

experience WISCONSIN

2022 MEDIA PLANNER

Experience Wisconsin is a multi-platform regional travel brand that inspires readers to explore Wisconsin's beautiful landscape, exciting attractions, luxe accommodations and trendy restaurants. Through a mix of unique content delivered via web, email and print, Experience Wisconsin shares stories from the Badger State. From lesser-known attractions to must-see, historic sites that everyone should explore, Experience Wisconsin takes readers on a tour of the people, places and things that make Wisconsin an amazing destination.



Print Circulation

Print Circulation

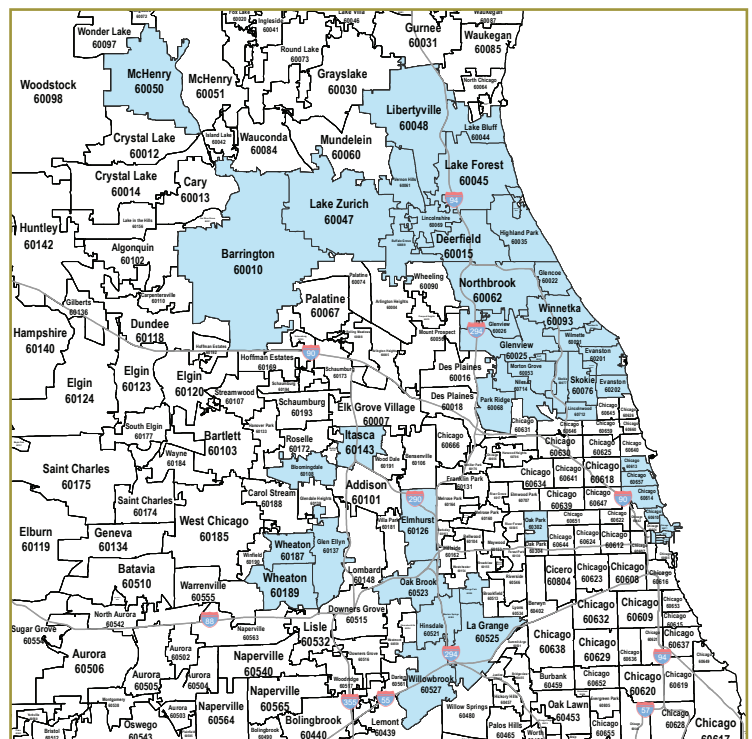
Total Print Run: 55,000 copies.

Distribution: The magazine is inserted in the *Chicago Tribune*, delivered directly to households in approximately 28 suburban communities located in Chicago's North Shore and northwest areas (see map). Additional copies are also distributed to convention and visitors bureaus, and advertiser locations.



Chicago-Area Distribution

Barrington	Libertyville
Buffalo Grove	Lincolnshire
Bloomington	Lincolnwood
Elmhurst	McHenry
Evanston	Morton Grove
Glen Ellyn	Niles
Glencoe	Northbrook
Glenview	Oakbrook
Highland Park	Oak Park
Hinsdale	Park Ridge
Itasca	Skokie
Lake Forest	Vernon Hills
Lake Zurich	Wheaton
La Grange	Willow Brook



Editorial Calendar

Spring/Summer 2022 Features

- Wisconsin's Most Instagrammable Locations
- Destination Fox Cities
- Farm-to-Table Eats
- Experience Theater Al Fresco
- Explore Scenic Spots by Kayak

Fall/Winter 2022-23 Features

- Choose Your Own Road Trip Adventure
- Destination Lake Geneva
- Dive into Supper Clubs
- Artsy Escapes
- Outdoor Retreats

In Every Issue

Noteworthy Arts, culture and entertainment.

- **The Insider:** Newsworthy tidbits and timely experiences.
- **Arts & Entertainment:** Dozens of events to keep your calendar full year-round.
- **On Our Radar:** Delving into the culture of Wisconsin and what makes it great.

The Dish From exploring our state's rich epicurean histories to the best cheese shops throughout the region, we take you on fun foodie adventures.

- **Sip & Savor:** Food events and trends, and craveable dishes.
- **Word of Mouth:** Digging into the state's culinary traditions and spotlighting exciting restaurants.
- **Imbibe:** Bartender creations, local brews and exciting sips.

Field Guide Get out and about on Wisconsin's hiking trails, rivers, golf courses and more.

Perspective A look back at the past that has helped to shape the state into what it is today.



Print Rates

Experience Wisconsin is published twice yearly in the spring and fall by Nei-Turner Media Group. We showcase Wisconsin's unique lifestyle, things to do and the rich array of cultural activities the state offers. The magazine taps travel writers who are experts in the areas of food and drink, outdoor activities, arts and culture, and more to contribute their expertise on the state's latest tourism topics.

