

## MILWAUKEE MAGAZINE

---

Subscribers to Milwaukee Magazine, the premier local publication in this major Midwest market. The Magazine covers art, culture, politics and business stories in the metro Milwaukee area. The award-winning editorial style and sharp graphic design keeps this subscriber list growing.

Milwaukee Magazine's readers are affluent, upwardly-mobile and family-oriented. Their median age is 43, and 51% are female. More than 72% are married and 82% own their own homes. Average household income is \$89,220 and 80% hold investment portfolios, with an average value of \$183,000! Highly educated, 66% work in management or professional positions.

This list is a great source for travel, financial and up-scale catalog offerings, as well as book, magazine, and cultural promotions. If you want to target a prosperous, sophisticated audience in the Midwest, then this is your list.

Average unit of sale: \$17.00

Sample mailing piece required.

Gender Breakdown:

Male: 42%

Female: 40%

Last Updated: December 2009

---



## MILW MAG

---

Universe: 24,463

Base: \$95.00/M

Minimum Order: 5,000

30% Direct Mail  
70% Mag Inserts

Updated: Quarterly

4-UP CHESHIRE	N/C
4-UP PSL	\$7.50/M
CD	\$50.00/F
EMAIL	\$60.00/F
FTP	\$60.00/F

SCF	\$6.00/M
Zip	\$6.00/M
State	\$6.00/M
Gender	\$10.00/M
Keying	\$5.00/M

Page 1 of 1



600 A. B. Data Drive  
Milwaukee, WI 53217  
Phone: 414-961-6400  
Fax: 414-961-2361