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**

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**

<table>
<thead>
<tr>
<th>Print/Digital</th>
<th>Newsletters/ E-blasts</th>
<th>Website</th>
<th>Social</th>
<th>Digital Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>42,319</td>
<td>7,120</td>
<td>8,957</td>
<td>17,000+</td>
<td>41,216</td>
</tr>
<tr>
<td>32,829 Print / 9,490 Digital</td>
<td>Average Subscribers</td>
<td>22.5%</td>
<td>Twitter, Instagram, Facebook, Pinterest</td>
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<tr>
<td></td>
<td>156,978</td>
<td>3,851</td>
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<td></td>
<td>Total Audience</td>
<td></td>
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<tr>
<td></td>
<td>3.4</td>
<td></td>
<td>17,000+</td>
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<tr>
<td></td>
<td>Average Readers Per Issue</td>
<td></td>
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<td></td>
<td>22.5%</td>
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*Data from Circulation Verification Council, 2020 Audit Report.*
Media Partnerships

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

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.

*Data from Circulation Verification Council, 2020 Audit Report.
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%

*Data from Circulation Verification Council, 2020 Audit Report.
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.
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**

8,957*

**Average Monthly Unique Users**

3,851*

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

**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**

**FULL PAGE CUSTOM E-BLAST: $500 (1X)**
Dimensions: 900Wx1200H

**MONTHLY E-NEWSLETTER SKYSCRAPER: $300/MONTH (4x) / $150/WEEK (1x)**
Dimensions: 150Wx400H

**Social Media Packages**

$300 AND UP
Custom advertising packages available.

**Programmatic Packages**

$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!

*Data from Circulation Verification Council, 2020 Audit Report.*
Digital Edition

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

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>9,490</strong>*</td>
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</table>

### Average Monthly Total Page Views

<p>| | |</p>
<table>
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<tr>
<td><strong>41,216</strong>*</td>
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</table>

#### Expanded Features

**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

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*Data from Circulation Verification Council, 2020 Audit Report.*
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

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.

Important Information

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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 1:2001. 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 hypens 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.

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# Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Health Topic</th>
<th>Home &amp; Garden Focus</th>
<th>Special Advertising Sections</th>
<th>Space Close</th>
<th>Materials Due</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>American Heart Month</td>
<td>Outdoor Planning</td>
<td>Wealth Management Senior Living Weddings &amp; Romance</td>
<td>12/30/20</td>
<td>12/31/20</td>
<td>1/26/21</td>
</tr>
<tr>
<td>March</td>
<td>Orthopedics</td>
<td>Three Season Spaces</td>
<td>Oral Care Wellness &amp; Fitness Real Estate Agents to Know NARI Awards Program</td>
<td>1/28/21</td>
<td>1/29/21</td>
<td>2/23/21</td>
</tr>
<tr>
<td>May</td>
<td>Stroke Prevention/Treatment</td>
<td>Bathrooms</td>
<td>Family Owned Businesses National Pet Month Eye Care</td>
<td>4/1/21</td>
<td>4/5/21</td>
<td>4/28/21</td>
</tr>
<tr>
<td>June</td>
<td>Men's Health Month</td>
<td>Kitchens</td>
<td>Top Doctors Cosmetic Enhancements Craft Brewery Showcase</td>
<td>4/29/21</td>
<td>4/30/21</td>
<td>5/25/21</td>
</tr>
<tr>
<td>July</td>
<td>Healthy Vision Month</td>
<td>Bedrooms/En Suites (Before/After)</td>
<td>Faces Real Estate Agents to Know Celebrations &amp; Entertaining Lake Living</td>
<td>6/3/21</td>
<td>6/4/21</td>
<td>6/29/21</td>
</tr>
<tr>
<td>September</td>
<td>Healthy Aging Month Chronic Pain</td>
<td>Home Remodeling</td>
<td>Performing Arts Preview Law Firms - Ones to Watch Eye Care</td>
<td>8/5/21</td>
<td>8/6/21</td>
<td>8/31/21</td>
</tr>
<tr>
<td>November</td>
<td>Lung Cancer Respiratory Health</td>
<td>Living/Family Rooms Storage Dilemmas Game Rooms</td>
<td>Holiday Shopping &amp; Events Orthopedics &amp; Pain Management Senior Living</td>
<td>9/30/21</td>
<td>10/1/21</td>
<td>10/26/21</td>
</tr>
</tbody>
</table>

Editorial subject to change