

# 2018 WISCONSIN COOPERATIVE ADVERTISING PROGRAM



The Wisconsin Department of Tourism will be placing a 12-Page insert into the 2018 May/June and September/October Issues. The design will be similar to that of the 2017 Inserts with an advertorial feel to the piece. The inserts will consist of 5 pages of edit and 7 pages of Industry Partners.

## GOOD NEWS: There will be NO Rate Increase for 2018.

Industry partners will provide copy points and images (based on size) as you did for the 2017 coop program. Our editorial team will be writing copy, for your destination/attraction, to help give the 12-page unit more of an overall editorial look and feel.

The circulation for each insert will be to include states that have a proven track record of being top lead-generating states for Wisconsin Tourism: Illinois, Minnesota & Wisconsin.

With the added support of WDT, you have the opportunity to take advantage of greatly discounted rates which will create a stronger consumer awareness of Wisconsin through these High Impact Units.

### Activities MWL Readers Participated In

#### MIDWEST LIVING READERS ARE ACTIVE: Index (past 12 months)

<b>Visited Wisconsin on any domestic trip</b>	<b>571</b>
Spent 5+ nights in a hotel	135
Spent \$1,000+ while on vacation	130
Shopped while on vacation	145
Visited a national park while on vacation	130
Played golf while on vacation	125
Fishing while on vacation	155
Hiking/Backpacking while on vacation	178
General Sightseeing while on vacation	154

Showcase your destination, lodging property, golf course or attraction with a special program designed to connect you with your best prospects – active, affluent Midwesterners that only *Midwest Living* can deliver.



### DATES TO REMEMBER

- **Issue Dates: May/June & Sept./Oct. 2018**
- **M/J Close Date: 11/15**
- **COPY POINTS DUE 11/30**
- **S/O Close Date: 4/30**
- **COPY POINTS DUE 5/5**

### ADVERTISING RATES (NET)

#### NO RATE CHANGE FOR 2018

- **Full Page: \$10,640**
- **160 words plus 3-4 images**
- **½ Page: \$5,320**
- **80 words plus 1-2 images**
- **¼ Page: \$3,035**
- **40 words plus 1 image**

### ADDED VALUE

- Reader Service Listing in May/June & July/August and Sept./Oct. & Nov./Dec. (VALUE: \$2,000/month)
- ½ Page or larger ad will receive a “Featured Destination” on [MidwestLivingTravel.com](http://MidwestLivingTravel.com) for 2 months (VALUE: \$5,000)

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# MidwestLiving