

Port Publications buys Messenger shopping paper

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The Tri-County Messenger, a long-established shopping publication distributed in Ozaukee, Washington and Sheboygan counties, has been purchased by Port Publications, Inc., the Port Washington-based company that owns Ozaukee Press and other publications.

The Messenger will retain its independent identity under the new ownership, according to Bill Schanen IV, vice president and general manager of Port Publications.

“The Messenger has been a valuable aid to shoppers for many years and it will continue to give advertisers total market coverage in an area of the three counties encompassing 10,000 homes,” Schanen said.

Though the Messenger will remain a free-standing shoppers guide, Schanen said, “the affiliation with Port Publications will bring some important advantages to advertisers. The circulation area of the Messenger dovetails perfectly with that of Ozaukee Press and its companion weekly shopper Ozaukee Advertiser. Advertisers will be able to access the combined circulation of the three publications, a total of more than 25,000 homes, at very economical rates.”

Classified ads will automatically run in all three publications, ensuring blanket coverage from Grafton to Oostburg, Schanen said.

Bill Rood, long-time owner and publisher of the Messenger, will continue to work with the publication’s advertisers as an account representative.

Port Publications is a family-owned publishing company whose flagship newspaper, Ozaukee Press, was founded in 1940, and is the county’s largest circulation newspaper.

Besides the Press, Advertiser and Messenger, Port Publications publishes Lakeshore Life magazine, Transitions magazine for senior citizens and SAILING, a national magazine.

The firm operates a newspaper printing plant in Port Washington and has been the printer of the Tri-County Messenger for a number of years.