

Founded in 2008, Urban Milwaukee, is the voice of a new generation that loves Milwaukee, a trusted news source covering city issues, city people and the urban lifestyle. Its audience is active and influential, well-educated and well-to-do, spanning all age groups.

COVERAGE

REAL ESTATE

News, proposals, developers, photos, renderings, trends, urban design

NEWS & POLITICS

City/county/state news, opinion, controversies, profiles, power brokers

FOOD & DRINK

Restaurant openings/closings, dining reviews, happy hours, bar reviews

A & E:

Art, theater, dance, classical and rock music previews, reviews and events

THE CHANGING CITY

New development, neighborhoods, bicycling, mass transit, the walkable city

PRESS RELEASES

From government, businesses, arts groups, lawyers, politicians, non-profits

DEMOGRAPHIC PROFILE

WELL EDUCATED

75% have a college degree or graduate school education

HIGH EARNERS

27% earn more than \$100,000 per year

63% earn more than \$50,000 per year

DIVERSE AGE

- 9% are under 18
- 10% aged 18-24
- 22% are 25-34
- 19% are 35-44,
- 19% are 45-54
- 14% are 55-64
- 7% are 65+



MORE MALE READERS

66% of our readers are men

HOW THEY READ

- 53% on laptops & desktops
- 37.5% on phone
- 9.6% on tablets



POLITICAL ENGAGEMENT

81% of audience are politically engaged

38% of users are more politically engaged than the average US website.

*Data from Quantcast, June 2016

MONTHLY TRAFFIC

VISITORS

121,000

PAGEVIEWS

485,000

STEADY TRAFFIC GROWTH

36% increase in pageviews over the prior year

*Google Analytics, June 2016

SOCIAL MEDIA



SOCIAL MEDIA FOLLOWERS

21,000

OPPORTUNITIES

Ask about Facebook and Twitter posts

BANNER ADS

LEADERBOARD AD RATES:

SUPER LEADERBOARD

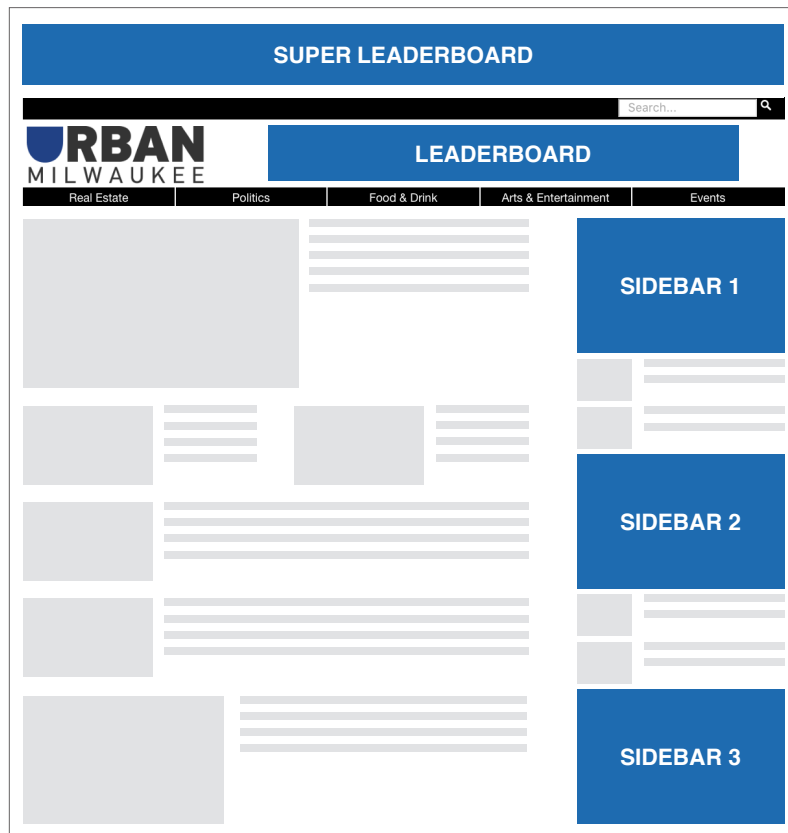
- **Dimensions:** 1175 x 120
- **Cost Per Thousand Views (CPM):** \$28

