MEDIA KIT 2023

magazine
special sections
digital
events
Shepherd Express

AT A GLANCE

SHEPHERD EXPRESS

The Shepherd Express is the largest, locally owned, glossy alternative news publication in the state of Wisconsin. It’s Milwaukee’s bold, independent, monthly magazine. Each issue highlights the latest news, politics, commentary, dining, music, film, arts & entertainment and popular sections on LGBTQ and Cannabis news.

MINIMUM MONTHLY CIRCULATION: 40,000+
READERSHIP: 277,000+ per month

SPECIAL SECTIONS & GUIDES

- Arts Guides
  (Winter, Spring, Summar, Fall, & Holiday)
- Drink Sections
  (Winter, Spring, Summer & Fall)
- Health & Wellness
  (Winter, Spring, Summer & Fall)
- Best of Milwaukee
- Outdoor Dining
- Pride
- Summer Guide
- Pets

EVENTS

That’s right! We put on quite a few events each year. From our annual Best of Milwaukee Reveal Party to the popular Margarita Fest and Old Fashioned Fest to our LGBTQ+ Progress Awards ceremony, we offer something for everyone. Sponsorship opportunities available!

SHEPHERDEXPRESS.COM

Our continuously updated website features a variety of content including film, local events and news, dining, arts & entertainment and more.

SHEPHERDEXPRESS.COM has an average of 152,000+ readers per month and 295,900+ pageviews per month**

**Google Analytics

E-NEWSLETTER

E-newsletters are sent out daily covering trending news, politics, human interest stories, A&E and the dining scene.

Total Subscribers: 55,000+
Average Open Rate: 25%

SOCIAL

We’re everywhere! Facebook, Instagram, Twitter and YouTube. Follow us to keep up-to-date on restaurant openings, current events and much more!

SOCIAL MEDIA FOLLOWING:
Facebook: 31,677
Instagram: 12,600
Twitter: 19,800
Shepherd Express

DEMOGRAPHICS

MONTHLY PRINT READERS
125,000+

MONTHLY DIGITAL READERS
152,000+

Vast majority of readers are COLLEGE EDUCATED with a significant percentage having ADVANCED DEGREES

Readership leans slightly more MALE

Significantly above metropolitan-area HOUSEHOLD INCOME

Targeted to readers of ALL AGES 18+

A must-read for the LGBTQ+ community
SHEPHERD EXPRESS MEDIA KIT 2023

Shepherd Express
SPECIAL SECTIONS & GUIDES

Arts Guide
(Winter, Spring, Summer, Fall, Holiday)
The magazine-style guide for anyone who supports the arts in Milwaukee. Our Arts guides feature previews of the arts in the area: Classical Music, Dance, Education, Galleries, Museums, Theater and Visual Arts.

Best of Milwaukee
Milwaukee’s original, largest and most prestigious poll where the READERS determine the winners! Every year Shepherd Express readers nominate and vote for the best of the best in hundreds of categories. This issue announces the winners and runners up. It’s the best of the best!

Drink
(Winter, Spring, Summer & Fall)
A celebration of seasonal spirits, craft beer, wine, current cocktail trends and much more. If you’re a Wisconsin winery, distillery, independent brewery, brew pub or cocktail lounge, this section will show off your wares and give customers an in-depth and comprehensive guide to drinks in the Milwaukee area.

Health & Wellness
(Winter, Spring, Summer & Fall)
Focusing on healthy, proactive outlooks physically, sexually, and mentally.

Holiday Gift Guide
(November & December)
Showcase your business in our annual gift guides to highlight your seasonal specials and offers. Includes a business listing in print and online.

Outdoor Dining
A guide to Milwaukee’s outdoor dining scene.

Pride
We love to show our pride with this special section each year. It features Pridefest coverage, the annual LGBTQ Progress Award winners, Dear Ruthie and so much more!

Summer Guide
A guide to summer in Milwaukee, featuring outdoor and indoor activities, dining, parks and recreation.
**Shepherd Express**

**DIGITAL OPPORTUNITIES**

*Monthly visitors 152,000+ • Monthly pageview 295,900+*

*E-newsletter subscribers 55,000+ • Identifies as Male 42.6% • Identifies as Female 57.4%*

*Desktop users 37% • Tablet users 7% • Mobile users 56%*

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**BANNER AD SIZES**

1. **Leaderboard**
   
   970 x 90, 728 x 90, 320 x 50 pixels
   
   Large horizontal banner located in the header and footer of the website.

2. **Medium Rectangle**
   
   300 x 250 pixels
   
   Horizontal rectangular banner placed in various highly prominent spots on the homepage, section landing pages and article pages.

3. **Double Skyscraper**
   
   300 x 600 pixels
   
   Large and tall banner placed on the homepage, section landing pages and article pages.

4. **Sponsored Featured Video**
   
   Video runs near the top of the shepherdexpress.com homepage or section front. Includes a 30-40-word description below the video.

5. **Scroll Tag**
   
   200 x 100, 280 x 50
   
   A smaller banner ad that is permanently fixed to the bottom left of the screen even as the viewer scrolls up and down the page on both desktop and mobile. Not affected by ad blockers!

**Fixed Ads**

Your choice of any standard banner size fixed in place on our website pages. Your banner claims a high visibility placement for the duration. Not affected by ad blockers!

