

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 layout the advertorial to ensure that it looks fantastic.

CIRCULATION:
20,000 COPIES PER EDITION

	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
2025 Spring/Summer	11/1/24	11/8/24	March 2025
2025-2026 Fall/Winter	2/28/25	3/7/25	July 2025

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

PREMIUM POSITION**	RATE
Events Back Cover	\$4,500
Inside Front Cover	\$4,500
NEW* Inside Back 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"