STANDARD LEADERBOARD

- **Dimensions:** 728 x 90
- **Cost Per Thousand Views (CPM):** \$16
- **Mobile Sizes:** 468 x 60 and 320 x 50

SIDEBAR AD RATES:

- **Dimensions:** 300 x 250
- **Cost Per Thousand Views (CPM):** Slot 1 = \$12, Slot 2 = \$9, Slot 3 = \$6



SAMPLE PACKAGE PRICING:

LEADERBOARD - TOP OF THE PAGE NEXT TO OUR LOGO.

- **High Impact Level:** \$250 per week, 15,625 impressions
- **Impact Level:** \$150 per week, 9,375 impressions
- **Get Noticed Level:** \$100 per week, 6,250 impressions

E-NEWSLETTERS ADS

EMAIL LIST AD RATES:

SPONSORED LINK

- **Dimensions:** 150 x 150
- **Includes:** headline and 100 characters of ad copy
- **Weekly Rate:** \$175
- **Monthly Rate:** \$600
- Minimum run of 1 week. Ad appears as native content.

EMAIL BANNER AD

- **Dimensions:** 600 x 200
- \$500 per week, \$1,200 per month
- **Subscribers:** 6,500
- **Click Rate:** 12.6%
- **Open Rate:** 37.5%
- Sent six days per week at 8am



OUR TEAM

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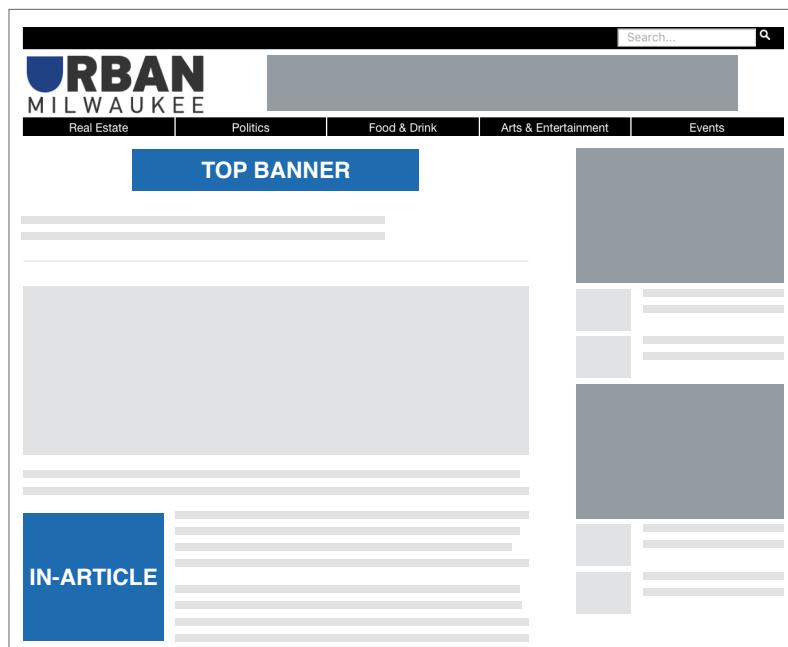
INTERIOR BANNER ADS

IN-ARTICLE AD RATES:

- Ads placed in-line with the content at every article.
- **Dimensions:** 300 x 250
- **Cost Per Thousand Views (CPM):** \$18
- Can be targeted for only Real Estate or Political articles.
- Ad can also run only on articles that are part of specific columns (Murphy's Law, House Confidential, Eyes on Milwaukee).

INTERIOR AD RATES:

- Ads placed above and below content on every interior page.
- **Dimensions:** 468 x 60
- **Cost Per Thousand Views (CPM):** Top Banner= \$10, Bottom Banner = \$3



SPONSORED CONTENT

Inquire about placing your organizations content on Urban Milwaukee or have us write it for you.

