

MKElifestyle®

2025

MEDIA KIT

HOME & GARDEN
CREAM CITY
HEALTH & LIFESTYLE
EAT & DRINK
OUT & ABOUT



WHO IS MKE LIFESTYLE?



OUR PASSION IS YOUR COMMUNITY

For more than 30 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.

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.



WHERE IS MKE LIFESTYLE?



MKE LIFESTYLE TARGETS METRO MILWAUKEE'S WEALTHIEST ZIP CODES.

MKE Lifestyle magazine can be found in loyal subscribers' homes, on select newsstands and in bookstores, major supermarkets, drug stores, professional lobbies, waiting rooms, and high-end hotel rooms across the region. MKE Lifestyle's 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 30 years.

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

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

AVERAGE MONTHLY CIRCULATION*

PRINT: 24,116 DIGITAL/SOCIAL: 31,035

TOTAL: 55,151

website users, digital edition users, social followers, and e-newsletter subscribers

PRINT EDITION READERSHIP: 72,348

BASED ON 3 READERS PER ISSUE (3 X 24,116)

GROSS DIGITAL CONTACTS: 25,133

TOTAL GROSS CONTACT: 97,481**

*Data from Circulation Verification Council, 2024 Audit Report. **Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter contacts.

MKE LIFESTYLE'S PRINT READERS

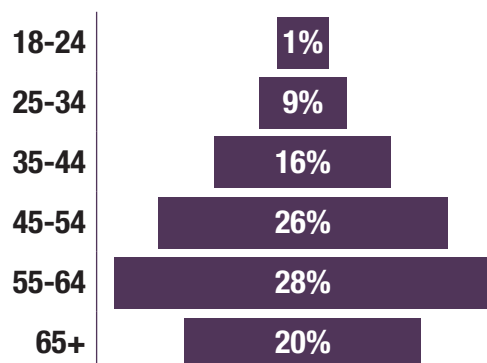
KEEPS AN ISSUE FOR AT LEAST 3 WEEKS OR MORE: **58%***

COLLEGE GRADUATES: **70%***

READER GENDER

FEMALE: **62%*** | MALE: **38%***

AGE OF PRINT READERS*



AVERAGE HOUSEHOLD INCOME: **\$189,885***

ABOVE \$100K: **37%*** | ABOVE \$200K: **30%***

READERS WHO PURCHASE PRODUCTS OR SERVICES FROM ADS SEEN IN MKE LIFESTYLE: **69.1%***

WHAT OUR READERS PLAN TO PURCHASE IN THE NEXT YEAR

HOME & GARDEN

Furniture/Home Furnishings	41%
Lawn & Garden Supplies	34%
Cleaning Services	33%
Home Improvements	31%
Landscaping Services	24%
Major Home Appliance	22%
HVAC Services	21%
Carpet/Flooring	15%
Real Estate	08%

PERSONAL SERVICE

Medical Services/Physicians	54%
Veterinarian	34%
Pharmacy Services	32%
Tax Advisor/Services	29%
Health Club/Exercise Class	26%
Financial Planner	25%
Chiropractor	12%
Attorney	12%
Weight Loss	10%
Education/Classes	06%
Childcare	05%

RETAIL

Women's Apparel	75%
Men's Apparel	41%
Computers/Tablets/Laptop	34%
Jewelry	32%
Pet Supplies	32%
Florists/Gift Shops	28%
Cell Phone/Smart Phone	26%
Athletics/Sports Equipment	20%
Television/Electronics	19%
Children's Apparel	13%
Art & Craft Supplies	10%

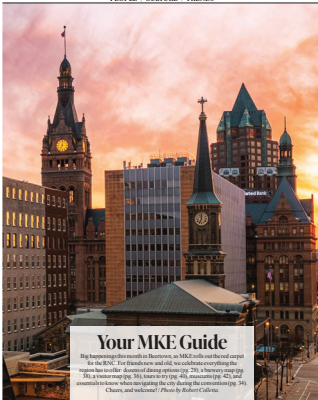
AUTOMOTIVE

Automobile Services	33%
New/Used Automobile	24%

TRAVEL/ENTERTAINMENT

Dining & Entertainment	91%
Vacation	55%
Casinos	22%

*Data from Circulation Verification Council, 2024 Audit Report.



