



Music, culture, gentle sarcasm

Welcome to *Milwaukee Record*, the premier source for smart, opinionated, and irreverent coverage of all things Milwaukee. Founded by former *A.V. Club Milwaukee* editor Matt Wild and longtime Milwaukee writer Tyler Maas in April 2014, *Milwaukee Record* is an online destination for locals and non-locals alike looking for high-quality coverage of high-quality Milwaukee music and culture.

From long-form feature stories and exclusive music streams to comedy coverage and off-kilter first-person reporting, *Milwaukee Record* offers readers a website devoid of puff pieces and reheated press releases. Milwaukee has grown up in the last decade, becoming a musical and cultural force that demands to be taken seriously. *Milwaukee Record* is here to give the city the coverage it deserves.

Meet Milwaukee Record

Matt Wild brings an established editorial voice to the site, while Tyler Maas brings an unparalleled knowledge of Milwaukee music and comedy. Their combined body of work also extends beyond Milwaukee city limits, with contributions to national entities like *ESPN The Magazine*, *ESPN.com*, *USA Today's Sports On Earth*, *The A.V. Club*, *Spin*, *The Daily Beast*, and *Vice Magazine's Noisey.com*. Together (along with a host of experienced freelance writers) they provide a unique record of the city's music and cultural scenes.

Readership and Traffic Breakdown

Milwaukee Record is aimed primarily at savvy, knowledgeable readers who are invested in their city, but also features lighter fare that reaches a broader, fun-seeking audience in Milwaukee and beyond.

Age: 25-34 (40%), 35-44 (24%), 18-24 (14%), 45-54 (12%)

Gender: 62% Male / 38% Female

Location: Milwaukee Metro Area (50%), Chicago (13%), Madison (4%), New York (<2%)

Mobile vs. Desktop Users: 62% Mobile / 38% Desktop

Page Views: 126k per month (Last 12 Months), 121k per month (Life of Site)

Unique Visitors: 765,139 users (Last 12 Months), 1.72 million users (Life of Site)

** All data is approximate and reflects Life of Site unless otherwise noted. Updated January 2017.*



Masthead Leaderboard - 728 x 90 - Site-wide
\$250/wk

HOME MUSIC CITY LIFE FOOD/DRINK COMEDY FILM ARTS SPORTS PODCAST CALENDAR

FACEBOOK TWITTER TUMBLR INSTAGRAM SOUNDCLOUD YOUTUBE



HALLOWEEN SUPERSTORES OF THE DAMNED: DISCOUNT HALLOWEEN
Matt Wild October 8, 2015



KAITLIN MCCARTHY PRODUCES RESULTS IN LOCAL COMEDY
Tyler Maas October 8, 2015

Main Grid Rectangle 300x250 \$300/wk

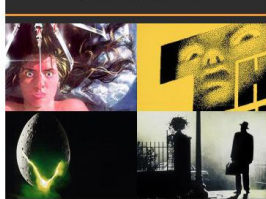


ON THE RECORD EPISODE 38: YEAH, BRO PODCAST'S JACOB BACH
Milwaukee Record Staff October 7, 2015



LISTEN TO THE VITROLUM REPUBLIC'S 'FOR THE LOVESPUN RAMBLINGS AND GHOSTS IN OUR SHOES'
Tyler Maas October 7, 2015

MORE FEATURES



Here's what's screening at "Shocktoberfest" at the Avalon, Rosebud, and Times
Matt Wild October 6, 2015

It's a scientific fact that nothing beats October. The weather is awesome, Halloween is lurking around the corner, and b...

Tracklist: 26 horror films set in Wisconsin
Matt Wild October 5, 2015

Search For The Perfect Packers Bar, Week 4: Company Brewing
Maggie Iken October 5, 2015

Burnhearts' Three Floyds Punk House Kegger Party returns November 19
Tyler Maas October 5, 2015

RECENT NEWS



MF2015 Day 14: Members-Only Super Secret Screening, 'Little White Lie,' 'White God'
Blyth Meier October 7, 2015

The 2015 Milwaukee Film Festival runs Thursday, September 24 through Thursday, October 8. Check out our list of 13 reaso...