ARTICLE SPONSORSHIP

Different than a banner ad, your logo or branding message will be prominently placed directly in a specified column and will live with that content forever. Ask about our customized rate packages.

CREATIVE SPECS

Preferred Formats: JPG, GIF, PNG and HTML5 – RGB profile

AWARDS & CONTRIBUTIONS

- Urban Milwaukee won Milwaukee Press Club award for Best News or Feature website
- Editor Bruce Murphy is the state's most awarded journalist, with more than 40 national and state journalism awards for commentary, investigative reporting, features.
- Columnist Jeramey Jannene's "Eyes on Milwaukee" is a must-read covering real estate and city trends
- Milwaukee Press Club winner Michael Horne writes the popular House Confidential and Bar Exam
- Dining Critic Cari Taylor-Carlson has written for M Magazine and authored books on dining.
- Architecture critic Tom Bamberger, a longtime Milwaukee Magazine writer, has won many state and national journalism awards
- Theater critic Dominique Paul Noth is a former film and drama critic, later features editor at the Milwaukee Journal.
- Our site is built with a responsive design ensuring it looks great on devices of every size. Ads can be shown or hidden on mobile devices at the client's discretion.

PARTNERSHIPS

NEWaukee, the social architecture firm contributes a weekly feature, NEWaukee of the Week.

Neighborhood News Service, online publication created as part of the Zilber Neighborhood Initiative, contributes stories on neighborhoods.

Bicycle Federation of Wisconsin, whose deputy director Dave Schlabowske writes our Bike Czar column.

Wisconsin Center for Investigative Journalism, award-winning online publication, contributes in-depth stories of state-wide interest.

Wisconsin Budget Project, coordinated by the Center on Budget and Policy Priorities, provides analysis of state budget issues.

REAL ESTATE

EYES ON MILWAUKEE

Jeramey Jannene reports breaking news, trends and analysis of development, with photos and renderings readers love.

FRIDAY PHOTOS

A new development is featured every Friday; lots of photos

YESTERDAY'S MILWAUKEE

Classic photos and text capture the old city

IN PUBLIC

Veteran architecture critic Tom Bamberger praises and pans

HOUSE CONFIDENTIAL

Michael Horne's droll guided house tours of the rich and powerful.

CITY STREETS

Milwaukee historian Carl Baehr's addictive history column.

POLITICS

MURPHY'S LAW

Local and state politics covered by Wisconsin's best-known political columnist Bruce Murphy.

THE STATE OF POLITICS

Insights by veteran political reporter Steven Walters, senior producer for public affairs channel Wisconsin/Eye.

PLENTY OF HORNE

Michael Horne's gossipy look at politicians, pundits, power brokers.

DATA WONK

MSOE emeritus professor Bruce Thompson crunches data to probe political controversies.

POLITICAL CONTRIBUTIONS TRACKER

Sexy civics, naming names, tracking all donations

BACK IN THE NEWS

Smart updates help you follow the policies and players.





FOOD & DRINK

REVIEWS

Dining Reviews by Cari Taylor-Carlson, author of The Food Lover's Guide To Milwaukee.

NOW SERVING

Restaurant and bar openings, closings, changes, chatter

CHEF CHAT

Fun conversations with and photos of top chefs in town.

WEEKLY HAPPY HOUR

Each week features a different bar or restaurant's happy hour.

BAR EXAM

Fun, history-drenched features on local bars by Michael Horne

URBAN MILWAUKEE DIGITAL DINING GUIDE

Coming soon, Milwaukee's first data-oriented dining guide: complete, comprehensive and lots of fun.

ARTS & ENTERTAINMENT

BAND OF THE WEEK

Fun interviews with local Milwaukee bands

REVIEWS

Theater reviews by award winning critic Dominique Paul Noth
Art reviews by longtime art history teacher Rose Balistreri

SIEGER ON SONGS

Great songs and musicians celebrated by former Warner Bros artist John Sieger

PREVIEWS

Classical music previews by music lover Michael Barndt
Theater, dance and music previews by culture vulture Richard Davis

PRESS RELEASES

Most complete source for press releases by local arts groups

