletic & Sports Equipment	21%

### AUTOMOTIVE

Automobile Services	33%
New/Used Automobile	29%

### TRAVEL/ENTERTAINMENT

Dining & Entertainment	77%
Vacation	52%
Casinos	23%



For more than 25 years, MKE Lifestyle has been a proven local leader in home construction, design, décor and landscaping coverage. And there's never been a better time to let our seasoned staff get to know you, your home-based business and your mission, and show you how MKE Lifestyle's expanded Home & Garden section can help bring not just more eyes, but the *right* eyes, to your brand.

## Welcome In

An inviting entrance to the section that's all about creating an inviting entrance to your home, indoors and out.



## Guest Page

Local design and decor pros, boutique owners, landscapers and makers share the items and ideas they're most excited about — for the month or the season.



## Mood Board

How to create a room, a mood, a palette and more with local resources and retailers.



## Home Tours

From fabulous new builds to the region's glorious mix of classic house styles, we take you inside local homes and tell you how their artful, enviable looks were achieved.



## Ask the Expert

Local professionals across home sales, construction, décor, design and more share insider insight into what you need to know right now.



## DIY Notebook

Experts and avid DIYers share their favorite projects and how you can make them work for you.



## Garden Feature

Whether you're growing indoors or out, we tell you the prettiest plants and most productive fruits and veggies to adorn your home, yard and garden — and talk to experts who will help you keep them blooming.



## Plant it Now

We wrap up with a colorful focal point, from blooming beauties in the growing season, to the perfect bouquets and living decorations in the colder months.





# Website

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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.

## Monthly Page Views

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8,957\*

## Average Monthly Unique Users

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3,851\*

## Digital Web Rates (net/rotating or run of site)

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### IMPACT TOP: \$700/MONTH

Reveal at the top of the site. Great for promotions and sales.  
Dimensions: 1920x600 (pixels)

### WEB LEADERBOARD: STARTS AT \$300/MONTH

Top: \$600/month, Middle: \$500/month, Bottom: \$300/month  
Dimensions: 320x50, 728x90, 970x90, 970x250, 1170x90 (pixels)

Viewable on mobile, tablet, laptop and desktop.

### STICKY ANCHOR: \$500/MONTH

Designed to be anchored or fixed in a specific area of the screen while the user scrolls through the content.

Dimensions: 320x50, 728x90, 970x90 (pixels)

Viewable on mobile, tablet, laptop and desktop

### RAIL ADS: STARTS AT \$175/MONTH

Top: \$300/month, Middle: \$250/month, Bottom: \$175/month  
Dimensions: 300x250, 300x50, 300x600 (pixels)

Viewable on mobile, tablet, laptop and desktop

Run of site positions (non-rotating) will be upcharged 30% of earned rate.

## E-Newsletter Rates

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### FULL PAGE CUSTOM E-BLAST: \$500 (1X)

Dimensions: 900Wx1200H

### MONTHLY E-NEWSLETTER SKYSCRAPER:

\$300/MONTH (4x) / \$150/WEEK (1x)

Dimensions: 150Wx400H

## Social Media Packages

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### \$300 AND UP

Custom advertising packages available.

## Programmatic Packages

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**\$10.00 CPM** Extend the life of your print advertising across the web! Ads are served to websites, streaming platforms, and apps that are targeted to MKE Lifestyle readers. Let us create a programmatic plan that works for your needs. Strategies include geofencing, keyword retargeting, site retargeting and more!

# Digital Edition

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

## Average Monthly Subscribers

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9,490\*

## Average Monthly Total Page Views

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41,216\*



## Expanded Features

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### PRESENTATION PAGE SPONSOR - \$500/ISSUE

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 - \$300/ISSUE

Purchase an app ticker ad that extends the bottom width of every page, keeping your brand prevalent throughout the digital edition. App ticker ad is 500-pixels-wide x 20-pixels-high.

### FULL PAGE DIGITAL EDITION ONLY - \$175/ISSUE

Purchase a full-page ad in MKE Lifestyle's digital edition only. Ad would be placed at end of the publication. 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).

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



# Print Specifications

## Important Information

### PUBLICATION TRIM SIZE

8.375" x 10.875"

### LIVE AREA

7.375" x 9.875"

### BLEED

8.63" x 11.125"

### IMAGE RESOLUTION

300 dpi

### LINE SCREEN

133-line (266 dpi)

### COLOR SPACE

CMYK only; *no spot color or RGB*

### 4-COLOR BLACK

If using, we recommend

30C, 30M, 30Y, 100K

### PRINTING PROCESS

Heatset Web Offset

\*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.