MF2015 Day 13: 'The Wrecking Crew,' 'Krisha,' 'The Shining'
Blyth Meier October 6, 2015

MF2015 Day 11: 'The Seventh Seal,' 'The Glamour & The Squalor,' 'Eden'
Blyth Meier October 4, 2015

MF2015 Day 10: 'T-Rex,' 'Pitch Us Your Film! Contest,' 'Stop Making Sense'
Blyth Meier October 3, 2015

Above-Calendar Rectangle 300 x 250 Site-wide \$200/wk

Above-Calendar Rectangle 300 x 250 Site-wide \$200/wk

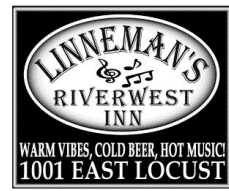
RECORD RECOMMENDED EVENTS

OCT 9 Fri	6:30 pm Adler's Fall Comedy Classic: The... @ Turner Hall
	7:00 pm Russell Peters @ Riverside Theater
OCT 10 Sat	9:00 pm Girls Rock Fundraiser: Siren + R... @ Riverwest Public House
OCT 12 Mon	7:00 pm Wild Belle + Canopies @ Turner Hall
OCT 14 Wed	7:00 pm Melissa Etheridge @ Pabst Theater

[View Calendar](#)

Rectangle 300 x 250 Rotates throughout site \$100/wk

Rectangle 300 x 250 Rotates throughout site \$100/wk



FIRST PERSON



Halloween Superstores Of The Damned: Discount Halloween
Matt Wild October 8, 2015
If there's one holiday season that depends almost entirely on "mood," it's Halloween. Christmas and Easter have obvious ...



Search For The Perfect Packers Bar, Week 4: Company Brewing
Maggie Iken October 5, 2015
In Search For The Perfect Packers Bar, Milwaukee Record contributor and Green Bay native Maggie Iken sets out to find th...



I went to Chicago to (try to) get drunk at Taco Bell
Tyler Maas September 29, 2015
After I arguably risked death and certainly demolished my spirit whilst eating something at every Taco Bell in Milwaukee...



Masthead Leaderboard - 728 x 90 - Site-wide \$250/wk

HOME MUSIC CITY LIFE FOOD/DRINK COMEDY FILM ARTS SPORTS PODCAST CALENDAR

FACEBOOK TWITTER TUMBLR INSTAGRAM SOUNDCLOUD YOUTUBE



I CLIMBED TO THE TOP OF CITY HALL AND IT WAS AWESOME AND KIND OF TERRIFYING

Matt Wild September 17, 2015

Share 119 Tweet 2 +1 Share

Body Leaderboard - 728 x 90 - Site-wide - \$200/wk

I'm climbing to the top of Milwaukee City Hall and there's only one thing on my mind: death. Death, death, death. Not "lose-my-balance-and-plummet-to-Earth" death, though there's that, too. Measuring 353 feet tall (393 if you count the flagpole on top), the downtown beacon may not look like much from the street, but try winding your way up it via a sparse spiral staircase on a hot summer day. My palms are sweating. One hand is white-knuckling the staircase while the other is death-gripping the iPhone I'm using to record the running commentary between my tour guide, Roger Davidson, and Doors Open Milwaukee program manager Amy Grau, who has arranged today's excursion. My knees are somewhere between "shaky" and "bucking." I'm thinking about calling it quits.

"Are you afraid of heights?" Amy asks, cheerily climbing on ahead of me. I've never really thought about it before, but, huh, I guess I am.

