



MEDIA KIT

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Reaching engaged travelers before they book their next Door County getaway.

thebestofdoorcounty.com



Who We Are

The Best of Door County Media is the go-to digital guide for travelers planning a trip to Wisconsin's premier lake getaway. We help readers decide where to stay, what to eat, and what to do, then follow them into the newsletter, social feeds, and soon a podcast, so their favorite local businesses stay top of mind from first search to final booking.

A GROWING MULTI-CHANNEL BRAND



**16K+ sessions &
177K+ search impressions**

website, last 90 days (+169%)



4,700+ subscribers

email newsletter, 50%+ open rate



10,000+ followers

combined social community



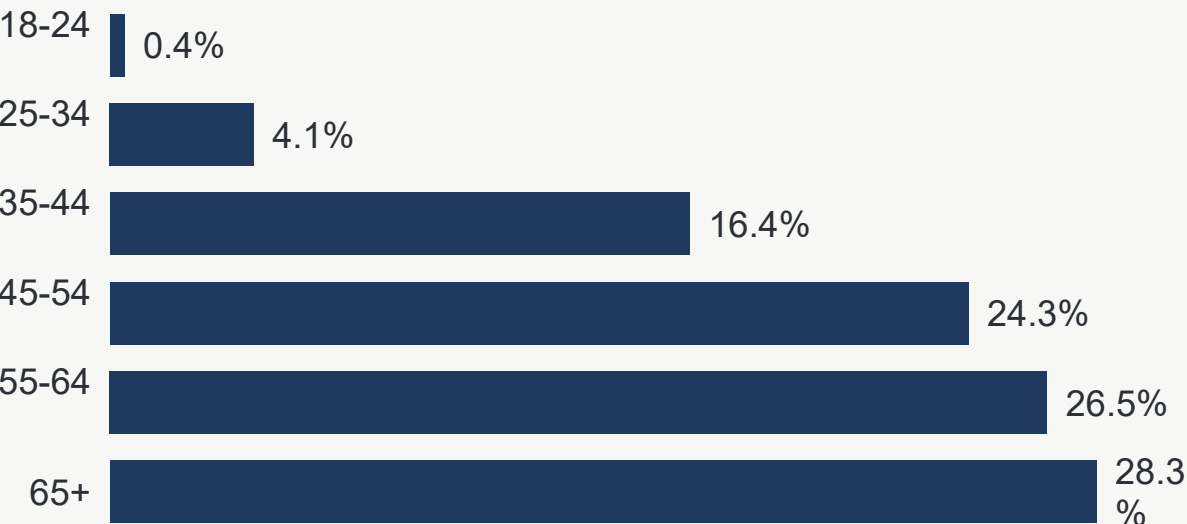
Launching soon

podcast featuring local business
owners

Audience Snapshot

Newsletter audience demographics, lifetime

AGE DISTRIBUTION



WHERE THEY LIVE

**99.9% United States**

Nearly the entire audience is US-based

Milwaukee, WI	15.6%
Sturgeon Bay, WI	15.6%
Green Bay, WI	15.0%
Appleton, WI	11.3%
Madison, WI	10.6%
All other markets	31.9%



Over two thirds of subscribers live in Wisconsin’s largest drive-market cities, the exact audience actively planning weekend and vacation trips to Door County.



16K+

sessions, last 90 days



15K+

visitors, last 90 days



27K+

views, last 90 days



177K+

search impressions, last 90 days

TOP READER DESTINATIONS (LAST 28 DAYS)

The Best of Door County Home Page

Door County Fall Festivals 2026

Fall Foliage in Door County 2026

The Best of Door County Events Calendar

October in Door County 2026

Waterfront Restaurants in Door County 2026

SITE HEALTH

92%

Performance

100%

Best Practices

86%

Accessibility

100%

SEO

80K search impressions, 8.6K+ views, and 8.6K+ visitors from Google in the last 28 days alone, on a fast, fully optimized site.



