

An aerial photograph of a large park with a winding lake, lush green trees, and a city skyline in the distance. A large white dome structure is visible on the right side of the lake, surrounded by a parking lot and some buildings. The text 'Mueller' is overlaid in a large, white, serif font across the center of the image.

# Mueller

MAGAZINE

2026 MEDIA KIT



For residents of all ages, Mueller has everything: critically acclaimed restaurants; unique coffee houses, pubs, shops and other businesses; a beautiful lake and 140 acres of parks and public spaces; and so much more.

As a marketer, you'll reach a highly desirable audience in the pages of *Mueller* magazine – the monthly publication that has been incredibly well-received around town during the past year. Every issue offers you a new opportunity to promote and sell your products and services to thousands of residents and households.





# HIGHLY ENGAGING LOCAL CONTENT

Neighborhood updates



Neighborhood personalities and organizations



Restaurants, chefs and restaurateurs



Health and wellness

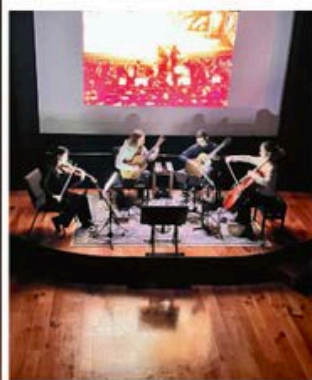




# HIGHLY ENGAGING LOCAL CONTENT



► Music



## Kid-Friendly Interiors

Follow these tips to create spaces in your home that are inviting for children, convenient—and free of clutter.

**DEMOCRATIZING A ROOM** Give visitors the best seats in the house. Instead of reserving the high point of the room for the adults, consider a more democratic seating arrangement. Whether you're creating a reading nook or a place for the kids to sit, make sure it's accessible to everyone.

**CREATIVE KID ZONES** Instead of a dedicated playroom, create a space for the kids to play in. This can be a corner of the living room, a room in the basement, or a room in the attic. The key is to make it a space that is fun and functional.

**KID-FRIENDLY KITCHENS** Make your kitchen a place where the kids can help out. This can be as simple as giving them a small apron and letting them help with the dishes, or as complex as creating a dedicated space for them to play in.



► Home design



LOCAL TASTES

## Sweet as MOM

A baking blogger and photographer offers a sweet confection sure to bring smiles on Mother's Day.

BY ALAN NEWTON

THESE MOTHERS' DAY, find there is something so sweet as the neighborhood bakery. The idea is simple: a local bakery that is owned and operated by a local mom. It's a place where you can find the best of the best, and it's a place where you can find the best of the best.

20 | MAY 2018



## Marshmallow Flower Cupcakes

These are the best of the best, and they are sure to bring smiles on Mother's Day.

BY ALAN NEWTON

THESE MOTHERS' DAY, find there is something so sweet as the neighborhood bakery. The idea is simple: a local bakery that is owned and operated by a local mom. It's a place where you can find the best of the best, and it's a place where you can find the best of the best.

20 | MAY 2018

► Recipes



PERSPECTIVES

## Song of Mueller

POEM BY GEORGE VILLANUEVA

I sing the neighborhood, vibrant, stirred by the main line each—

each—

each—

each—

each—

each—

each—

each—

each—

each—

each—

each—

each—

each—

each—

each—

each—

each—

each—

each—

► Perspectives

# DIGITAL MARKETING OPTIONS THAT DELIVER

In addition to our magazine, we offer a full suite of digital solutions designed to increase awareness, generate qualified leads, and grow your customer base.

## Magazine + Digital: Better Together

We combine the power of *Mueller* magazine's engaged, high-value audience with precision digital targeting to reach the right customers—both online and in their homes.

When magazine and digital work together, your message becomes more memorable, more actionable, and more effective.



## Our Capabilities:

- Targeted Display & Video Advertising
- Social Media Campaigns
- Content Marketing & Sponsored Articles
- Video Production and Other Creative Services
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Geofencing & Location-Based Targeting
- Email Marketing
- Online Reputation Monitoring & Review Management
- Lead Capture Tools & Website Chatbots
- Website Development
- Analytics, Conversion Tracking & ROI Reporting

## Let's Build Your Strategy

Ask about a **complimentary digital marketing audit** to uncover opportunities that can directly grow your business.



# WAINSCOT MEDIA: WE BUILD COMMUNITY CONNECTIONS



Over 20 years helping leading marketers connect with high-value customers where they live, shop, and buy.

- ▶ Hyperlocal, regional, and specialty magazines
- ▶ Websites, newsletters, and social marketing
- ▶ Full-service digital and creative solutions

See more  
of our  
work here:





# CONTACT US

**LIZ REINGOLD**

PUBLISHER  
**MUELLER MAGAZINE**

**PHONE**

732.586.5777

**EMAIL**

Liz.Reingold@muellermagazine.com

**FOLLOW US**

@muellermagazine

MUELLERMAGAZINE.COM