Print Ad Rates

SIZE

Full Page	\$2,975
2/3 Page	\$2,230
1/2 Page	\$1,640
1/3 Page	\$1,090
1/6 Page	\$570

COVER POSITIONS

Back Cover	\$4,460
Inside Front	\$4,315
Inside Back	\$4,020

Cover Positions - Call for availability

Please note: All rates are net. Add 10% for guaranteed position. Ads include one hour of design time.

Publication Deadlines

Spring/Summer 2022

Advertising Deadline: April 1

Materials Deadline: April 8

Publication Date: May 13

Fall/Winter 2022-23

Advertising Deadline: July 11

Materials Deadline: July 18

Publication Date: August 26



FULL PAGE BLEED
8.25 X 11.125

FULL PAGE
TRIM SIZE
8 X 10.875

FULL PAGE
LIVE AREA
7 X 10

2/3 PAGE
VERTICAL
4.5215 X 9.9375

1/3 PAGE
VERTICAL 2.167 X 9.9375

1/2 PAGE
HORIZONTAL
6.875 X 4.875

1/3 PAGE
HORIZONTAL
4.5215 X 4.875

1/6 VERTICAL
2.167 X 4.875

1/2 PAGE VERTICAL
4.5215 X 7.4056

1/6 HORIZONTAL
4.5215 X 2.3444



Contact: Cindy Smith • csmith@ntmediagroup.com • 262.215.2997
Nei Turner Media Group, 400 Broad St. Unit D, Lake Geneva, WI 53147

Digital Sponsorships

10 EXCLUSIVE SPONSORS

Maximize your digital reach and spend! A Digital Sponsorship is the best value, offering you bundle pricing on the website, email and custom emails.

Features

- Opportunity to touch every single person who visits *experiencewisconsinmag.com* and who reads our emails.
- Combines frequency branding with high-impact ad positions in both our website and emails — your logo appears on every page of the Experience Wisconsin website and in every email.
- The ONLY way to reach our Experience Wisconsin website and email readers with digital display advertising.
- Positions you as the 'go-to' destination or venue that people want to experience.

What You Get

- **Display Advertising** on *experiencewisconsinmag.com* and in monthly email (rotates).
- **Sponsored Content** (two articles per year) on *experiencewisconsinmag.com*.
- **Two Custom Emails Per Year** to our email list.
- **Logo** on the bottom of monthly email and in print magazine (two times per year).

ANNUAL SPONSORSHIP (12 CONSECUTIVE MONTHS)

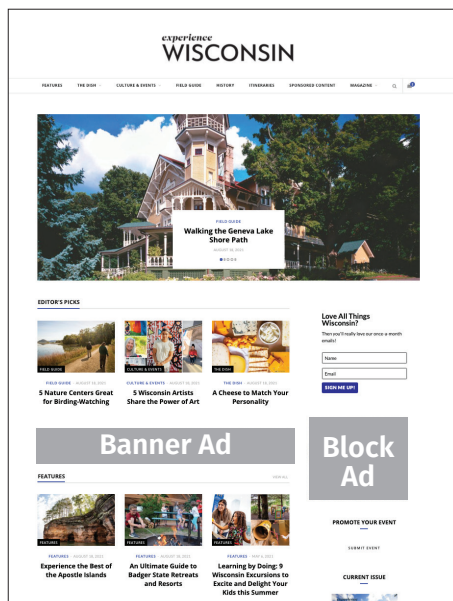
\$1,995 when bundled with print

\$2,495 when bundled without print

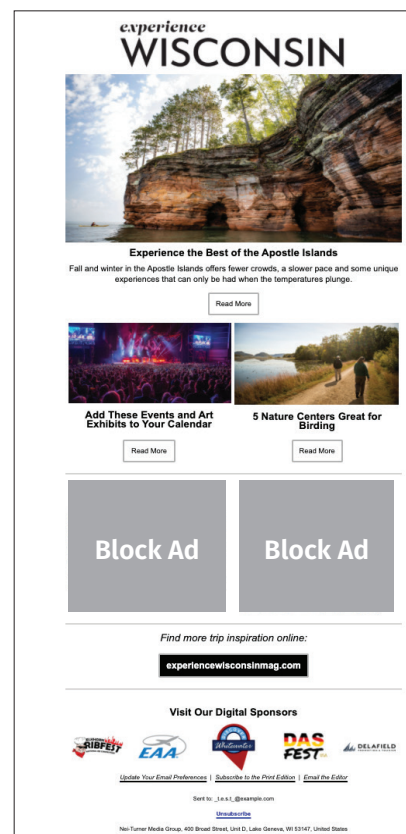
All rates are net.