Email Newsletter

The Best of Door County Weekly



4,700+

active subscribers



+450

new subscribers, last 4 weeks



50+%

average open rate, last 4 weeks



10+%

click-to-open rate, last 4 weeks

Industry average open rate for email newsletters is roughly 20 to 25%. This list opens at over double that.

CONSISTENT ENGAGEMENT



50%+ average open rate across the last 10 issues

Every issue mixes local restaurant news, seasonal events, and hidden gems around the county, written in a voice readers open week after week.



Social Media

An engaged, growing community across platforms



Facebook Page

7,700+

followers · verified page

Tourist Information Center destination



Facebook Group

1,300+

members

Public community for Door County trip planning and local conversation



Instagram

800+

followers

@thebestofdoorcounty, growing steadily

Combined social community: 10,000+ followers and members across Facebook, Instagram, Reddit, X, and Pinterest, on top of the newsletter and website audience.



COMING SOON

The Best of Door County Podcast

A new conversational show featuring the people behind Door County's restaurants, shops, inns, and attractions, in their own words. Built to extend the same trusted, insider voice that drives the website and newsletter into a listening audience.

- ✓ Interviews with local business owners across the county
- ✓ Ground-floor sponsorship availability ahead of launch
- ✓ Distributed to the same engaged, high-intent audience

Advertising Opportunities

Flexible placements across every channel, built around your goals



Website

- Business spotlights
- Display advertising
- Business directory listings



Newsletter

- Sponsorship opportunities
- Traditional newsletter ads
- Sponsorship exclusivity



Social Media

- Sponsored posts and stories
- Giveaways and collaborations
- Facebook Group engagement



Podcast

- Episode sponsorship
- Business owner interviews
- Founding sponsor packages

Custom packages available. Let's build something that fits your goals and your budget.



Newsletter Advertising Options

Reach 4,700+ engaged subscribers with a 50%+ open rate



Newsletter Sponsor

Your business featured as a named sponsor of The Best of Door County Weekly, with placement in every issue for the length of your term.



Exclusive Sponsor

Sole sponsorship rights within your industry category. No competing business appears alongside your placement.



Sponsor a Section

Own a recurring section of the newsletter, branded to your business, such as a weekly dining pick or event spotlight.



Traditional Newsletter Ads

A standard image or text ad placed within an issue, linking directly to your website.



Highlight Your Event

Feature an upcoming event, sale, or seasonal offer to thousands of subscribers actively planning Door County visits.

Pricing depends on placement, frequency, and exclusivity. Let's talk about what fits your goals and your budget.

Website Business Directory Listings

Every business starts free. Upgrade for more visibility.

Free Listing

Free

Already active for every
Door County business

- Business name, type and town
- Street address with a map link
- Searchable by town and category

Plus

\$10

 /mo

paid annually (\$120 per year)
or \$20/mo paid monthly

- Everything in Free
- Photo on your listing
- 20-word description
- Website link and button
- Click-to-call button

Premium

BEST VALUE

\$40

 /mo

paid annually (\$480 per year)
or \$50/mo paid monthly

- Everything in Plus
- Your own page on the site
- Photo gallery and 100-word description
- Hours, address and a map
- Up to 5 links plus social profiles

PRIORITY PLACEMENT

First, second and third spots appear in that order at the top of the directory.

Full directory (all towns, all businesses)

\$400 / \$300 / \$200 per month

Website Business Directory Listings

Sign up for upgraded business directory listings by scanning the QR code.

Free Listing

Free

No action needed.

Reach out if you have questions.

Includes your business name, type, town and address in the directory.

Plus

\$10

 /mo

Billed annually (\$120 per year).

\$20/mo if billed monthly. Reach out for the monthly option.

Adds a photo, a 20-word description, a website link and a call button.



Scan to subscribe

Premium

\$40

 /mo

Billed annually (\$480 per year).

\$50/mo if billed monthly. Reach out for the monthly option.

Adds your own page with photos, a 100-word description, hours, a map and links.



