



**MBA**  
Coming in April 2018



## Special Advertising Opportunity for MBA Members!

Be a part of the April Home & Garden issue of M: Milwaukee's Lifestyle Magazine with advance coverage of the Metropolitan Builders Association's Spring Tour.

M targets the most affluent homes in the greater Milwaukee's northern and western suburbs and downtown neighborhoods, reaching more than 70 zip codes, \*including 23 of the wealthiest in the Milwaukee area.

\*Source: Milwaukee Business Journal Book of Lists 2017-2018.

Content will highlight information about the MBA Spring Tour, including editorial featuring the top 20 trends in New Home Construction.

Your ad will also appear in M Magazine's digital edition with a free hyperlink to your website, reaching an additional 6,900+ subscribers.

**Space Reservation:** February 22  
**Artwork Due:** February 26  
**Mailed to Readers:** March 27

(Specially discounted rates only available to MBA members)

Display Ad Rates <small>[includes full color]</small>	2018 Rates	MBA * Rates
<b>Two Page Spread</b> (15.75" x 9.875") w/ full bleed (17" x 11.375")	<del>\$5,508</del>	\$4,233
<b>Full Page</b> (7.375" x 9.875")	<del>\$3,671</del>	\$2,822
<b>2/3 Page</b> (4.833" x 9.875")	<del>\$2,632</del>	\$2,030
<b>1/2 Page</b> (7.375" x 4.81")	<del>\$2,016</del>	\$1,555
<b>1/3 Page</b> (4.833" x 4.81")	<del>\$1,370</del>	\$1,059
<b>1/4 Page</b> (3.563" x 4.81")	<del>\$1,040</del>	\$799
<b>1/6 Page</b> (2.292" x 4.81")	<del>\$705</del>	\$539

**Bonus Buy!** \*Commit to a minimum of 6 insertions and receive this rate thru 2018.

**Lori Smith / (262) 361-2203 / lsmith@conley.net.com**



[mmagazinemilwaukee.com](http://mmagazinemilwaukee.com)

**137,387**  
Total Audience

**38,000**  
Average Print Circulation

**BONUS!**  
An additional 23,000+ copies of M: Milwaukee's Lifestyle Magazine will be inserted into Conley Media's paid subscription newspapers, the Waukehsa Freeman, Washington Co. Daily News, Ozaukee Co. News Graphic and Oconomowoc Enterprise.

**6,900+**  
Digital Circulation

**70%**  
HHI Over \$100,000

**68%**  
College Graduates

**73%**  
Of Readers Ages 35-64

Data from Circulation Verification Council, 2017 Audit Report and 2017 CVC Readership Survey