

TRAVEL WISCONSIN

2026 OFFICIAL TRAVEL GUIDE



Check out the 2025 digital edition at
maddendigitalbooks.com/wiotg25

FOR ADVERTISING INFORMATION AND AD
MATERIALS SUBMISSION, PLEASE CONTACT:



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Produced in partnership between
Travel Wisconsin and Madden Media

TRAVEL
WISCONSIN



Inspire Travelers to Visit WISCONSIN

Travel Wisconsin's Official Travel Guide inspires travelers with everything they need to plan an unforgettable visit. From must-see destinations and hidden gems to lodging, attractions and activities, the guide highlights the very best of Wisconsin. As the official fulfillment piece for 2026, it places inspirational travel information directly into the hands of visitors.

IMPORTANT DATES



AD CLOSE
DECEMBER 19, 2025



MATERIALS DUE
JANUARY 9, 2026



PUBLISHES
MAY 2026

SPACE IS LIMITED!

AD RATES*

PREMIUM POSITION**	RATE
Inside Front Cover FULL (L)	\$8,205
Opposite IFC FULL (R)	\$7,865
Inside Back Cover FULL (R)	\$7,865
Opposite Inside Back Cover FULL (L)	\$7,595
Opposite Masthead FULL (R)	\$7,595
Opposite Welcome FULL (R)	\$7,595
Table of Contents FULL (L)	\$7,595
Table of Contents FULL (R)	\$7,595
Masthead HALF H (L)	\$5,245

STANDARD POSITION	RATE
Full Page	\$6,835
Half Page H	\$3,505
Quarter Page V	\$2,365
One-Third SQ - Side Bar (DMO only)	\$3,165

- Information is subject to change.
- Please note that eligibility for inclusion in this publication is contingent upon payment received no later than 30 days after the ad close deadline. Please discuss special billing needs with Tricia Wisbrock at Madden Media.
- Travel Wisconsin has the final decision on production total.

Wisconsin Tourism BY THE NUMBERS

100,000 printed, unlimited presence with the Digital Edition

Travel Wisconsin's targeting strategy focuses on high-value travelers whose main purpose of trip includes outdoors, special events, tours and city trips, prioritizing the top two spender segments per trip as the primary audience, with the third-highest spenders serving as a secondary focus.

Source: Travel Wisconsin 2024 reports from Tourism Economics and Longwoods

\$25.8 BILLION
TOTAL ECONOMIC
IMPACT

3.2 NIGHTS
AVERAGE TRIP
LENGTH

114.4 MILLION
VISITORS

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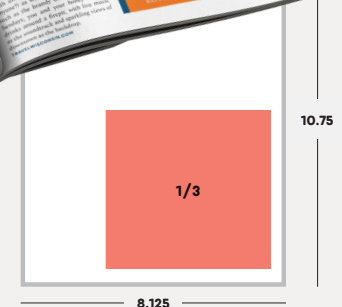
EXCLUSIVE OPPORTUNITY: SPONSORED SIDEBAR

Become a part of the story with a Sponsored Sidebar. As a DMO partner of Travel Wisconsin, you can tell your destination's story within the feature editorial of the 2026 Wisconsin Travel Guide. You provide content and a QR code pointing to your website, and our creative team will design it as part of a feature spread within the guide. Sponsored Sidebar spaces are extremely limited, so reserve your spot today!

AD RATES*

STANDARD POSITION	RATE
1/3 Page Editorial Sidebar 150 words	\$3,165

**All Sponsored Sidebar Content will be subject to review and approval by Travel Wisconsin.*



NEW FOR 2026!

UPDATED ADVERTORIAL AD DESIGN AND LAYOUT OPTIONS...
MORE DETAILS COMING SOON!

ENGAGE READERS WITH SPONSORED CONTENT ADS

All ads in the Wisconsin Travel Guide will be in a "Sponsored Content" format. This includes all premium and standard position placements. Available in full-page, half-page and quarter-page sizes, Sponsored Content Ads combine your imagery with inspirational copy about your destination, attraction or lodging. You provide images and copy, and our team will edit and lay out the ad to ensure it looks fantastic. Sponsored Content Ads look like editorial, so readers are more likely to interact with your ad.