But no, that's not why death is on my mind. The death I'm currently brooding on is the surprising amount of death associated with City Hall itself. Standing in the closed-off 9th floor before the tour begins, Roger informs us that during the Great Depression seven people jumped to their deaths from the then-open atrium. An eighth casualty, a milkman, "wasn't involved in anything at all. He was walking past, delivering the milk. A guy fell down next to him; they rushed him to the hospital, and he died from shock." Later, on our climb to the City Hall bell, Roger points out a dead bird. "Birds fly up here and sometimes they can't find their way out."

This is an awful lot of death for a family-friendly tour, I remark.

"It's a good icebreaker," Roger says.

Milwaukee City Hall was built in 1895 at a cost of just over \$1 million. According to the city's website, the Flemish Renaissance Revival building "required eight million bricks, weighs approximately 41,000 tons, has more than 47,000 sq. feet of mosaic and marble flooring, and features approximately 107,000 sq. feet of office and meeting space." Its copper-and-tin bell—named after Milwaukee's first mayor, Solomon Juneau—weighs an impressive 22,500 pounds. Its 18-foot four-face clock was restored to its former glory in 2008 following a three-year, \$70 million, lawsuit-riddled restoration. Its old "Welcome Milwaukee Visitors" sign was prominently featured in the opening credits of *Loverne & Shirley*, which was totally filmed here and was based on true Milwaukee events.



Roger rattles off all these historical nuggets and more during our half-hour tour. (Well, not the *Loverne & Shirley* one.) As promised by Amy, he's a hot, funny, off-the-cuff, clearly in love with his city, knowledgeable but never dull. "I try to make all my tours different every year," he says. "I give you snippets. It's interactive. It's a self-guided tour with my help." The City Hall tour is Doors Open's most popular. Amy tells me later, with people lining up around the block hours ahead of time. It's easy to see why.

It's also a relief, because I wasn't expecting much. For me, Doors Open—an annual free-to-the-public event that lets folks explore hundreds of Milwaukee-area landmarks, businesses, and more—has always been one of those things that I'm glad exists but which I never bother to do. Top floor of the U.S. Bank Center? Been there, during my time as a courier for a downtown law firm. The inner sanctums of the Federal Courthouse? Ditto, complete with the time a security guard pulled a gun on me when I defiantly used the wrong door. (True story!) Images of dull tour guides rattling off even duller tidbits have always filled my head. ("This wing was completed in 1978." "Here's where we keep the mops.")

But yeah, there's none of that here. The City Hall tour isn't so much a tour as it is an adventure. We walk through an old caretaker living quarters that now houses the original giant clock hands (Roger: "If you can carry one out you can have it!"), make our way outside onto a scenic landing where we can get a good view of a rarely used lookout tower (there's an identical building in Germany, Roger tells us), and eventually reach the massive bell. It rings automatically these days, but there's still a rope attached to it that allows people to do it themselves.



"You want a stab at it?" Roger asks. Yes. Of course I do.

I take the rope with both hands (Roger: "Grab it like you mean it! Grab it like you mean it!"), back up until it's taut, and find my footing. "Just rock it like a baby," Roger says. "Don't let it rock YOU. Rock it like a baby." I think about rocking my daughter to sleep in the weeks after she was born, decide I have no idea how to compare that experience to ringing an 11-ton bell, and give it a shot anyway. After a few tries—yeah, you totally have to rock it like a baby, and it totally tries to rock YOU—the giant capper hits home and the bell rings out: huge, loud, historic. Roger and Amy cheer. I have a goofy grin on my face the size of Wisconsin Ave.

The City Hall bell was hoisted to its current place in 1896, and first rang out on New Year's Eve. When the bell was cast, the names of city officials and aldermen of the era were inscribed on it, along with this message:

"When I sound the hour of day
From this grand and lofty steeples,
Deem it a reminder, pray
To be honest with the people."

