

Package Media, Inc.

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SHEPHERD EXPRESS - Blow-In

Description:

This is the #1 weekly in metro Milwaukee focusing on arts and culture. (Similar to New York's Village Voice.) Includes news, events calendar, commentaries, book reviews, movies, music and theater. Comprehensive Summerfest Guide. Distributed via racks and street boxes at high-traffic, strategic locations. Verified audit.

Profile:

Female: 49% Male: 51%
45% ages 25 - 44
25% ages 45 - 54
47.1% HHI between \$35 & \$75K
Ethnicity: 79.2% White, 10.1% Black
67% of Erie County are Metro readers.
College educated
32.6% purchased 12+ books in the last year

Distribution:

6 counties Southeastern Wisconsin.
Frequency: Weekly
Circulation: 75,000
Audited: Yes
Insertion Method: Blow-in
Delivery Method: Street Boxes

Special Issues:

July: Summerfest Guide insert into publication plus extra solo distribution
See editorial calendar for special issues and features.

Specifications:

Publication Size: Tabloid
Minimum Size: 6" x 9" Maximum Size: 9" x 11"
Minimum Weight: 1 oz or less Coated Paper: Yes Uncoated Paper: Yes
Minimum Stock: NA Special Ink Requirement: No
Folded Insert: Yes
Folio Lap Maximum Measurement: NA
Folio Lip Minimum Measurement: NA Material Delivery Date: 2 weeks prior to on sale date

Tests and Selects:

Minimum Test: 75,000

Technographic Select:

Internet Access

Media Sales Management

141 East 33rd Street - Suite 2D, New York, NY 10016
Phone: 212.532-2128 Fax: 212.532.5498

Email: info@packagemedia.com Website: <http://packagemedia.com>