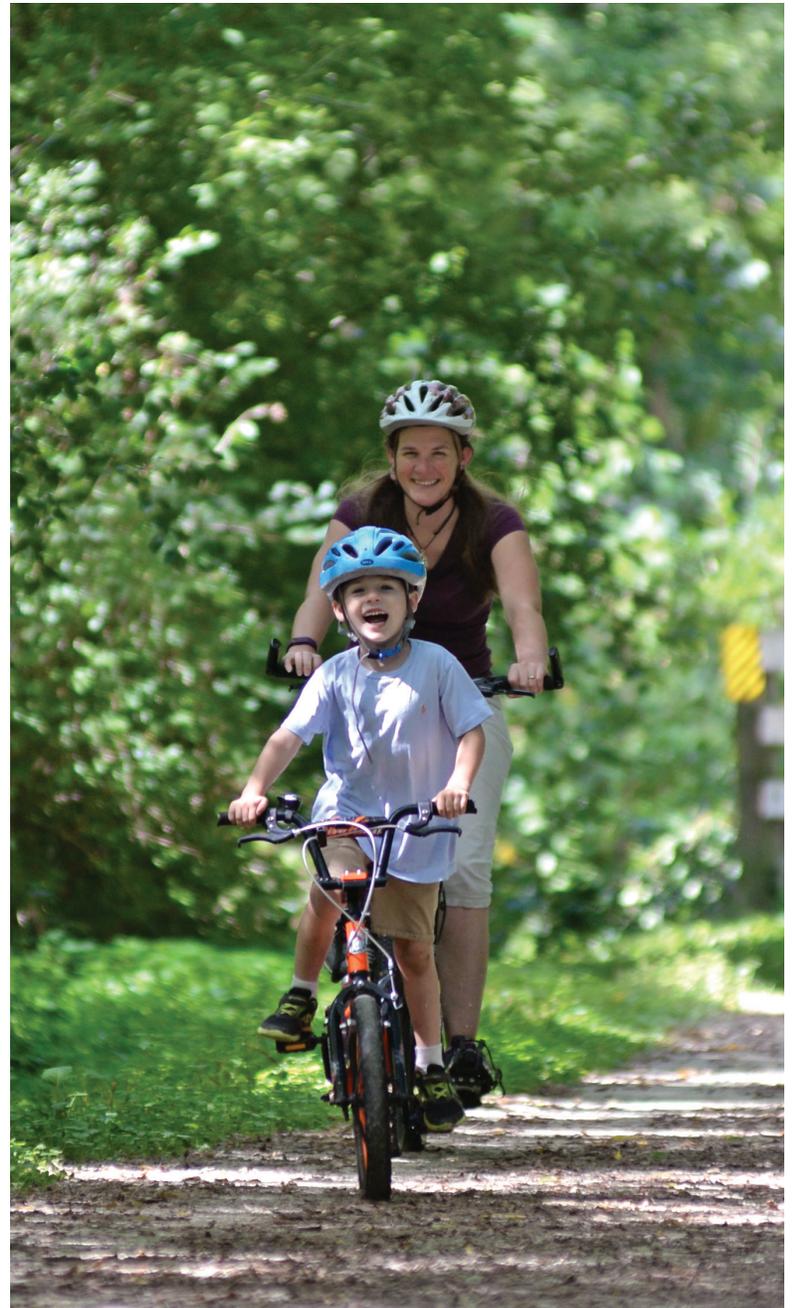


experience

WISCONSIN

2021 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 unique, out-of-the-way attractions located off the beaten path, to the 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.

