

FOR IMMEDIATE RELEASE

June 10, 2020

Media Contact:

Katie Williams, Milwaukee Magazine

414-287-4321

klwilliams@milwaukeeemag.com

***Milwaukee Magazine* Launches Stimulus Program, Helping Small Businesses Achieve Advertising Goals**

MILWAUKEE, WI – As local businesses continue to feel the economic impact of the pandemic, *Milwaukee Magazine* has launched a program to help. For 38 years, the Quad-owned publication has relied heavily on the support of local businesses to keep their journalistic efforts alive. Today, they announced a \$50,000 commitment to help small businesses attract new and returning customers by giving back. The magazine will match invested funds, dollar for dollar, to support these businesses in their advertising efforts.

Through an application process, locally owned and operated businesses can request matching investment funds from the magazine to secure space for their marketing message in the pages of the print magazine and on the newly redesigned website.

“Our local businesses are what make Milwaukee such a vibrant and growing city,” says editor and publisher Carole Nicksin. “We can’t wait around and see if these businesses are going to sink or swim. We need to step up and help now, today. Word-of-mouth advertising and referrals are great, but these times call for more. We want to make it possible for them to access the turbo-charged marketing results that only *Milwaukee Magazine* can provide, using a three-prong approach to connect through print, digital and social media.”

As small businesses look for the support of the community, this is a great way for them to get their message seen by a large, hyper-local audience. *Milwaukee Magazine’s* 120,000 print readers and 200,000 monthly web visitors rely on trustworthy content to help them make their purchasing decisions every day. *Milwaukee Magazine* has advertising solutions for businesses of all sizes and the matching funds will help businesses expand their reach.

All applications will be reviewed internally and taken into careful consideration. Eligibility requirements include, but are not limited to, that businesses must be locally owned and operated. Funds must be used in this calendar year and cannot be used in conjunction with other special packages or promotional pricing. Other restrictions apply. To learn more, visit www.milwaukeeemag.com/stimulusprogram

###