



# MEDIA KIT

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

[thebestofdoorcounty.com](http://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



**15K+ sessions &  
164K+ search impressions**

website, last 90 days (+169%)



**4,600+ subscribers**

email newsletter, 50%+ open rate



**9,000+ followers**

combined social community



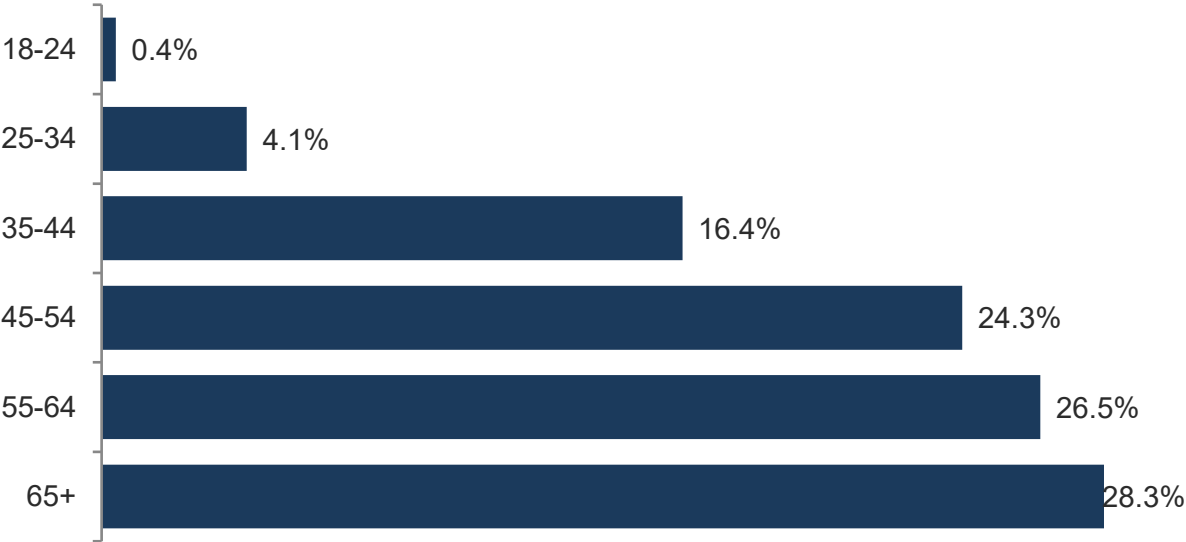
**Launching soon**

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.



# Website

thebestofdoorcounty.com



**15K+**

sessions, last 90 days



**14K+**

visitors, last 90 days



**24K+**

Views, last 90 days



**164K+**

search impressions, last 90 days

## TOP READER DESTINATIONS (LAST 28 DAYS)

The Best of Door County Home Page

Door County Fall Festivals 2026: The Complete Guide

Fall Foliage in Door County 2026: The Complete Guide

The Best of Door County Events Calendar

September in Door County 2026: The Complete Guide

Waterfront Restaurants in Door County 2026

## SITE HEALTH

**92%**

Performance

**100%**

Best Practices

**86%**

Accessibility

**100%**

SEO

*36K search impressions, 6.7K+ views, and 4.1K+ visitors from Google in the last 28 days alone, on a fast, fully optimized site.*



# Email Newsletter

*The Best of Door County Weekly*



**4,600+**

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

## 7,400+

followers · verified page

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Listed as a Tourist Information Center destination



Facebook Group

## 1,200+

members

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Public community for Door County trip planning and local conversation



Instagram

## 700+

followers

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@thebestofdoorcounty, growing steadily

*Combined social community: 9,000+ followers and members across Facebook and Instagram, 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 opportunities



## 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 interview features
- Pre-launch founding sponsor packages

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



# Newsletter Advertising Options

*Reach 4,600+ 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.

Standard Listing

Free

- Already active
- Business name, town, and category
- Listed in all 4 directories across the site

Linked Listing

\$10

/mo, billed annually (\$22/mo if billed monthly)

- Everything in Standard
- Highlighted link directing to your website

Best Value

BEST VALUE

\$25

/mo, billed annually (\$54/mo if billed monthly)

- Everything in Linked
- Linkable thumbnail image
- 30-word description
- Click-to-call button
- Image and link can point to different pages

PRIORITY PLACEMENT

Three-tier pricing reflects placement order: first tier appears above second and third within its category.

|                                                 |                                 |
|-------------------------------------------------|---------------------------------|
| Full directory (all towns, all businesses)      | \$400 / \$300 / \$200 per month |
| Directory subsection (by industry or by town)   | \$300 / \$200 / \$100 per month |
| Directory subsection (by industry in each town) | \$100 / \$75 / \$50 per month   |

# Website Business Directory Listings

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

## Standard Listing

Free

No action needed.

Reach out if you have questions.

Includes your business name in four directories.

## Linked Listing

\$10

/mo, billed annually.

(\$22/mo if billed monthly).

Reach out for the monthly billing option.

Includes your name in four directories and a link to your website in each directory. Links drive traffic to your website and to your location.



Scan to subscribe

## Best Value

\$25

/mo, billed annually.

(\$54/mo if billed monthly).

Reach out for the monthly billing option.

Includes your business in four directories, a link, a 30-word description, a call button, and a linkable thumbnail photo in each directory.



Scan to subscribe

## PRIORITY PLACEMENT

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\$300 / \$200 / \$100 per month

Directory subsection (by industry in each town)

\$100 / \$75 / \$50 per month

# 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.**

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*For advertising and sponsorship inquiries, reach out to [brian@thebestofdoorcounty.com](mailto:brian@thebestofdoorcounty.com).*