

URBAN MILWAUKEE MEDIA KIT

FOR THE YEAR OF 2020

Monthly Statistics In a 3 Month Average

OVER
675,000
PAGEVIEWS

OVER
205,000
VISITORS

30%
TRAFFIC GROWTH
*SINCE 2018


About Us

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 spans all ages. They are active and influential, well-educated and seek a desire for hard-hitting journalism on the city they live in.

OVER
35,000
SOCIAL MEDIA
FOLLOWERS

fb.com/urbanmilwaukee 

@urbanmke 

@urbanmilwaukee 

Urban Milwaukee Inc. 



Our Team

WHERE TO FIND US:

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PAGEVIEW COMPARISONS



URBAN MILWAUKEE MEDIA KIT

FOR THE YEAR OF 2020

DEMOGRAPHICS

INCOME

Earn more than \$100,000 per year. **30%**

64% Earn more than \$50,000 per year.

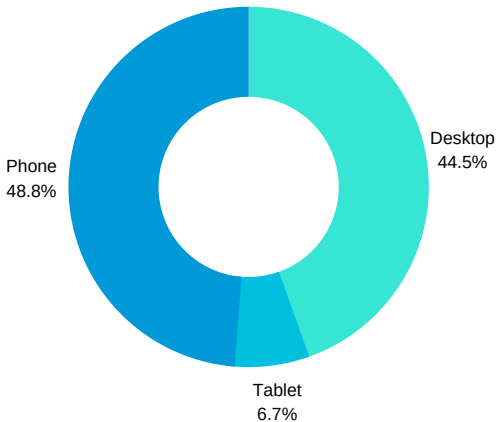
EDUCATION

have a college degree or graduate school education. **72%**

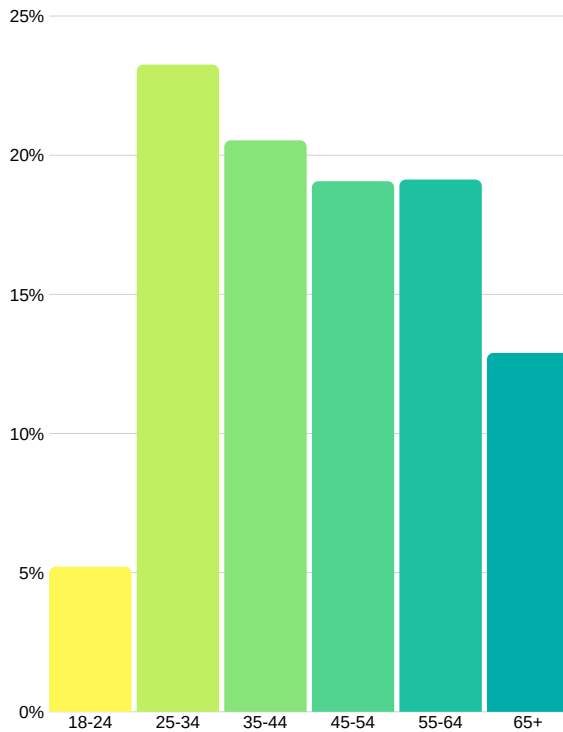
GENDER

58% Are men, making our readers nearly balanced in gender.

VIEWER TECHNOLOGY



AUDIENCE BY AGE GROUP



NEWaukee - Social architecture firm, contributes NEWaukee of the Week feature.

Neighborhood News Service - Covers often overlooked city neighborhoods.

Wisconsin Public Radio - provides statewide coverage of current issues

Wisconsin Examiner - covers state politics

Milwaukee Film Festival - Urban Milwaukee is a sponsor of the Cream City Cinema series.

Wisconsin Watch - Contributes award-winning, in-depth stories of state interest.

Wisconsin Budget Project - Stories, graphs and analysis of state budget issues and trends.

OUR PARTNERS

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AD PRICING

BANNER ADS



REACH OUT TO US

Let us know what price range you have in your budget for ads and we can develop a Bronze, Silver and Gold ad packages for you to look over, discuss with teammates and agree upon.

SUPER LEADERBOARD

- Dimensions: 1175 x 120
- Cost per Thousand Views (CPM): \$25

STANDARD LEADERBOARD

- Dimensions: 728 x 90
- Mobile Dimensions: 468 x 60, 320 x 50
- Cost per Thousand Views (CPM): \$12

SIDEBAR ADS

- Dimensions: 320 x 250
- Cost per Thousand Views (CPM):
 - Sidebar 1: \$10 CPM
 - Sidebar 2: \$7 CPM
 - Sidebar 3: \$6 CPM

TAKEOVER ADS

- Dimensions: 900 x 750
- Mobile Dimensions: 600 x 500, 300 x 250
- Cost per Thousand Views (CPM): \$28
- Image takes over entire website for 15 seconds when people first open the publication and then disappears

IN-ARTICLE AD RATES

- Ads placed in-line with the content at every article
- Dimensions: 320 x 250
- Cost per Thousand Views (CPM): \$16
- Can be targeted for only specific article subjects (Real Estate articles, Political articles, etc.)
- Ad can also run only on articles which are part of specific columns (Murphy's Law, Eyes on Milwaukee, etc.)

