

The Midwest's Greatest Towns

VisitNebraska.com/media/press/2016-11-23-08-35-00-utc-the-midwest-s-greatest-towns

Article link: <https://drive.google.com/file/d/0B50UGxyN-VUzMUpuZmNNaFRUdk0/view?usp=sharing>

Article Title: The Midwest's Greatest Towns

Author: Trevor Meers, on behalf of Kathy Bowermaster

Publication: Midwest Living Magazine Online

Date of Publication: July/August 2016

Date of Media Tour: September 24-29, 2013

Unique Visitor per Month: 334,941

Ad Equivalency: \$8,039.00

Content Focus: Greatest Midwest Towns

Sponsors Mentioned: Nebraska City, Arbor Day Farm Lied Lodge & Conference Center, Missouri River Basin Lewis & Clark Interpretive Trail & Visitor Center

Demographics: 75% of Midwest Living Magazine readers are female, while 25% are male. The median age is 57 and the median income is \$69,286. 71% of readers hold a college degree, and 87% of readers own their own home.