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

HEALTH & LIFESTYLE

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

EAT & DRINK/Thanksgiving



Thanksgiving Made Easy

Don't have time to cook this year? We offer several places to dine in or carry out your Thanksgiving meal.

BY JOANNE CHITTAKIAN

When it comes to Thanksgiving dinner, there are people who search the Internet for recipes, create a menu and absolutely relish (pun intended) the cooking process. And, there's the rest of us.

No judgment if you choose to let the pros handle November's holiday food prep. Check out some of the many local restaurants, caterers, and chefs ready to do the work for you.



DESSERT STAND

Flaking isn't your thing, local stores and bakeries have your holiday dessert covered. Add a touch of decadence to frozen pie with Gary Zick's trick for elevating frozen pie: Spike the topping. "Grab a quart of heavy whipping cream and toss it in a blender with half a lb. of sugar and some vanilla. All you need is a teaspoon of kahlua or bourbon or rum, and you're just going to change the dynamic of that frozen pie," he says.

The Elegant Farmer, 1545 Main St., Milwaukee, (800) 363-6770, elegantfarmer.com
Greig Patziser, 408 W. Florida St., Milwaukee, (414) 252-0143, greigpatziser.com
Honey Pie, 2520 S. Kimbark Ave., Milwaukee, (414) 480-7437, honeypiecake.com
Lakeside Cookie Co., WICN706

Lakeside Cookie Co., Mequon Public Market,
6000 W. Mequon Rd., Mequon,
(920) 880-2714, lakesidecookieco.com

Matilda Bakery,
6874 N. Santa Monica Blvd., Fox Point,
(414) 364-8892, matildabakery.com

Mr. Dye's Pies, 275 W. Wisconsin Ave., Milwaukee,
(414) 759-4922, mrdyespies.net

EAT & DRINK

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.

Powerful Bonds

How Southeast Wisconsin is supporting patients and caregivers in the fight against Alzheimer's disease.

Compassionate community effort is making a meaningful difference in the lives of those touched by Alzheimer's disease and other dementia. While these conditions affect hundreds of families across our state, they also inspire remarkable acts of kindness and solidarity. The Alzheimer's Association Wisconsin Chapter offers hope, resources, and a sense of connection for individuals living with dementia and their dedicated caregivers.

The landscape of Southeast Wisconsin is evolving as Alzheimer's disease and other dementia increasingly touch the lives of our neighbors.

- In Milwaukee County, more than 15,715 individuals aged 65 and older live with these conditions — another surprising Whitefish Bay's entire population.
- Neighboring Waukesha County reports more than 11,215 cases.
- Oneida and Washington Counties account for more than 4,247,135 residents.

“7,849 are Kenosha County residents combined are home to more than 17,740 individuals navigating Alzheimer’s.” Those numbers reflect unique touches of cherished grandparents, devoted parents, retired teachers and beloved neighbors. They form a powerful narrative of resilience and community support. Just as Alzheimer’s demands a commitment to addressing this growing health challenge.

Yet these figures only scratch the surface. Behind each number is a person, a family, and a network of caregivers navigating the journey of Alzheimer’s. In Wisconsin alone, more than 205,000 caregivers provide support to their loved ones, showcasing the dedication and compassion that define this journey.

“Alzheimer’s doesn’t just affect the person diagnosed—it touches entire families and communities,” says Rob Stethand of Green Bay. “As a caregiver for my wife Rhonda, I saw firsthand how this disease can change relationships and daily life. It’s not just a medical condition; it’s a challenge that exists in our community, from neighbors offering and helping a hand to local support groups providing a lifeline of understanding.”



A NETWORK OF SUPPORT

At the heart of its services is a free 24/7 Helpline providing support and information in more than 200 languages. The chapter also facilitates in-person and online support groups, creating safe spaces for sharing experiences and finding emotional support. Educational programs empower individuals with knowledge about the disease, while personalized care

The chapter's advocacy efforts work toward increasing funding for research and improving policies, and community events such as the Walk to End Alzheimer's bring people together in solidarity and hope. These resources ensure no one faces the Alzheimer's journey alone.

"Access to care and support services is essential for individuals living with Alzheimer's and their families," says Jeffrey Brady, Executive Program Director with the Alzheimer's Association's Wisconsin chapter. "The Alzheimer's Association provides critical information and assistance and also fosters a sense of community and connection that can make a big difference in navigating the challenges of this disease."