URBAN MILWAUKEE MEDIA KIT

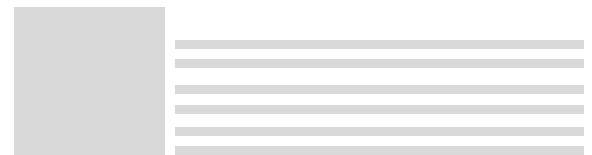
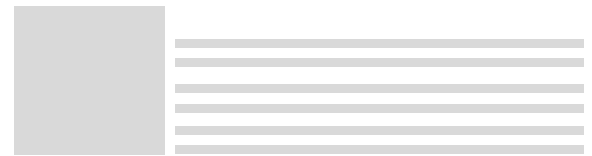
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E-NEWSLETTER ADS

EMAIL LIST DESCRIPTIONS: EMAIL LIST AD RATES:

- **URBAN MILWAUKEE EMAIL LIST:**
 - SUBSCRIBERS: 7,400
 - Sent 8 a.m. Monday – Saturday
- **ARTS & ENTERTAINMENT EMAIL LIST:**
 - SUBSCRIBERS: 1,800
 - Sent 7 p.m. Monday – Friday

- **SPONSORED LINK**
 - INCLUDES: Image, headline, and 100 characters of ad copy
 - IMAGE DIMENSIONS: 150 x 150
 - WEEKLY RATE: \$200
 - SINGLE INSERTION: \$50
 - Ad appears as native content
- **EMAIL BANNER AD**
 - DIMENSIONS: 600 x 200
 - WEEKLY RATE: \$425
 - SINGLE INSERTION: \$100



CREATIVE SPECS

Preferred Formats: JPG, GIF, PNG, HTML5 – All in RGB profile

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. Please contact us directly for our customized rate packages.

- High SEO Benefit
- \$50 per article

NATIVE ADVERTISING

Whether you wrote an article raising awareness about your company or you would like us to write a piece promoting your specific event, employee or advancement, the native advertising ad option allows you to advertise in the form of a news article

- Will appear in all areas Urban Milwaukee posts articles i.e. social media, newsletters, homepage
- \$450 per article. 600 – 800 words.
- contact us for all inquiries.

AWARDS



Writing: Best Critical Review



Online: Best Column



Best News or Featured Website



June 19, 2018
Declared by mayor as Urban Milwaukee Day



URBAN MILWAUKEE MEDIA KIT

FOR THE YEAR OF 2020

COVERAGE REAL ESTATE



NEWS, PROPOSALS, DEVELOPERS, PHOTOS, RENDERINGS, TRENDS, URBAN DESIGN

EYES ON MILWAUKEE

Jeramey Jannene reports breaking news, trends and analysis of developments within the city. including photos and renderings readers love.

FRIDAY PHOTOS

A new development is featured every Friday, including lots of photos.

PIATS AND PARCELS

A weekly recap of all of the real estate news in the city

MURPHY'S LAW

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

CITY HALL

Best in the city coverage of Milwaukee government.

THE STATE OF POLITICS

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

COUNTY

The inside track on Milwaukee County politics.

DATA WONK

Bruce Thompson crunches data to probe political controversies.

OP EDs

Curated commentary by political, business non-profit and community leaders.

BACK IN THE NEWS

Smart updates that help you follow the current policies and players in the city.

POLITICAL CONTRIBUTIONS TRACKER

Sexy civics, naming names, tracking donations.

NEWS & POLITICS

CITY/COUNTY/STATE NEWS, OPINION,
CONTROVERSIES, PROFILES, POWER
BROKERS



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FOOD & DRINK

RESTAURANT OPENINGS & CLOSINGS,
DINING REVIEWS, BAR REVIEWS, CRAFT
BREWERY TOURS



REVIEWS

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

NOW SERVING

Restaurant and bar openings, closings, changes and chatter.

BAR EXAM

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

ARTS & ENTERTAINMENT

ART, THEATER, DANCE, CLASSICAL AND ROCK
MUSIC, PREVIEWS, REVIEWS, PHOTO
GALLERIES AND EVENTS



PREVIEWS

Breakdowns on upcoming fine arts events, including symphony, opera, ballet and more.

REVIEWS

Theater and opera reviews by award winning critic Dominique Paul Noth.

SIEGER ON SONGS

Great songs and musicians celebrated by local musician John Sieger.

PHOTO GALLERIES

Great photos and short reviews of concerts, festivals and gallery nights.

PRESS RELEASES

Most complete source for press releases by local arts groups.

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EVENTS

Urban Milwaukee has nearly 1000 paying members. As a way to connect with our members, Urban Milwaukee plans multiple events, talks and tours with different businesses throughout the city.

We have found this is a fantastic way to build a community within our membership program.

At least once a month, all members are invited to join the Urban Milwaukee team to talk local politics, learn about beer, try new restaurants and more.

OUR REGULAR EVENTS

- Brewery Tours
- Workshops
- Museum Tours & Network Nights
- Holiday Party
- Annual Party
- Tours of New Buildings in Milwaukee
- Cooking Classes
- So much more!

SPONSORSHIPS

This is an area of our membership program that is simultaneously green yet growing rapidly. Is your company interested in sponsoring one of our member events?

PRICE TO SPONSOR: \$350

WHAT YOU GET IN RETURN

- An invitation for your employees
- List of attendees after each event
- Your logo on all event marketing and your company name included in any articles promoting the event
- A table to promote and sell your company to our members
- An ad on our website worth 10,000 impressions
- The chance to network with our large group of members who actively take part in the milwaukee community
- A chance to pitch your ideas of what you would like the event to look like.

