

- **Business Publications**

- **Definition:** newspapers, magazines, journals and other publications you may wish to advertise in, or that provide useful information about doing business in Columbia and Sauk counties and also Madison.
- **50 Plus Lifestyles**  
<http://50pluslifestylesmagazine.com>  
A monthly paper directed at south central Wisconsin citizens aged 50 and above.
- **Ad World**  
[www.adworldonline.com](http://www.adworldonline.com)  
A weekly automotive shopper for southern Wisconsin's individuals or dealers.
- **brava Magazine**  
[www.bravamagazine.com](http://www.bravamagazine.com)  
A monthly magazine dedicated to revitalizing the lives of its readers—women ages 25-65 who are interested in the best products and services to enhance their lives.
- **The Capital Times**  
[www.captimes.com](http://www.captimes.com)  
Dane County's afternoon newspaper, Monday through Saturday.
- **Clarion**  
[www.matcmadison.edu/clarionline](http://www.matcmadison.edu/clarionline)  
Madison Area Technical College's (MATC) student newspaper.
- **Corporate Report Wisconsin**  
[www.crwmag.com/CRW3/crwhome.htm](http://www.crwmag.com/CRW3/crwhome.htm)  
A magazine investigating trends, airing issues and reporting on the state's business developments.
- **Hometown News Group**  
[www.hometownnewsgroup.com](http://www.hometownnewsgroup.com)  
A community newspaper group covering local news, events, sports and schools. Publishes the Courier, Cambridge News, Lake Mills Leader, the Lodi Enterprise and Lodi Shopper, McFarland Thistle, Sun Prairie Star and other local newspapers.
- **In Business Magazine**  
[www.inbusinessmagazine.com](http://www.inbusinessmagazine.com)  
A monthly business-focused magazine serving Dane County.

- **La Comunidad**  
[www.latinocomunidad.com](http://www.latinocomunidad.com)  
 A Spanish-language newspaper for southern Wisconsin.
- **Madison Home Planner & Guide**  
[www.homeplannerandguide.com](http://www.homeplannerandguide.com)  
 An annual guide for building, buying and remodeling your home.
- **Madison Magazine**  
[www.madisonmagazine.com](http://www.madisonmagazine.com)  
 A monthly lifestyle and business publication.
- **Maximum Ink**  
[www.maximumink.com](http://www.maximumink.com)  
 A free monthly covering music statewide.
- **Nursing Matters**  
[www.nursingmattersonline.com](http://www.nursingmattersonline.com)  
 A monthly newspaper featuring nursing concerns and the nursing profession in Wisconsin.
- **Portal Wisconsin**  
[www.portalwisconsin.org](http://www.portalwisconsin.org)  
 A non-profit Web site created by the Partners of the Cultural Coalition of Wisconsin to support the state's culture, arts, humanities and history.
- **Union Labor News**  
<http://scfl.freemind.org/?uln>  
 A monthly newspaper by, for and about working people, circulating to 23,000 union households in South Central Wisconsin.
- **Wisconsin State Journal**  
[www.wisconsinstatejournal.com](http://www.wisconsinstatejournal.com)  
 Madison's morning paper.
- **Wisconsin Trails**  
[www.wistrails.com](http://www.wistrails.com)  
 A bimonthly devoted to history, environment, sports, culture, people, travel and recreation.
- **Wisconsin Woman Magazine**  
[www.wisconsinwomanmagazine.com](http://www.wisconsinwomanmagazine.com)  
 A free monthly woman's magazine.

- **Area Businesses with This Role**

- **Baraboo News Republic**

Services provided: newspaper, advertising, hometown news, will feature new business in the paper when it opens

Contact information:

Brendan Leonard—Editor

714 Matt’s Ferry Road, PO Box 9

Baraboo, WI 53913

608-356-4808 (phone)

608-356-0344 (fax)

[news@capitalnewspapers.com](mailto:news@capitalnewspapers.com) and [bnreditor@scwn.com](mailto:bnreditor@scwn.com)

[www.baraboonewsrepublic.com](http://www.baraboonewsrepublic.com)

- **Columbus Journal**

Services provided: advertising, hometown news, will feature new business in the paper when it opens

Contact information:

Kara Premo-Rake—Advertising

Paul Scharf –Editor

101 South Ludington Street

Columbus, WI 53925

920-623-3160 (phone)

920-623-9383 (fax)

[kpremo-rake@capitalnewspapers.com](mailto:kpremo-rake@capitalnewspapers.com)

[pscharf@capitalnewspapers.com](mailto:pscharf@capitalnewspapers.com)

- **The Express Newspaper**

Services provided: entertainment newspaper, advertising, and will do write up when business opens.