## Email Requirements

Files more than 7MB should be submitted via an ad transfer site such as Dropbox, WeTransfer or Hightail.

## PDF File Requirements

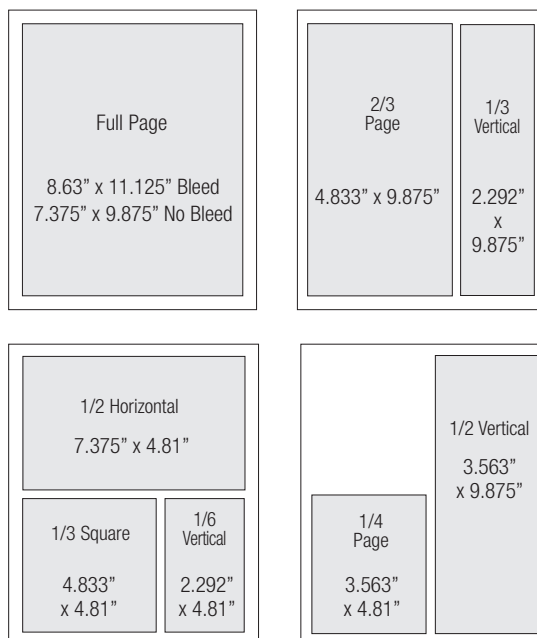
PDF files should be CMYK and have fonts embedded. Use preset PDF/X 1a:2001. All ads submitted as PDF files must be exact size reserved. If color is a concern, please supply a SWOP standard color proof representing the exact color expected on final printed job. Publisher does not assume responsibility 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
- 7 MB or less if emailed

### 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.

# Editorial Calendar

	HEALTH TOPIC	HOME & GARDEN FOCUS	SPECIAL ADVERTISING SECTIONS	SPACE CLOSE	MATERIALS DUE	MAIL DATE
<b>January</b>	Diabetes	Home Sales	Medical Guide New Year Resolutions Parenting	11/25/20	11/30/20	12/29/20
<b>February</b>	American Heart Month	Outdoor Planning	Wealth Management Senior Living Weddings & Romance	12/30/20	12/31/20	1/26/21
<b>March</b>	Orthopedics	Three Season Spaces	Oral Care Wellness & Fitness Real Estate Agents to Know NARI Awards Program	1/28/21	1/29/21	2/23/21
<b>April</b>	Alcohol Awareness World Immunization Week	Wild Gardens/ Native Plants	Best Lawyers Auto Industry Leaders Senior Living	3/4/21	3/5/21	3/30/21
<b>May</b>	Stroke Prevention/Treatment Home Health Nursing	Bathrooms	Family Owned Businesses National Pet Month Eye Care	4/1/21	4/5/21	4/28/21
<b>June</b>	Men's Health Month	Kitchens	Top Doctors Cosmetic Enhancements Craft Brewery Showcase	4/29/21	4/30/21	5/25/21
<b>July</b>	Healthy Vision Month Sarcoma Awareness Month	Bedrooms/En Suites (Before/After)	Faces Real Estate Agents to Know Celebrations & Entertaining Lake Living	6/3/21	6/4/21	6/29/21
<b>August</b>	GI/Digestive Issues Nat'l Immunization Awareness Month	New Home Construction New Home Trends	Best Of (Editorial Feature) Wealth Management Oral Care Education	7/1/21	7/2/21	7/27/21
<b>September</b>	Healthy Aging Month Chronic Pain	Home Remodeling	Performing Arts Preview Law Firms - Ones to Watch Eye Care	8/5/21	8/6/21	8/31/21
<b>October</b>	Breast Cancer Domestic Violence	Luxury Living Condos/Apts Winter Checklist Kitchens	Museums Guide Wellness & Self Care Cosmetic Enhancements	9/2/21	9/3/21	9/29/21
<b>November</b>	Lung Cancer Respiratory Health	Living/Family Rooms Storage Dilemmas Game Rooms	Holiday Shopping & Events Orthopedics & Pain Management Senior Living	9/30/21	10/1/21	10/26/21
<b>December</b>	HIV/AIDS Update	Indoor Entertainment Spaces Lower Level Trends Not Your Average Basement	Top Dentists Holiday Shopping Guide Dining Out	10/28/21	10/29/21	11/23/21

Editorial subject to change