

MidwestLiving.com



Connect with the only lifestyle brand online that serves the dynamic Midwest region. MidwestLiving.com extends the magazine beyond print to capture a unique and growing audience, delivering web-exclusive content and local flavor with national scale. Travel. Food. Home. And much more—it's all here on MidwestLiving.com!

AUDIENCE PROFILE:

74% Female

26% Male

28% Ages 35-49

46% Ages 50+

29% Income \$60,000 - \$100,000

29% Income \$100,000+

Source: Quantcast

IT'S GOOD TO BE BIG...AND GROWING!

- 175,000+ unique monthly visitors —up 300+% from year ago
- 3.2 million page views
- An average of 18 page views per unique visitor
- MidwestLiving.com users spend an average of 8.57 minutes on the site per session

Sources: Omniture, March 2010; Quantcast

IT'S GOOD TO OFFER TARGETED PLACEMENTS

On the most trafficked areas of our site:

- Food and Recipes
- Travel
- Home
- Exclusive homepage sponsorships also available

STANDARD AD UNITS INCLUDE:

LEADERBOARD—728x90

SQUARE—300x250

JUMBO SKYSCRAPER—300x600

TRANSITIONAL—500x400

Specialized media tactics are also available, including roadblocks, high share-of-voice placements, pre-roll video, rich media, text links and more.

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MEDIA PACKAGE EXAMPLES

OPTION I: \$5,000 NET INVESTMENT

TIMING: 2 MONTHS*

COMPONENTS:

- 300x250 square delivering 375,000 guaranteed impressions
- Targeted placements available

OPTION II: \$10,000 NET INVESTMENT

TIMING: 2—4 MONTHS*

COMPONENTS:

- 300x250 square delivering 375,000 guaranteed impressions
- 728x90 leaderboard delivering 375,000 guaranteed impressions
- Targeted placements available

OPTION III: \$20,000 NET INVESTMENT

TIMING: 3—6 MONTHS*

COMPONENTS:

- 300x250 square delivering 500,000 guaranteed impressions
- 728x90 leaderboard delivering 500,000 guaranteed impressions
- "Best of the Midwest" weekly e-newsletter sponsorships (2x) delivering 150,000+ impressions per drop
- Targeted placements available

*Note: Timing is estimated based on available inventory

PROMOTIONAL PACKAGES

SPONSORED SLIDESHOW: \$5,000 NET INVESTMENT INCLUDES:

TIMING: 2 MONTHS

COMPONENTS:

- 300x300 12-slide interactive unit
- 728x90 & 300x250 companion units will allow sponsor to "own" the page
- "Branded promotion" listing on MidwestLiving.com homepage that includes an image, promotional copy and link to the slideshow

SWEEPSTAKES PACKAGE: MINIMUM \$10,000 NET INVESTMENT INCLUDES:

- Splash page, topper, entry form
- 250,000 ROS banner ad placements
- Inclusion in one edition of the "From the Issue" e-newsletter, delivered to 80,000+ subscribers on a monthly basis
- Prizing, legal, administration and fulfillment
- Database of opt-ins for one-time use

BEST OF THE MIDWEST WEEKLY E-NEWSLETTER SPONSORSHIP:

- 300x250 \$3,500 per issue; 150,000+ deliveries per drop

Note: All options include geo-targeting based on state, DMA and zip code.

Custom opportunities and packages are available. For more information, please contact your *Midwest Living* sales representative or Elaine Purnell, Advertising Director at Elaine.Purnell@meredith.com or 312.580.1626.

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