**MAXIMUM VISIBILITY
AND FREQUENCY
POSITIONED WITH
HIGH QUALITY,
RELEVANT CONTENT.**

WEBSITE



EMAIL



Targeted Digital Display Advertising

Delivering the right message to the right person at the right time has never been easier.

Targeted digital display advertising allows you to reach the right person at the right time by delivering digital ads in real time to highly targeted groups of people in any geographic area.

PROGRAMMATIC/TARGETED DISPLAY

Monthly Impressions

50,000

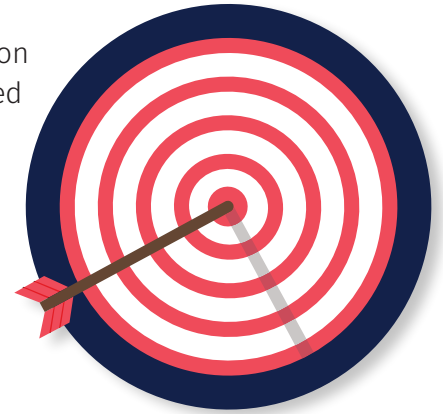
75,000

100,000

\$550/Month

\$750/Month

\$1,000/Month



Programmatic display advertising requires a three-month minimum commitment.

*Receive 15% off print advertising when packaging with digital or programmatic advertising.
Custom packages available upon request. Please contact Cindy Smith at csmith@ntmediagroup.com.*

TARGETING TACTICS USED:



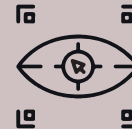
GEO-TARGETING

Target potential customers within a specified geographic area.



SITE RETARGETING

Target potential customers who have previously visited my website.



SEARCH-RETARGETING

Target potential customers who are searching for my products and services online in real time.



ADDRESSABLE GEO-FENCE

Target potential customers, in their homes or place of business, by uploading your client's address-level data or direct mail list.



CURATED AUDIENCES

Target potential customers based on over 500 demographic and interest variables, to reach just the right person, at the right time, with the right message.



GEO-FENCING

Target potential customers who are in a predefined location such as: competitor's business, at a local shopping center or event.



2022 Production / Design Guidelines + Mechanical Requirements

Please carefully review the media requirements below as they are critical to the quality of your ad. It is the advertiser's responsibility to prepare ad materials to the specified requirements by deadline. Experience Wisconsin reserves the right to run last ad or charge advertiser for unused space if ad materials are not received by ad deadline provided.

ELECTRONIC ADS

Advertisers are encouraged to submit press-quality PDFs created in CMYK and containing high resolution (300 dpi) images. Ads containing spot colors or RGB images will not be accepted. All fonts must be embedded. If your ad does not meet our specifications, you will be asked to correct and resubmit, or our design department can recreate your ad for you at \$75 per hour.

ACCEPTED MEDIA

CD • DVD • Email (jem@ntmediagroup.com)

PHOTOGRAPHY

Resolution must be at least 300 dpi and CMYK (no RGB/Spot Colors). Save all images embedded as eps or tiff. Images downloaded from the internet are not acceptable. Scans are acceptable at a high resolution and color scans may be also provided by us for an additional charge.

LOGOS

Submit original logo in digital format or ad slicks to be scanned. Anything submitted at a lesser quality will need to be re-created; business cards are not acceptable. Resolution must be 300 dpi+ and CMYK (no RGB/Pantone). All fonts must be outlined.

DESIGN SERVICES

If you do not have an existing ad that meets our specs, our design department can create original artwork for you. Ad rates include one hour of design time. Additional time and services are available for the following fees:

Design & layout services: \$75 per hour • Scanning: \$60–\$100 per hour • Ad release – press quality PDF: \$30
Please note: any design/revision time required after ad approval deadline will be invoiced at the standard hourly rate, regardless of prior complimentary time.

CONTRACTS

Cancellations must be received in writing before the ad closing date. Verbal orders are binding. NO cancellations accepted after the closing date.

BILLING TERMS

Advertising is invoiced on publication. Payment is due within 30 days of invoice date. All accounts not paid in full within 30 days of invoice date are subject to 1½% service charge per month (18% annually) on the net amount due, from the invoice date until paid in full. In the event the advertiser and/or agency defaults in payment of bills, such bills are turned over for collection. Advertiser and agency shall be totally liable for all fees and sums incurred by the publisher in the collection of delinquent accounts.