SINCE 1998, ONMILWAUKEE HAS FOLLOWED ITS MISSION:
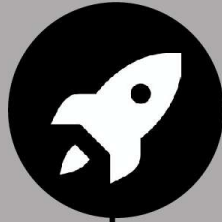
Media that moves.

More than 20 years later, our *innovative online magazine and digital marketing company* uses its unique voice and **best-in-market engagement** *(source: UnMetric)* to transform not only local media, but also help and encourage national clients to better connect and build community

We're honored to work with you.

OnMilwaukee

Notable Moments:

OnMilwaukee.com
OnMilwaukee Launches
Sept 1st

1st & only Investment Round
Secured 2001

2000

1998

2001

President
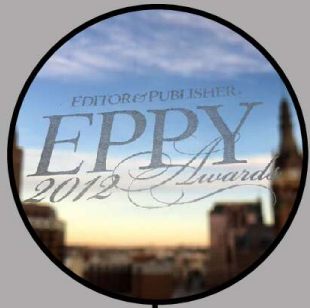George W. Bush
Visits

Annual April Fool's
Day Edition Begins

LIFTdigital
Local. National. **Solutions.**

OnMilwaukee
Launches
National
Presence
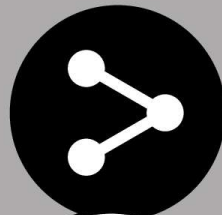creating LIFT
Digital

2005

2010

Wins 1st EPPY Award
Best Entertainment Website
(<1M unique visitors/month)

Programmatic Ad Buying
Platform brought In House

Traffic Exceeds
1M Unique Visitors;

Created OnMilwaukee
Content Solutions

Since 2010, revenue grows 74%

2013

2012

2014

2015

2016

2017

Milwaukee Mayoral Bestows 15-Year Praise

"...commitment to providing a quality daily magazine and city guide to the Milwaukee community that has become integral to Milwaukee's news community making substantial contributions to increasing Milwaukee's profile regionally and nationally."

Best Entertainment/
Cultural News Site

Connection

We know digital. > Because that's all we do.

Digital

480,000+

Monthly
Users

Source: Google Analytics

33.2%

Of Our Engaged Facebook Users
Are Millennials

Source: Sprout Social

Social

90,300+

54,000+

26,200+

Recorded: January 2018

OnMilwaukee

Growing user base that is loyal, diverse, engaged, educated and affluent.

Content Solutions

OnMilwaukee

"**Connections and creativity matter.**
We tell stories that *intrigue our readers and create value for our partners.*
Our storytellers *make connections* with our readers."

ANDY TARNOFF, CO-FOUNDER & PUBLISHER

📶 **Custom, Native and Sponsored Content**

📶 **Events**

📶 **Article Sponsorships**

📶 **Themed Monthly Partnerships**

LIFTdigital Solutions

> **"We've diversified our partnership opportunities.**
> We're truly *'everywhere'* in the community with our social influencers; and have built deep, effective *relationships with readers and clients.*"
>
> JEFF SHERMAN, PRESIDENT & CO-FOUNDER

- 📶 **Baseline Tactics**
- 📶 **Custom Tactics**
- 📶 **Premium Tactics**
- 📶 **Video**
- 📶 **Social**

LIFTdigital
Local. National. **Solutions.**

Baseline Tactics ▶ **Custom Tactics**

Baseline Tactics:
- 🛜 Audience Targeting
- 🛜 Contextual Retargeting
- 🛜 Hyper-local mobile
- 🛜 Run of Network

Custom Tactics:
- 🛜 Keyword Contextual
- 🛜 Mobile Location Retargeting
- 🛜 SEM – *Search Engine Marketing*

LIFTdigital
Local. National. **Solutions.**

Scale & Reach. Anyone, Anywhere. Hyper-local, Local, National

Premium Tactics

- 📶 Whitelist Targeting
- 📶 Private Marketplaces
- 📶 Native Targeting
- 📶 Mobile Location Retargeting
- 📶 Email Retargeting

- 📶 Conversion Pixels
- 📶 Audience Capturing
- 📶 Streaming Audio

LIFTdigital
Local. National. **Solutions.**

Video

- 📶 **Advanced Targeting**
- 📶 **In-Stream**
- 📶 **Out-Stream**
- 📶 **Completion Retargeting**
- 📶 **YouTube**
- 📶 **TV Data Targeting**

Social

- 📶 **Sponsored Posts**
- 📶 **Custom Campaigns**
- 📶 **Facebook Lives and Events**
- 📶 **Twitter**
- 📶 **Instagram stories**

OnMilwaukee

LIFTdigital
Local. National. **Solutions.**

Leverage Big Data

🛜 **Access Holistic Data**
On and offline purchase behavior, browsing history, social media activity and app usage

🛜 **Build an Engagement Strategy**
Partner with us to build a plan that narrows in on the right data to reach an engaged audience

🛜 **Reach Your Customer**
B2B, Sports Fanatics, Young Professionals, New Moms, etc...

LIFTdigital
Local. National. **Solutions.**

PS **PUSHSPRING**
Audience data for a mobile world

factual.

ORACLE

nielsen

comSCORE.

cuebiq

Clients

Commitment

OnMilwaukee **Innovates**

Every day we refine our publishing suite,
front-end usability experience, and implement/analyze new data points
that improve the digital experience for both readers and partners.

Provides

Digital expertise through conversation, exploration, advice,
counsel and thought-leadership.

LIFTdigital
Local. National. Solutions.

Delivers

Holistic marketing solutions for a world that's digital.