

MILWAUKEE MAGAZINE

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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.

MILW MAG

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27,612

\$95.00/M

5,000

30% Direct Mail  
70% Mag Inserts

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



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