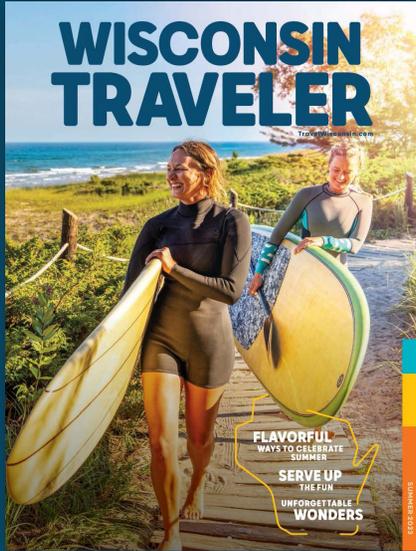


# TRAVEL WISCONSIN

## WISCONSIN TRAVELER MAGAZINE



Produced in partnership between Travel Wisconsin and Madden Media

FOR ADVERTISING INFORMATION, PLEASE CONTACT:



**Tricia Wisbrock**  
Destination Sales Specialist | Madden Media  
314.914.7916  
twisbrock@maddenmedia.com

FOR MATERIALS SPECIFICATIONS, PLEASE CONTACT:

Kristin Fletcher, Campaign Manager  
kfletcher@maddenmedia.com



## Excellent Opportunities for DMOs and Associations

Travel Wisconsin's Official *Wisconsin Traveler* delivers the best of Wisconsin to visitors on a seasonal basis. Travelers depend on these magazines as their source for selecting where to go, where to stay, and what to do while in Wisconsin during their favorite time of year to visit.

Advertising placements are only available in **full-page and half-page advertorials**. These vibrant advertorials combine your imagery with inspirational copy about your destination. You will provide images and copy, and our team will edit and lay out the advertorial to ensure that it looks fantastic.

**CIRCULATION:**  
20,000 COPIES PER EDITION

	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
2024 Spring/Summer	11/10/23	11/17/23	March 2024
2024-2025 Fall/Winter	3/29/24	4/5/24	July 2024

AD RATES**	RATE
Full-Page Advertorial	\$2,300
Half-Page Advertorial	\$1,495

PREMIUM POSITION**	RATE
<b>NEW*</b> Events Fold-Out Back Cover	\$5,000
<b>NEW*</b> Inside Front Cover	\$4,500

Pre-billing available. Details subject to change.  
Travel Wisconsin has final decision on ad placements.  
\*All rates are net.



Trim Size: 8" x 10.5"  
Bleed: 0.125"

**FULL PAGE**  
200 Words  
1-2 High Res Images  
550px+ wide  
750px+ high  
150dpi minimum  
website / socials / contact

**HALF PAGE**  
100 Words  
1 High Res Image  
550px+ wide  
350px+ high  
150dpi minimum  
website / socials / contact

5.325"

10.75"

8.25"