

# MEDIA KIT 2024

magazine

special sections

digital

events

*Shepherd*  
Est.1982 EXPRESS

# 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:** 33,000  
**READERSHIP:** 281,600+ per month

## SPECIAL SECTIONS & GUIDES

- Arts Guides  
(*Winter, Spring, Summer, 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 156,600+ readers per month  
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:** 50,000+  
**Average Open Rate:** 22%

## 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:** 13,100

**X (formerly Twitter):** 19,800





# Shepherd Express

# DEMOGRAPHICS

MONTHLY PRINT READERS

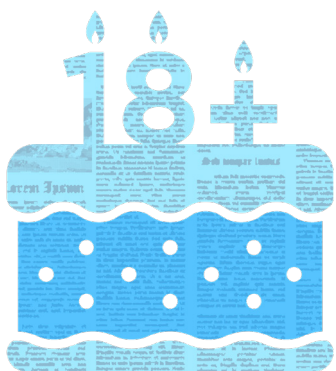
**125,000+**

MONTHLY DIGITAL READERS

**156,600+**



Readership leans slightly more **FEMALE**



Targeted to readers of **ALL AGES 18+**



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



Significantly above metropolitan-area **HOUSEHOLD INCOME**



A must-read for the **LGBTQ+** community

# 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.



### 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.



### 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!



### Outdoor Dining

A guide to Milwaukee's outdoor dining scene.



### 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.



### 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!



### Health & Wellness

(Winter, Spring, Summer & Fall)

Focusing on healthy, proactive outlooks physically, sexually, and mentally.



### Summer Guide

A guide to summer in Milwaukee, featuring outdoor and indoor activities, dining, parks and recreation.

# Shepherd Express

# DIGITAL OPPORTUNITIES

Monthly visitors **156,600+** • Monthly pageview **295,900+**

E-newsletter subscribers **50,000+** • Identifies as Male **42.6%** • Identifies as Female **57.4%**

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

## 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

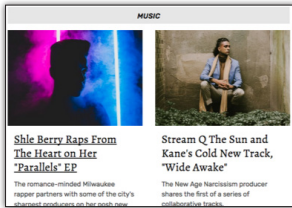
Your choice of any standard banner size fixed in place on our website pages. Your banner claims a high visibility placement for the duration. Not affected by ad blockers!

The screenshot shows the Shepherd Express website homepage with several ad placements marked with numbers 1 through 5. At the top is the Shepherd Express logo with 'Est. 1982' and '40th Anniversary'. Below the logo is a navigation bar with links like 'BEST OF MKE', 'NEWS', 'FOOD & DRINK', etc. Placement 1 is a large blue horizontal banner at the top. Placement 2 is a 'Best of Milwaukee' award graphic on the right. Placement 3 is a 'Best of Milwaukee' award graphic on the right. Placement 4 is a large blue rectangular area in the center, labeled 'FEATURED VIDEO' and 'Sponsored'. Placement 5 is a blue horizontal banner at the bottom left. The main content area features an article about 'ANTI Art Walk' with a video player and a description.

Talk with your account executive or contact the Sales Manager, [jackie@shepex.com](mailto:jackie@shepex.com).

# Shepherd Express

# DIGITAL OPPORTUNITIES



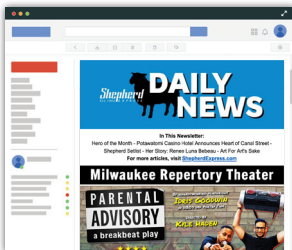
## Native Advertising

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:

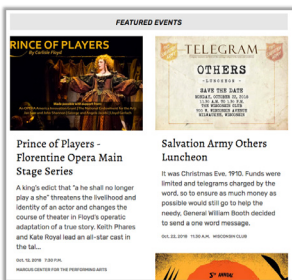
Article and accompanying image (915x650 pixels) posted on our website with visibility on the homepage for at least 1 week. Article exists in the content feed.

- 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.

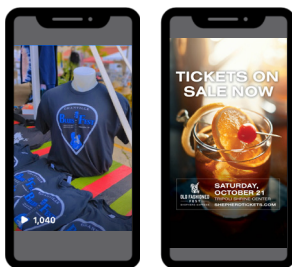


## E-Newsletter & Social Media Feature Package

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.



## Instagram Reel / TikTok

A member of the Shepherd Express digital team will come out to your business or event and create a vertical video for social media. This video is limited to a maximum of 60 seconds for all social media platforms and will be distributed primarily on Instagram and TikTok.

## Instagram Story

A member of the Shepherd Express digital team will come out to an event to record slides for our Instagram story, which is distributed to more than 13,000 social media followers.