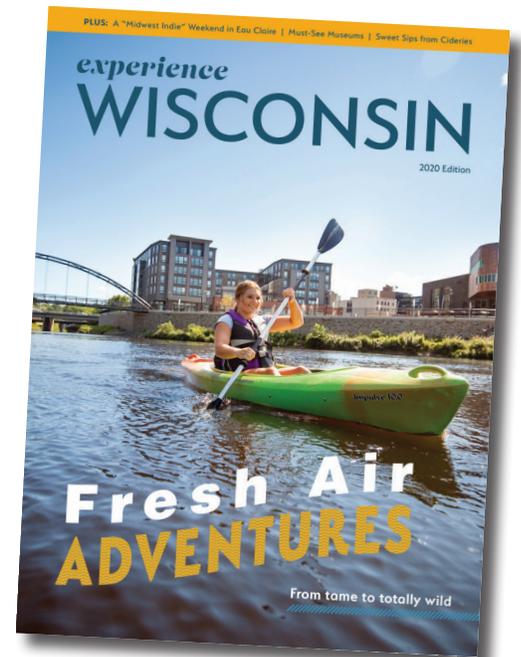


Print Circulation

Print Circulation

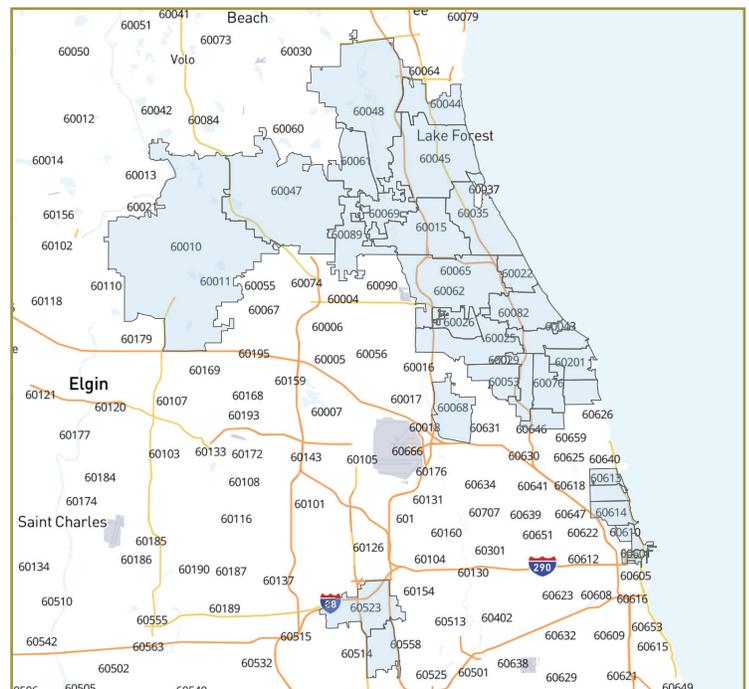
Total Print Run: 55,000 copies.

Distribution: The magazine is inserted in the *Chicago Tribune*, delivered directly to households in approximately 25 suburban communities located in Chicago's North Shore and northwest areas (see map). Additional copies are also distributed to Travel Wisconsin's Welcome Centers, convention and visitors bureaus, as well as advertiser locations.



Chicago-Area Distribution

Barrington	Libertyville
Buffalo Grove	Lincoln Park
Deerfield	Lincolnshire
Evanston	Lincolnwood
Glen Ellyn	Mc Henry
Glencoe	Morton Grove
Glenview	Niles
Gold Coast	Oakbrook
Highland Park	Park Ridge
Hinsdale	Skokie
Kenilworth	Vernon Hills
Lake Forest	Wheaton
Lake Zurich	Wilmette
Lakeview	Winetka



Editorial Calendar

Spring/Summer 2021 Features

- Wellness Destinations
- Small Town Escapes
- Educational Excursions for Inquisitive Kids
- A Guide to the Best Sips
- Bucket-List Hikes

Fall/Winter 2021-22 Features

- Exploring the Apostle Islands
- Finding Your Cheese Personality
- Celebrating Artists of Color
- Relaxing at Luxury Resorts
- Sampling the State's Craft Distilleries

In Every Issue

Scene Arts, culture and what to do in the Dairy State.

- **The Insider** Exciting events and retail spots to check out now.
- **Out & About** 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 culinary traditions to the best cheese shops throughout the region, we take you on fun foodie adventures.

- **Best Bites** Take a bite out of the eateries and food shops that define Wisconsin, like the best supper clubs and tastiest places to get pie.
- **Flavor Hunter** Profiling who's in the kitchen at some of the Dairy State's best restaurants.
- **Word of Mouth** Digging into the state's food traditions and the exciting neighborhoods and regions to experience Midwestern cuisine in.

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.

CALLING ALL THRILLSEEKERS
Nine adventurous outings for all ages.

Have a young Kitty O'Neil or Evel Knievel? Want to shock the kids with your own daredevilry? No matter who you seek epic thrills, Wisconsin has an adventure for you. Here are nine to try with the little ones, each with a thrill rating ranging from 1 (mild) to 10 (wild).

Note that while all these attractions are open and operating, some have restrictions to protect the health and safety of staff and guests from the coronavirus.

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A Weekend in EAU CLAIRE

Did you know Justin Verne of the indie folk band Ben and the Moon is from Eau Claire? Experience the town like a local by eating, shopping and playing your way through this northwest Wisconsin city.

By Jessica Stauff

Named by early French explorers for the beauty of its array of scenic features, the crystal-clear water they encountered in the town of Ben (not Justin) Verne, he and the National Aeronautics and Space Administration (NASA) launched that started for traders, before the first while sailing permanently laid stakes in the late 19th century.