Above-Calendar Rectangle 300 x 250 Site-wide \$200/wk

Above-Calendar Rectangle 300 x 250 Site-wide \$200/wk

RECORD RECOMMENDED EVENTS

- 9 PM 6:30 pm Actor's Fall Comedy Classic: The... @ Turner Hall
- 10 PM 7:00 pm Russell Peters @ Riverside Theater
- 10 PM 9:00 pm Girls Rock Fundraiser: Siren + R.L. @ Riverwest Public House
- 12 PM 7:00 pm Wild Belle - Canopies @ Turner Hall
- 14 PM 7:00 pm Melissa Etheridge @ Pabst Theater

View Calendar

CACTUS CLUB
246 S. HIGHTWORTH AVE. MILWAUKEE, WI

THUR OCTOBER 8 8PM
ROCK & ROLL TRIVIA!

FRIDAY OCTOBER 9 9:30PM
[STOP WORRYING AND] LOVE THE BOMB
DEAT SOUNDS
TRIFURC

SATURDAY OCT 10 9:30PM
Awkward Terrible
JAKE SHANNON & THE LITTLE GHOSTS
(OR) THE FEVER HAZE

SUNDAY OCT 11 11:00PM
PACKERS vs RAMS
FREE FOOD & TD SHOTS: BLEACHERS
WE DO OVER THE CITY COMMERCIALS

FRIDAY OCT 16 10PM
VIC & GAB RECORD SPIN

SATURDAY OCT 17 10PM
MARITIME
(RECORD RELEASE SHOW!)
w/Bobby Flowerz

SUNDAY OCT 18 9PM
SAINTSENECA
THE SIDKICKS-YOWLER

FRIDAY OCT 23 9:30PM
CRAIG FINN
MILWAUKEE MODE
TJ & the Bluenotes

SAT OCT 24 8pm
Appetite for Rock n' Roll
Storytelling

Rectangle 300 x 250 Rotates through-out site \$100/wk

BACKGROUND AD (1900x1080)

Appears in the background of all website pages.

\$500/week

The image shows a website background advertisement for 'PRINCE UNCOVERED | CURATED BY HELLO DEATH', a re-interpretation of the music of Prince. The ad is set against a white background with scattered pink and red flowers. On the left, a man in a grey suit and a woman in a black dress stand together. On the right, a man in a dark suit and a woman in a gold dress stand together. The top of the ad features the Alverno Presents logo and the event title. Below this is a navigation bar with categories like HOME, MUSIC, CITY LIFE, FOOD/DRINK, COMEDY, FILM, ARTS, SPORTS, PODCAST, and CALENDAR. The main content area is a grid of featured articles and events, including 'MILWAUKEE FILM FESTIVAL', 'SEARCH FOR THE PERFECT PACKERS BAR, WEEK 5: BRENNER BREWING COMPANY', '2 SHOWS! BILL BURR', 'JOHN WATERS' 'POLYESTER' WILL SCREEN AT THE MILWAUKEE LGBT FILM/VIDEO FESTIVAL IN 35MM AND "ODORAMA"', 'SKLARS, GLASER, DORE BRING LAUGHS TO ADLER'S FALL COMEDY CLASSIC', and 'A SIDE/B-SIDE: WHY IS MILWAUKEE GETTING SO WORKED UP OVER A PORTILLO'S COMING TO TOWN?'. At the bottom, there are sections for 'MORE FEATURES', 'RECENT NEWS', and a 'PRINCE UNCOVERED' event poster for October 17 at 8 PM at Pitman Theatre.

ADDITIONAL OPTIONS

Section Sponsorship (300x250)

Top rectangle on specific section (Music, City Life, Food/Drink, Comedy, Film, Arts or Sports).

\$200/week

Lower Leaderboard (728x90)

Appears on bottom of all inner pages.

\$50/week

Podcast Sponsorship

Includes on-air read in each sponsored episode + Podcast Page Rectangle (300x250).

\$50/episode week

"Record Recommended" Video Sponsorship

Includes mention and logo placement in each weekly episode.

\$150/episode week

New Video Sponsorships

We are developing additional series for 2017 and 2018, but we welcome your original ideas, as well.