

Greater Milwaukee Today

MILWAUKEE • WAUKESHA • OZAUKEE • WASHINGTON • JEFFERSON

Chicago has its Gold Coast. Philadelphia has Society Hill. In Wisconsin, the truly affluent and fastest growing areas are in the "Golden Halo" surrounding Milwaukee County - Waukesha, Ozaukee, Washington, Dodge and Jefferson Counties.

A snapshot of residents within the golden halo reveals the most appealing demographics. Residents are more likely to be college educated, have average household incomes significantly above the average and are more likely to hold white collar positions. Over the past decade, the number of local incomes over \$100,000 soared 62% in three of the counties. Measured by all indexes, the Golden Halo affluence is well above the US average.

Greater Milwaukee Today (GMT) Network covers the golden halo with award winning community newspapers, magazines and specialty publication GMT also provides in-depth news and information on southeast Wisconsin's most exciting and compelling 24/7 website. It also offers high quality state-of-the-art commercial printing and distribution to highly selective audiences.

GMT Network covers the Golden Halo's demand for local news and local consumer information in the fastest growing and most prosperous markets in Wisconsin.

The GMT Network includes daily newspapers - *Waukesha Freeman* and the *Washington County Daily News*. Weekly newspapers include *Oconomowoc Enterprise*, *Hartford Times Press*, and the twice weekly *Ozaukee County News*.

GMT Network shopper publications include the *Ozaukee County Guide* (Wednesday) and *Sunday Post*, *Washington County Sunday Post* and *Advantage* (Wednesday), *Waukesha Area Sunday Post* and *Lake Country Sunday Post*.

Specialty publications such as *AutoSeller*, *House & Home*, and *TimeOut*, are distributed throughout the Greater Milwaukee market.

Milwaukee LifeStyle Magazines include *NorthShore LifeStyle*, *LifeStyle West*, and *City LifeStyle*.

Our Greater Milwaukee website, *gmtoday.com*, combines in-depth local news and features from throughout the areas on a 24/7 basis, as well as national news and features, and extensive classified advertising. GMToday is the most exciting and complete website in Wisconsin.

Established more than 20 years ago, *Citizen Printing* offers a state-of-the-art heatset web printing facility. Citizen is a leading printer of four-color heatset magazines and booklets, newspapers and free-standing inserts for national as well as local customers.

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