Each of us can make a meaningful impact. There are many ways to get involved, from volunteering to a caregiver support group, concerned about cognitive changes, or simply wanting to help. From volunteering at events to joining a care support group or contributing a donation, every action helps.

If you or someone you know is navigating this journey, visit alz.org to learn about the programs and opportunities available.

The Alzheimer's Association is a worldwide voluntary health organization dedicated to Alzheimer's care, support and research. We are committed to advancing the understanding of the disease by accelerating global research, driving risk reduction and early detection, and optimizing quality care and caregiver support.



home & garden



HOME & GARDEN

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

OUT & ABOUT

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.

St. Ann Center for
Intergenerational Indaba

African Ball



African Ball
St. Ann's Center for Intergenerational Care celebrated its fifth annual Indiana African Ball at its Campus on Feb. 3. The event raised money for the Indiana Black Expo, which is a family-friendly neighborhood event in the Indiana State fair summer season. The annual free Easter egg hunt for children, Pumpkin-pelicans, A total of \$15,000 in support of the activities at the Indiana Ball also celebrated the induction of Hall of History Masters: Dr. Lisa A. founder of Black Spots HQ, a mental organization for Black and Brown people. Dwight Collier, longtime commissioner of the North Carolina Sports Lottery, Virginia Long and activists Mac West, LaMar Franklin, co-founders of Glee, along with running shoe brands that cater to people, schools and businesses in the and Lapham Park neighborhood.

Photos by Dan Wilson



1. Charlotte Leeuwen & Helen Johnson 2. Dr. Dwight Calk, Max Weidie & Lillian Martin 3. Cory & Crystal Lockridge 4. Christopher's Proposal featuring Joe Jordin & Charles & Bana Grice 5. Dr. Lisa R. Kuo & Keith Reid 7. Crystal Lockridge & Dr. Antonette Mensah 8. Joannah & Dr. Dwight Calk 9. Spencer & Gemma Gogge

submitted, professionally taken photos from recent or upcoming events; photos can be sent directly to outandabout@redixstyle.com and are subject to editorial approval. No phone calls, please. Additional photos are available online at redixstyle.com; click on Out & About.

ONLINE PRESENCE

WEBSITE

AVERAGE MONTHLY
NEW VISITORS: **4,357***

AVERAGE
SESSIONS: **6,870***

AVERAGE MONTHLY
PAGE VIEWS: **9,601***

DIGITAL EDITION

AVERAGE
SUBSCRIBERS: **8,620***

AVERAGE MONTHLY
NEW USERS: **855***

WEB AND MOBILE

AVERAGE MONTHLY
PAGE VIEWS: **26,895***

WEB AND MOBILE

*Data from Circulation Verification Council, 2024 Audit Report.
**Data from Meta Business Suite

E-NEWSLETTERS/E-BLASTS

AVERAGE
SUBSCRIBERS: **9,676***

AVERAGE
OPEN RATE: **39%***

AVERAGE SOCIAL MEDIA FOLLOWERS - 22,405 TOTAL

FACEBOOK: **8,289***

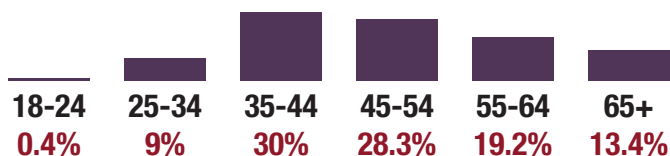
INSTAGRAM: **5,972***

X: **6,258***

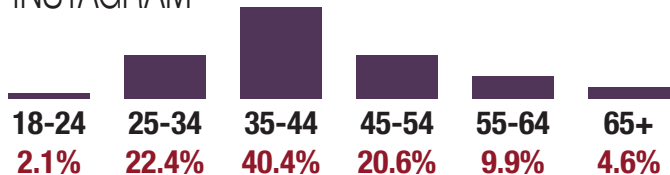
LINKEDIN: **1,886***

AVERAGE AGE**

FACEBOOK



INSTAGRAM



MKELIFESTYLE.COM

Our website is another access point to enjoy the stories found in the magazine. Visitors can explore exclusive stories, photo galleries, and calendar of events. They can also view our digital edition and promote their business through our digital advertising opportunities.