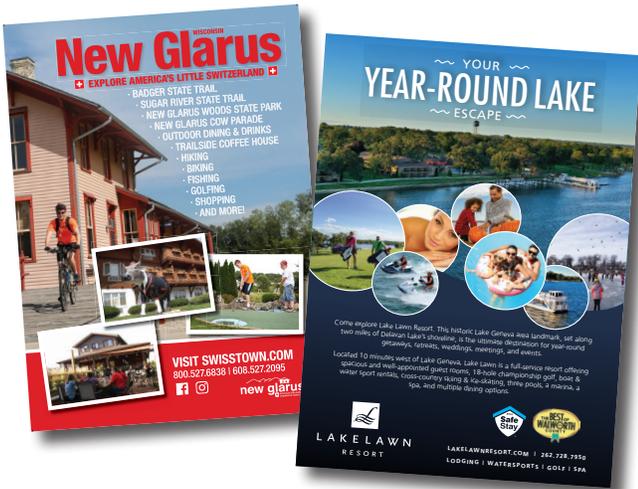
Today, the many early American cities, it's diversifiably transformed into, via Visit Eau Claire. Creatively inspired, could be known as "The Indie Capital of the Midwest."

Discover Eau Claire's longtime allure for yourself, and do some of your own exploring with this weekend guide.

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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 2021

Advertising Deadline: April 2
Materials Deadline: April 9
Publication Date: May 14

Fall/Winter 2021-22

Advertising Deadline: July 12
Materials Deadline: July 19
Publication Date: August 27

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
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1/2 PAGE HORIZONTAL 6.875 X 4.875	1/6 VERTICAL 2.167 X 4.875
1/3 PAGE HORIZONTAL 4.5215 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
Cell: 262.215.2997

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)

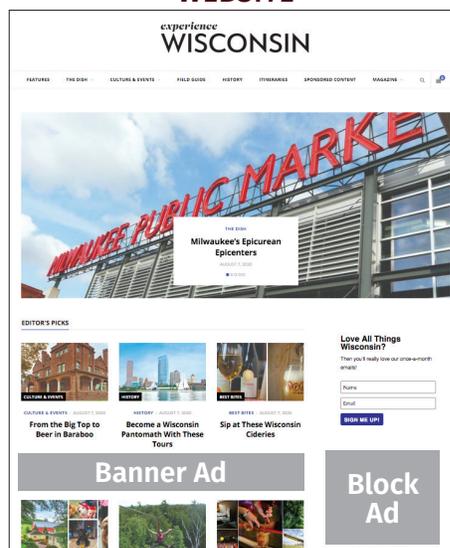
\$1,995 when bundled with print

\$2,495 when bundled without print

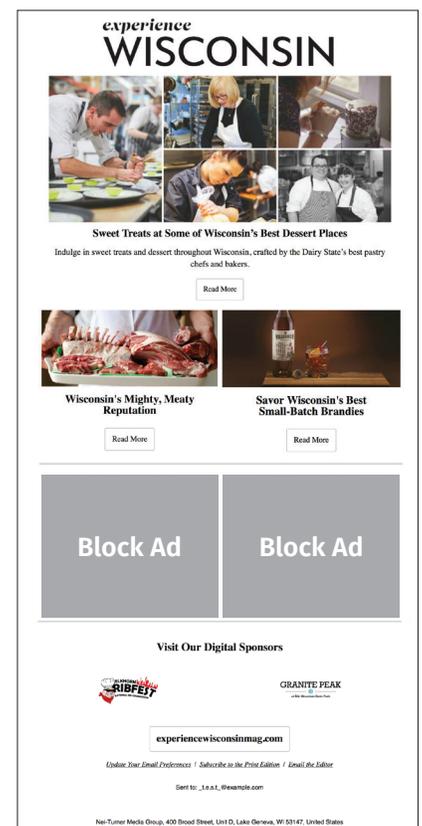
All rates are net.

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

WEBSITE



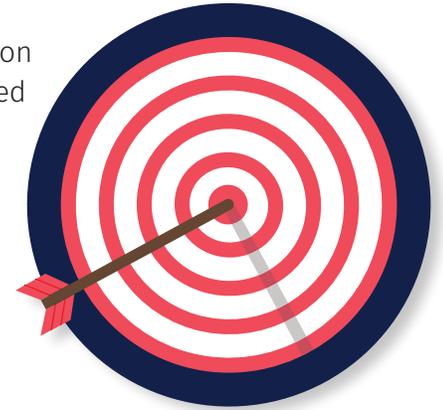
EMAIL



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 Matt Cross.

TARGETING TACTICS USED:



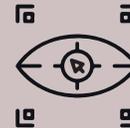
GEO-TARGETING

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.



2021 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.