

TRAVEL WISCONSIN

WISCONSIN TRAVELER



Produced in partnership between Travel Wisconsin and Madden Media

FOR ADVERTISING INFORMATION, PLEASE CONTACT:



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FOR MATERIALS SPECIFICATIONS, PLEASE CONTACT:

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New Opportunity for DMO's and Associations

Travel Wisconsin's official *Wisconsin Traveler* magazine 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
2022-2023 Winter Wisconsin Traveler	7/29/22	8/5/22	November 2022
2023 Summer Wisconsin Traveler	12/9/22	12/16/22	April 2023
2023 Fall Wisconsin Traveler	4/14/23	4/21/23	August 2023

AD RATES*

Full-Page Advertorial **\$2,000**

Half-Page Advertorial **\$1,300**

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"