AVAILABLE ADS

WEBSITE

IMPACT: 1920 x 400 pixels,
800 x 250px

LEADERBOARD: 320 x 50px,
728 x 90px, 970 x 90px,
970 x 250px, 1170 x 90px

RAIL: 300 x 250px, 320 x 50px,
300 x 600px

STICKY ANCHOR:
320 x 50px, 728 x 90px, 970 x 90px

SPONSORED CONTENT ARTICLE

DIGITAL EDITION

PRESENTATION PAGE:
2100 x 1200 px

E-NEWSLETTER

BUSINESS/EVENT SPOTLIGHT:
700 x 700 px

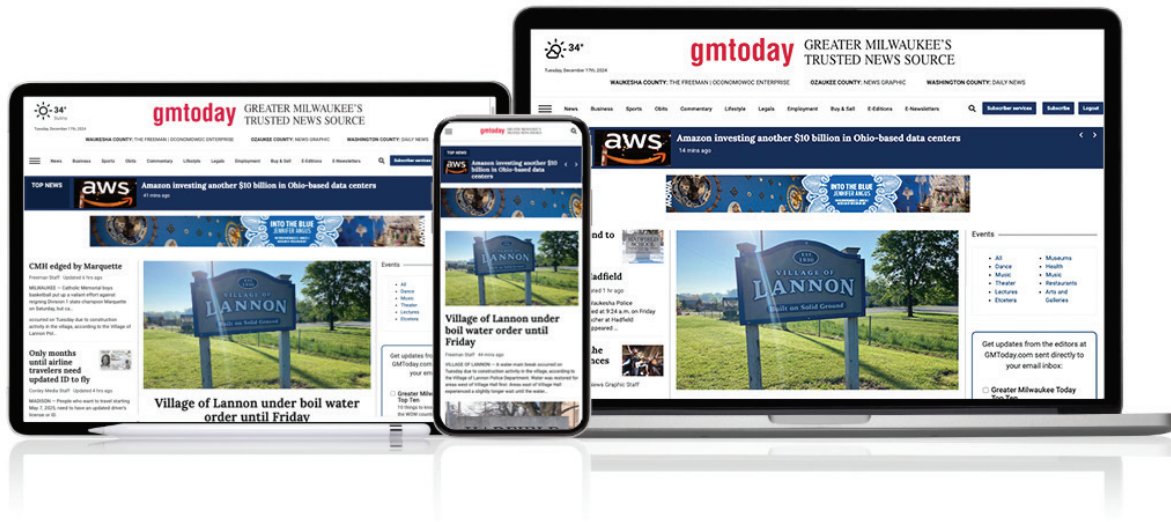
LEADERBOARD:
700 x 150px

E-BLAST

700 x up to 1700 px

Please ask for rate card for more info.

GMTODAY.COM

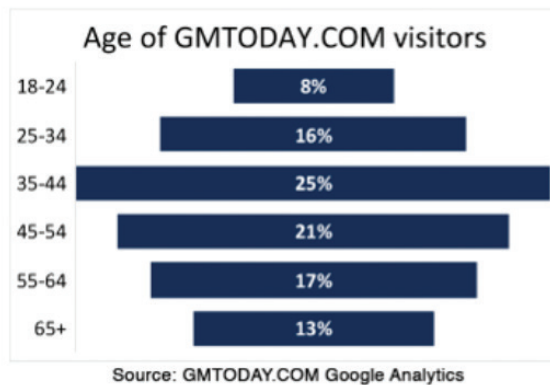


Greater Milwaukee Today (GMToday.com) is a free access news website produced by Conley Media.

The articles on GMToday.com come from the local Conley Media newspapers, including: Waukesha Freeman, Washington County Daily News, Ozaukee County News Graphic, Oconomowoc Enterprise

... as well as additional, reputable news services like the Associated Press.

WEB ONLY ADS AND SPONSORED CONTENT ARTICLES WILL BE POSTED ON GMTODAY.COM AND MKELIFESTYLE.COM



650,000+ PAGEVIEWS MONTHLY TO OVER 200,000 UNIQUE VISITORS*

SERVING 2 MILLION AD IMPRESSIONS*

*Data from Circulation Verification Council, 2024 Audit Report and Online Readership Survey.