Contact information:

Tom Amend

744 Eddy Street

Wisconsin Dells, WI 53965

608-253-3438 (phone)

608-253-3438 (fax)

[express@charterinternet.com](mailto:express@charterinternet.com)

- **Home News**

Services provided: advertising, hometown news, will feature new business in the paper when it opens

Contact information:  
David Giffey—Editor  
120 North Worcester Street  
Spring Green, WI 53588  
608-588-2508 (phone)  
608-588-3536 (fax)  
[homenews@homenewsbuyersguide.com](mailto:homenews@homenewsbuyersguide.com)

○ **Lodi Enterprise**

Services provided: advertising, hometown news, will feature new business in the paper when it opens

Contact information:  
Terri Jozwiak – Editor  
146 Main Street  
Lodi, WI 53555  
608-592-3261 (phone)  
608-592-3866 (fax)  
[lodient@hometownnewsgroup.com](mailto:lodient@hometownnewsgroup.com)  
[www.hometownnewsgroup.com](http://www.hometownnewsgroup.com)

○ **Portage Daily Register**

Services provided: Daily circulation Monday through Saturday. Covering Portage, Pardeeville, and other outlying areas.

Contact information:  
George Althoff—Publisher  
1640 La Dawn Drive  
Portage, WI 53901  
608-745-3500 (phone)  
608-742-8346 (fax)  
[www.wiscnews.com/pdr](http://www.wiscnews.com/pdr)

○ **Poynette Press**

Services provided: advertising, hometown news, will feature new business in the paper when it opens

Contact information:  
Judy Meredith—Office Manager  
135 North Main Street  
Poynette, WI 53955  
608-635-2565 (phone)  
608-635-4542 (fax)  
[news@deforesttimes.com](mailto:news@deforesttimes.com)  
[www.deforesttimes.com](http://www.deforesttimes.com)

- **Reedsburg Independent**

Services provided: advertising, hometown news, will feature new business in the paper when it opens

Contact information:

Jeff Seering—Editor

605 South Albert Avenue, PO Box 716

Reedsburg, WI 53959

608-524-0387 (phone)

608-524-3575 (fax)

[reedindy@rucls.net](mailto:reedindy@rucls.net)

- **Reedsburg Times Press**

Services provided: advertising, hometown news, will feature new business in the paper when it opens

Contact information:

Emily Bialkowski—Editor

126 South Walnut Street

Reedsburg, WI 53959

608-524-4336 (phone)

608-524-4337 (fax)

[rtp-news@capitalnewspapers.com](mailto:rtp-news@capitalnewspapers.com)

[www.reedsburgtimespress.com](http://www.reedsburgtimespress.com)

- **Sauk Prairie Eagle**

Services provided: advertising, hometown news, will feature new business in the paper when it opens

Contact information:

Todd Krysiak—Editor

725 Water Street

Sauk City, WI 53583

608-643-0118 (phone)

608-643-0120 (fax)

[spe-news@capitalnewspapers.com](mailto:spe-news@capitalnewspapers.com)

<http://spe.wiscnews.com/>

- **Sauk Prairie Star and Satellite**

Services provided: newspaper and shopper services, provides advertising, and hometown news

Contact information:

Mike Carignan—Editor

801 Water Street

Sauk City, WI 53583

608-643-3444 (phone)

608-643-4988 (fax)

[saukstar@charterinternet.com](mailto:saukstar@charterinternet.com) or [saukstar@merr.com](mailto:saukstar@merr.com)

[www.newspubinc.com](http://www.newspubinc.com)

○ **Wisconsin Dells Events**

Services provided: advertising, hometown news, will feature new business in the paper when it opens

Contact information:

Kay Lapp James—Editor

1640 La Dawn Drive

Portage, WI 53901

608-745-3500 Ext 3567 (phone)

608-745-3530 (fax)

[wde-news@capitalnewspapers.com](mailto:wde-news@capitalnewspapers.com)

[www.wiscnews.com/wde](http://www.wiscnews.com/wde)