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Talk with your account executive or contact the Sales Manager, jackie@shepex.com.

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**SHEPHERD EXPRESS MEDIA KIT 2023**
Native Advertising
Our native advertising strategically positions your brand’s story on our website. This works well for new companies looking to raise their profile and businesses announcing products and services. You can be as involved with putting the content together as you’d like. The story can be text-based or we can tell your story through a professionally-edited video.

Packages Include:
Article and accompanying image (915x650 pixels) posted on our website with visibility on the homepage for at least 1 week. Article exists in the content feed.
- Article snippet also displays on the appropriate section page.
- Article shared on Facebook and Twitter with sponsoring company tagged (if applicable).
- Article appears in the appropriate weekly newsletter.

E-Newsletter
In addition to display ads in print and on the website, the Shepherd Express daily newsletters offer additional opportunities to reach our audience. Only four leaderboard ads display in each newsletter.

E-Newsletter & Social Media Feature Package
Includes image and brief description of your event/offer in the body of one newsletter plus posted and boosted on Shepherd Express Facebook, Twitter and Instagram with links to your site.

Enhanced Featured Events
Kick your free event listing up a notch by upgrading to our enhanced featured listings. Featured listings get visibility on the homepage, all article pages, all section pages. Four options available.

Digital Residency
The Shepherd Express Digital Residency is a fully customizable content package. We work with you to lay out a landing page on our site.

The page is linked at the top level of our navigation bar. The contents of the content package display on the homepage and are shared in our weekly email newsletters AND social media. We work with you to determine the editorial topics covered in the section.

Section/Series Sponsorships
Section and Article Series sponsorships are an additional option for advertisers looking for targeted promotional techniques to get in front of our audience outside of straight display advertising. The advertiser is given special callout on the homepage, the section’s landing page and every article in the series. Sponsorship rates vary by section/series.
Display
Programmatic display is designed to boost your business by getting your message in front of your audience any place at any time. Using a combination of targeting strategies, ads will be optimized to reach the most relevant consumers.

Demographic Targeting
Target users based on their age, gender, HHI, career, ethnicity and more.

Behavioral Targeting
Target consumers based on their search, click, and browsing history.

Content Targeting
Target consumers based on the kinds of sites and content they’re visiting.

Geo Targeting
Target users based on radius, zip, city, county, DMA, state and more.

Geo Fencing
Geo fencing campaigns target specific devices—in real time or as a lookback—that have been within a specific geo frame during a specified timeframe. Ideal for capturing an audience from relevant concerts, events, businesses, etc.

Pre-Roll Advertising
Pre-roll advertising is a promotional video which appears before a user’s selected video. Pre-roll ads can be geo-, content-, demographic-, or behavior-targeted.
Additional Advertising Opportunities

Section/Guide Sponsorships
Sponsorships available for monthly sections, special sections and guides. Includes sponsor logo on the Table of Contents next to the appropriate section, “Sponsored by” and logo on the section/guide introduction page in print as well as in the online article.

Best of Milwaukee
The annual Shepherd Express reader poll! The awards where the READERS determine the winners. Nominations begin in September for Round 1 and the Finalists are voted on in Round 2 beginning in November. Exclusive digital options available on the ballot as well as Category Sponsors and ballot ads.

Puzzles Sponsorship
A popular download for readers with new puzzles available on ShepherdExpress.com weekly: Crossword, Sudoku, and Word Finds. Sponsorship includes business logo and website on each puzzle page. Opportunity to include print sponsorship. 3-month minimum.

Advertising Inserts
Additional option to our print advertising: insert your pre-printed advertising into our publication.

Single sheet: smaller than 8.5”x 10.875”
Blow-in, single sheet: 4”x6” or 5”x7”
Shepherd Express
PRINT PRODUCTION SPECIFICATIONS

DEADLINES
Ad Space: For space reservation and final print materials deadlines, please contact your sales representative, or refer to the Shepherd Express editorial calendar.

SPECIFICATIONS
Full Page Ad Size (non-bleed ads): 7.375” x 10”

Full Page Ad Size (for bleed ads):
Trim: 8.375” x 10.875” (actual publication size)
Live: 7.375” x 10” (all copy within this safe area)
Bleed: 8.625” x 11.125” (includes 1/8” to be removed when publication is final trimmed to 9” x 10.875”)

Image Resolution: 266-300 dpi (RGB and LAB colors are unacceptable)

Color:
4/C Process. Convert spot colors to process. Publisher will match any second color with four color process, except metallic-base sheen inks and special inks.

Preferred Digital File Format:
PDF/X1a, with high resolution CMYK or grayscale images and all fonts embedded. Application files such as Adobe Illustrator, Adobe InDesign, QuarkXpress and Pagemaker are not acceptable.

Ad Send:
Print-ready ads can be sent to:
https://Shepherdexpress.com/adfiledrop

For questions regarding ad specifications please contact your account representative.

Looking to get our readers’ attention in a different way?
We will accept and distribute pre-printed inserts starting at 10,000.
Choose from a range of ads for thousands of monthly views and maximize on your company’s success.

ADVERTISE WITH US!
PROMOTE YOUR BUSINESS ON SHERPHERDEXPRESS.COM

For questions regarding ad specifications please contact: ads@shepex.com