Finding Wisconsin's Business & Travel Guide is published annually putting your name in the hands of up to 30,000 potential customers.

New Features for 2025

- Searchable Web Based Guide
- Mobile Apps
- Social Marketing
- SMS Notifications
- Regional Guides
- Direct to Customer Marketing



Copies are distributed at Wisconsin Welcome Centers, Central Wisconsin and Wisconsin State Fairs as well as local business partners throughout the state.

Finding Wisconsin

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2025 Business & Travel Guide

Partners Marketing

Partner your Business with Finding Wisconsin

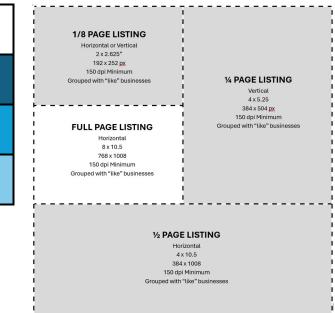
Publication	Ad Close*	Materials Due*	Publication Date*
2025 Annual Guide	1/17/2025	2/21/2025	4/18/2025
2024 Winter Flipbook	10/25/2024	11/22/2024	12/21/2024
2025 Summer Flipbook	1/17/2025	2/21/2025	3/20/2025
Regional Guides	Varies by region.		

* Dates subject to change – Close and material dates are the same for Subscription and Large Format Positions.

Large Format Options	Rate	
2025 Annual Guide - ¼ Page	\$800	
2025 Annual Guide - ½ Page	\$1200	
2025 Annual Guide - Full Page	\$1600	

Included with Business Subscription:

- Digital Listing Web & Flipbook
- 1/8 Page Listing Annual Guide
- 1/4 Page Listing Regional Guide & Flipbook
- Mobile App with Push Notifications
- Social Media Marketing



After years of launching successful email marketing campaigns as MyWisconsinLife.com we are rebranding as Finding Wisconsin.

Our new website will function as a searchable directory of Wisconsin businesses and organizations. We will continue to publish our annual Business & Travel Guide, which in addition to our distribution locations, customers may request a guide mailed directly to them.

We are collaborating with our business partners to develop market segment specific marketing campaigns. Think Brewery Crawls, CSA Farm Tours, Antiquing Directory, Snowmobile/Side-by-Side/Bicycle maps etc.

We have also added many new media channels to effectively communicate with each generation.

You will be able to enter your business information in our directory and your message will be broadcast across all channels.

Regional Contact:

Finding Misconsin