## 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.





# Shepherd Express

# PROGRAMMATIC OPPORTUNITIES



## 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.

# Shepherd Express

## ADDITIONAL ADVERTISING OPPORTUNITIES

### PRINT

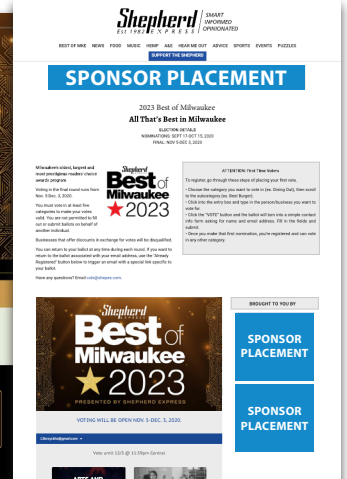


### DIGITAL



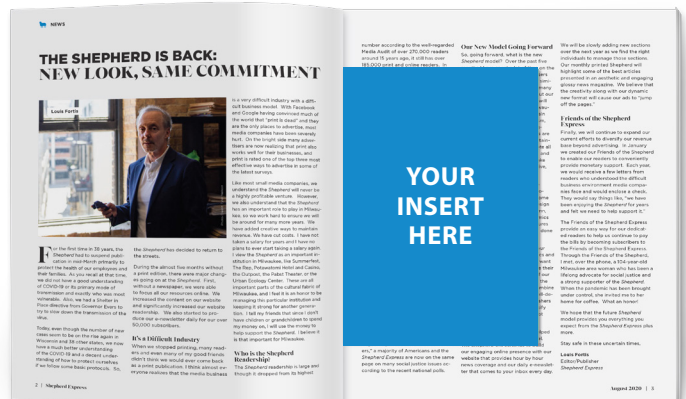
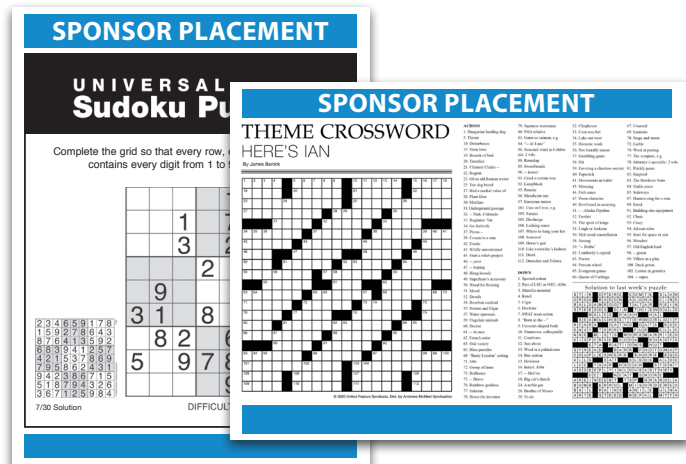
## Section/Guide Sponsorships

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.

**Contact your representative for a custom quote.**



# 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 8.375" 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:**

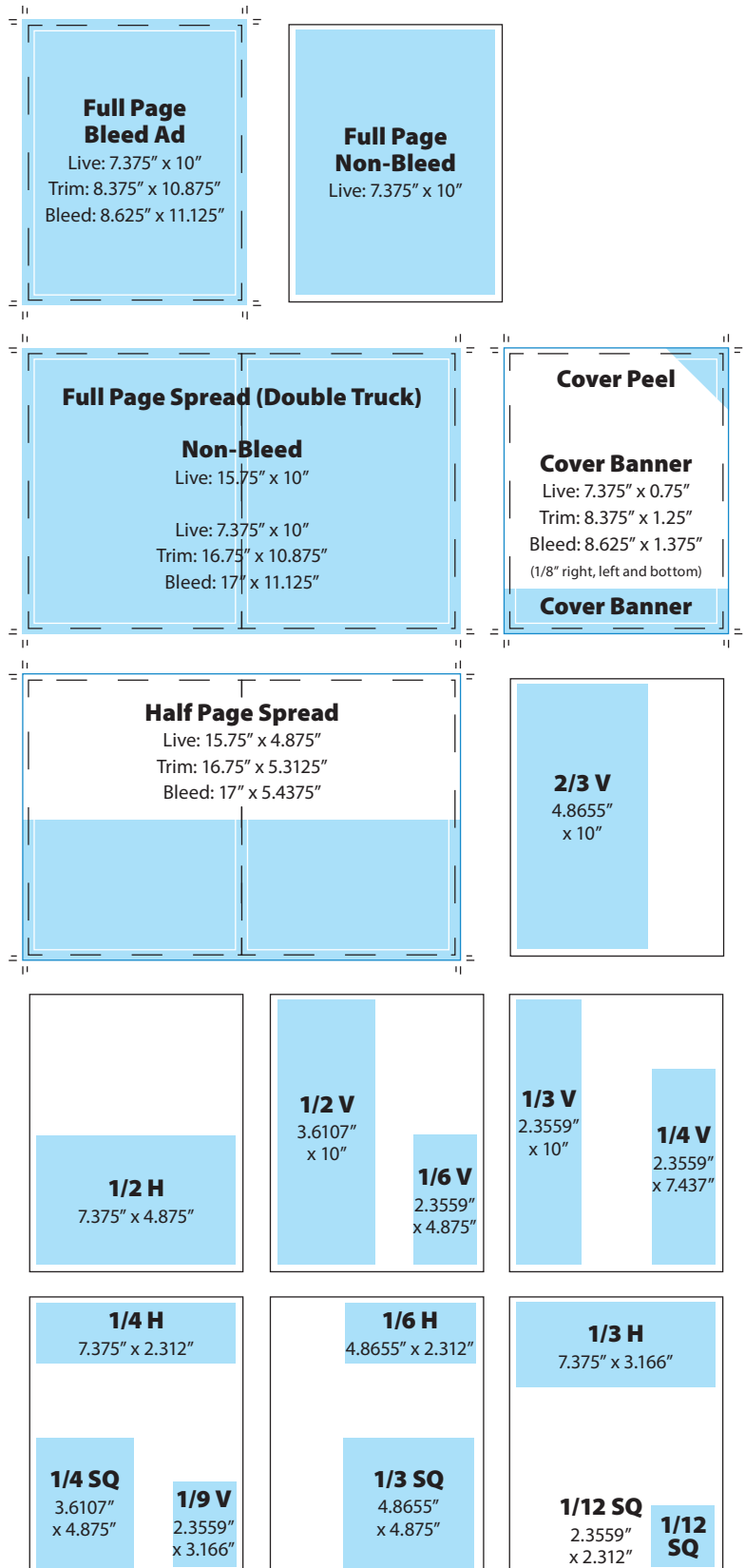
Print-ready ads can be sent to:

<https://Shepherdexpress.com/adfiledrop>

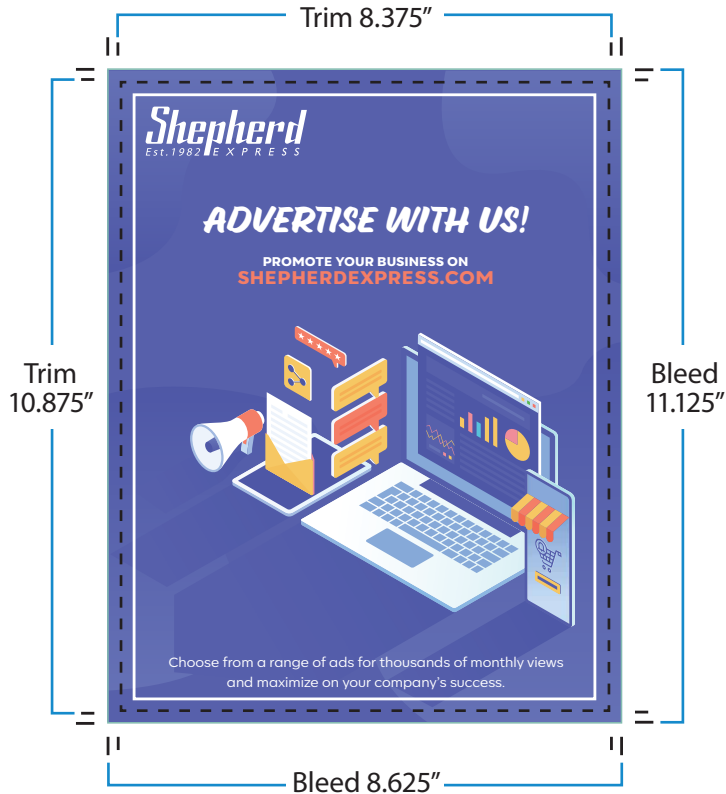
For questions regarding ad specifications please contact your account representative.

**Looking to get our readers' attention in a different way?**

We will accept and distribute pre-printed inserts starting at 10,000.



# PRINT PRODUCTION SPECIFICATIONS



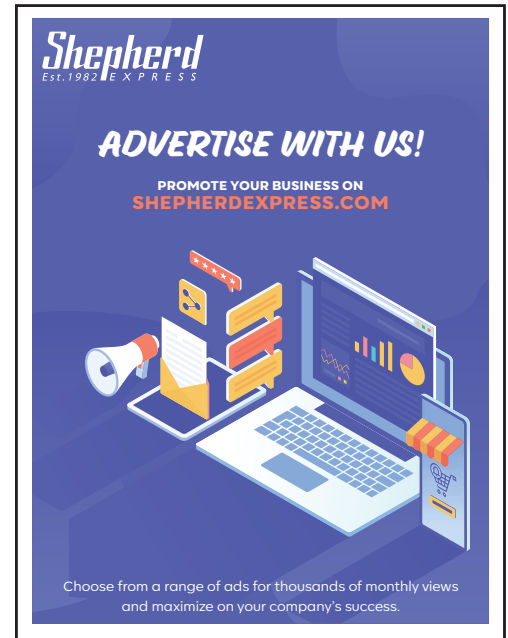
## Full Page Bleed Ad

Live: 7.375" x 10"

Trim: 8.375" x 10.875"

Bleed: 8.625" x 11.125"

Supply ad with image at the bleed size of 8.625" x 11.125" and keep all copy inside the live area of 7.375" x 10".



## Full Page Non-Bleed

Live: 7.375" x 10"

Supply ad with image at the non bleed size of 7.375" x 10" and the ad will center on the 8.375" x 10.875" page.