Scan to subscribe

PRIORITY PLACEMENT

First, second and third spots appear in that order at the top of the directory.

Full directory (all towns, all businesses)

\$400 / \$300 / \$200 per month

How Each Listing Level Appears

The directory's real design, shown with a sample business ("Harbor House Cafe") for illustration only.

FREE

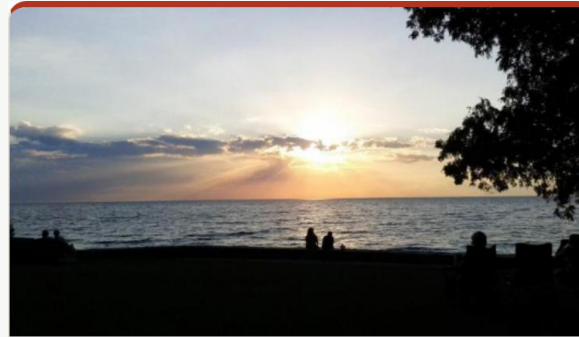
Harbor House Cafe

Restaurants

📍 123 Main St, Fish Creek, WI 54212 [Map](#)

Name, type, town and address with a map link

PLUS · \$10 / MO



Harbor House Cafe

Restaurants

📍 123 Main St, Fish Creek, WI 54212 [Map](#)

Cozy lakeside cafe serving breakfast all day, with fresh pastries, strong coffee and a patio overlooking the water.

🌐 Website

📞 Call 920-555-0123

+ Photo, 20-word description, website link and click-to-call

PREMIUM · \$40 / MO



Harbor House Cafe

Featured

Restaurants

📍 123 Main St, Fish Creek, WI 54212 [Map](#)

Cozy lakeside cafe serving breakfast all day, with fresh pastries, strong coffee and a patio overlooking the water.

See full listing

📞 Call 920-555-0123

+ Highlighted panel that opens the business's own page

Premium: A Page of Your Own

Every Premium business gets a full page at thebestofdoorcounty.com/directory/your-business/

Harbor House Cafe



Restaurants Fish Creek, Door County

Harbor House Cafe has been a Fish Creek morning tradition for more than twenty years. Breakfast is served all day, with pastries baked fresh every morning, locally roasted coffee and a lakeside patio with a view of the harbor.

Stop in before a day in Peninsula State Park, or come back for lunch and a slice of cherry pie. Dogs are welcome on the patio.

Visit website

Call 920-555-0123

ADDRESS
123 Main St, Fish Creek, WI 54212
[Get directions](#)

HOURS
Daily 7am-2pm
Closed Tuesdays, November to April

LINKS
[Breakfast menu](#)
[Order ahead](#)

FOLLOW
[Facebook](#) [Instagram](#)

WHAT'S INCLUDED

- The directory panel opens straight to this page
- A photo gallery of up to 9 photos
- A description of up to 100 words
- Hours, address, directions and a map
- Website and click-to-call buttons
- Up to 5 more links, like a menu or booking page
- Facebook, Instagram and other social profiles
- Set up for Google search, with the page title, description and business details search engines look for

Your page is kept up to date whenever your details change.

Website Content & Display Advertising

On-site placements for businesses ready to stand out



Article Post Ads

\$75 – \$150

one-time payment, 12-month placement

- Top of article: \$150
- Middle of article: \$100
- Bottom of article: \$75



Banner Ad

\$500

per month, sitewide

- Appears across the top of every page
- 100+ pages of content
- Under \$5 per page reached



Side Panel Ads

\$200 – \$300

per month, sitewide

- Top placement: \$300 / month
- Bottom placement: \$200 / month
- Under \$3 per page reached

Newsletter and podcast sponsorships are priced around placement and package rates rather than a flat fee. Let's talk about what fits your goals and your budget.



Let's tell your story to Door County's next visitors.

thebestofdoorcounty.com

For advertising and sponsorship inquiries, reach out to brian@thebestofdoorcounty.com.