GMTODAY.COM

gmtdaily

WAUKESHA COUNTY
The FREEMAN
A Trusted News Source Since 1859

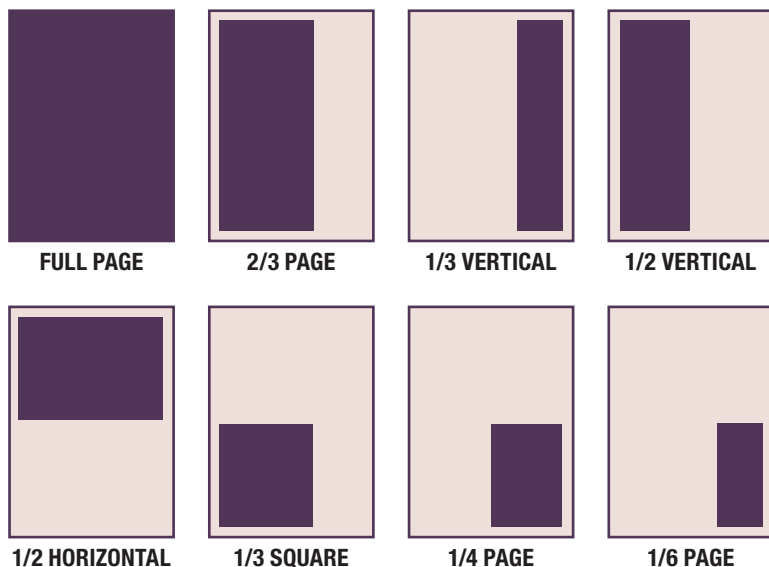
WASHINGTON COUNTY
DAILY NEWS
A Trusted News Source Since 1855

OZAUKEE COUNTY
NEWS GRAPHIC
A Trusted News Source Since 1883

OCONOMOWOC
ENTERPRISE
Lake County's Trusted News Source Since 1858

MKE lifestyle

PRINT SPECIFICATIONS



AD SIZE	DIMENSIONS*
2-PAGE SPREAD**	TWO FULL PAGES (7.75" X 10.875")
FULL PAGE**	7.75" X 10.875"
2/3 PAGE	4.4167" X 9.875"
1/3 VERT.	2.0834" X 9.875"
1/2 VERT.	3.25" X 9.875"
1/2 HORIZ.	6.75" X 4.8125"
1/3 SQUARE	4.4167" X 4.8125"
1/4 PAGE	3.25" X 4.8125"
1/6 PAGE	2.0834" X 4.8125"

*The file will round up to the nearest dimension when saved as a PDF.

**FULL PAGE ADS

MUST HAVE A BLEED TO ALL SIDES OF 0.125"
Making the final pdf size: 8" x 11.125"

MUST HAVE A MARGIN TO ALL SIDES OF 0.5"
This keeps the essential matter (ex: text, logos) in the live area.

Publisher reserves the right to trim 1/16" from either side of bleed ads to compensate for trim variations.

IMPORTANT INFORMATION

PUBLICATION TRIM SIZE
7.75" X 10.875"

LIVE AREA
0.5" from trim on all sides

BLEED
0.125" on all sides

IMAGE RESOLUTION
300 DPI

LINE SCREEN
133 DPI

COLOR SPACE
CMYK only.
No Spot Color or RGB

4-COLOR BLACK
If using, we recommend:
40C, 40M, 30Y, 100K

PRINTING PROCESS
Heatset Web Offset

PDF FILE REQUIREMENTS

- Be exact ad size reserved (See "Dimensions")
- Be CMYK
- Have fonts embedded
- Use preset PDF/X 1a:2001
- Minimum dpi of 300 + 100% of actual print size
- 7MB or less if emailed

FILE NAMES

- Avoid spaces and non-letter characters (ex: . * & # ! ^ % + > <)
- Use hypens or underscores when necessary.
- Clearly label your file by advertiser name and issue date.

COLOR

Please supply a SWOP standard color proof representing the color expected on final printed job.

Publisher does not assume responsibility for color ads unaccompanied by an acceptable commercial quality color proof.

Due to the nature of heatset web offset publications, exact color matching on 4-color ads is not always possible.

MKE Lifestyle does not guarantee consistent color matching throughout the print run.

EMAIL REQUIREMENTS

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