



# Milwaukee Business Journal and Partners in Philanthropy

MILWAUKEE  
BUSINESS JOURNAL

## The Business Journals delivers an audience likely to donate to charitable organizations\*

- 5.7x more likely to be involved in Charitable Causes
- 5.6x more likely to work in Fortune 500 company
- 3.9x more likely to donate to the community
- 2.8x more likely to be influenced by brands that support a charity
  
- Average HH Income - \$258K
- Average Net Worth - \$2.2 Million



*Source: Lotame\* Income Source: 2017 Subscriber Survey*

MILWAUKEE  
BUSINESS JOURNAL

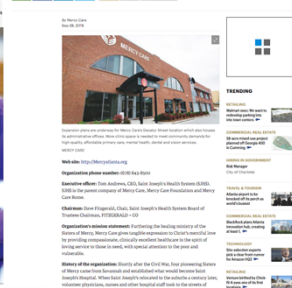
# Partners in Philanthropy

Milwaukee Business Journal knows the importance of connecting the business community with local philanthropic organizations.

And we know that you need to be in touch with these leaders throughout the year.

So the Milwaukee Business Journal has created a year-long Partners in Philanthropy digital section to profile local nonprofits and encourage business professionals to volunteer, serve on boards and provide other leadership needs.

In November 2019, the Milwaukee Business Journal will produce a Partners in Philanthropy publication that will be inserted in the weekly print edition to extend your reach into the business community sharing your volunteer opportunities.



Sample of Partners in Philanthropy Print Section

Mock of Partner in Philanthropy Landing and Profile Page

MILWAUKEE BUSINESS JOURNAL

## Partners in Philanthropy

Details

### Digital

- One native profile created from a turnkey, guided form completed by each contributing sponsor, featured for a year, and includes a link to the nonprofit's website
- Featured nonprofits in the hub will be alphabetized and segmented by category for ease of use
- One social media post per profile on Facebook and Twitter
- Total of 3.6MM headline impressions will be delivered over the year driving traffic to the Partners in Philanthropy hub
- Promotional elements across the site will click through to the Partners in Philanthropy landing page and a link to the hub will be available from the Philanthropy & Nonprofits industry index page

### Print

- Two-page spread: one full page for nonprofit template on the left and one full page advertisement on the right. The ad can be for either the non-profit or a sponsoring company. **(Print Only \$3,000)**

**Total Investment \$4,000/nonprofit**

MILWAUKEE  
BUSINESS JOURNAL