

## Who are we?

Cape May MAC (Museums+Arts+Culture) is a multi-faceted non-profit organization that promotes the restoration, interpretation and cultural enrichment of the Cape May region for its residents and visitors. Cape May MAC offers a year-round calendar of tours and special events that serves nearly 300,000 people each year. Through its sponsorship of cultural and heritage tourism, Cape May MAC has helped transform Cape May from a "summer only" beach resort to the country's leading Victorian theme destination.

## What can MAC do for you?

Wouldn't you like to have 300,000 people each year know who you are? Cape May MAC can bring your advertising message directly to this targeted audience of people who love Cape May and everything about it. In addition to taking Cape May MAC's tours or participating in our events, these visitors are actively looking for other things to do: Places to stay, restaurants, shopping, other activities and services.

## How can MAC tell visitors about my business?

- **THIS WEEK IN CAPE MAY:** 11 issues of this handy magazine are published throughout the year, and it's the only concise guide to what's happening day by day and minute by minute. Visitors use it to plan their day; accommodations owners use it to help their guests make the most of their stay. In addition to that concise calendar of Cape May MAC events, it also has maps, listings for other organizations' events, and is chock full of ads for dining, shopping and recreation. TWICM is the "Bible" for Cape May visitors.
- **CAPEMAYMAC.ORG:** Cape May MAC's website is the before, during and after guide for visitors. It's website lists everything Cape May MAC does so visitors can plan their trip before they come, enjoy it while they're here or plan their next visit.
- **Cape May MAC TROLLEYS:** You've seen those cheerful red trolleys taking visitors on guided tours, but they're also billboards on wheels. Cape May MAC has five trolleys and, during peak season, every one of them is on the street from early morning to evening hours. There are limited spaces available, and some interior, as well.
- **SPECIAL PUBLICATIONS:** Throughout the year, Cape May MAC sponsors events for which we produce program books, such as the Designer House Tours, or our annual Travel Show book, which goes to dozens of travel shows throughout the Mid-Atlantic Region and beyond. So, you can get your message across right here in town or far out of town, where visitors are planning their trip to Cape May.
- **VISITOR MAP:** Cape May MAC produces an annual map of Cape May with limited advertising space. This is a hot commodity for our visitors and helps them get around town and really enjoy themselves.

## Want to know more?

CONTACT JOE McLAUGHLIN  
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## CAPEMAYMAC.ORG

Cape May MAC's website is the before, during and after guide for visitors. It's website lists everything Cape May MAC does so visitors can plan their trip before they come, purchase tickets online to enjoy it while they're here or plan their next visit. In April of 2020, Cape May MAC launched a brand new website with an updated brand, layout, and design that was met with increased positivity from the community and it's members.

### WEB SITE STATISTICS

Visitors	385,000
Mobile	142,352
Page Views	387,475

\*Based on Google Analytics reports for April-November 2020

### ADVERTISING OPPORTUNITIES

Single ad space is available on more than 100 of Cape May MAC's most visited pages with statistics telling you exactly how many visitors clicked through to your web site!

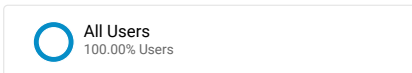
### AD SPECIFICATIONS:

970" X 250" at 100 dpi

 Analytics [capemaymac.org](https://capemaymac.org)  
All Web Site Data

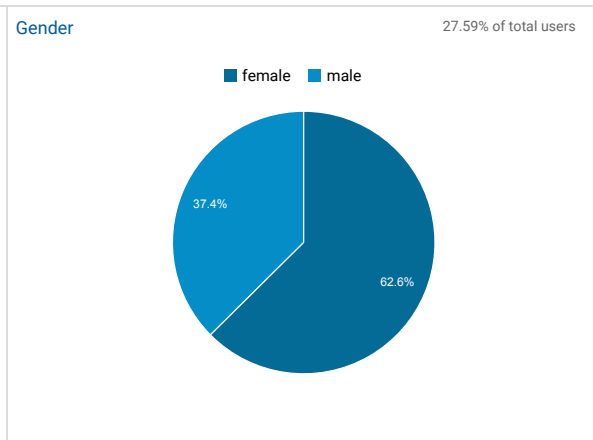
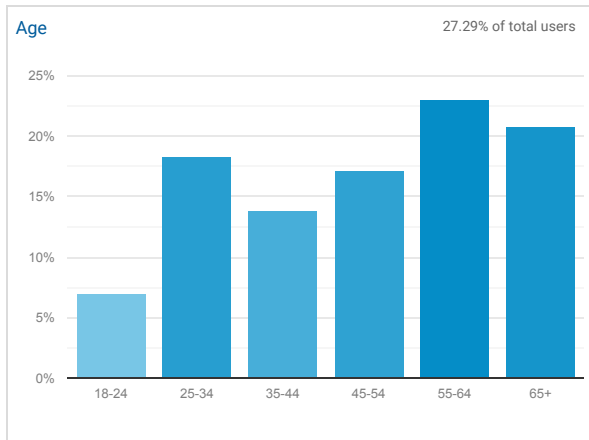
[Go to report](#) 

#### Demographics: Overview



Apr 1, 2020 - Nov 9, 2020

Key Metric:



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## THIS WEEK IN CAPE MAY

is Cape May MAC's primary marketing piece and it's the only concise guide to what's happening day by day and minute by minute in Cape May. Visitors use it to plan their day; accommodation owners use it to help their guests make the most of their stay. In addition to that concise calendar of Cape May MAC events, it also has maps, listings for other organizations' events, and is chock full of ads for dining, shopping and recreation. TWICM is the "Bible" for Cape May visitors.

### Frequency

- 11 issues published throughout the year; every other week during summer months.

### Circulation

- **Reach more than 450,000 readers each year**
- **More than 300 delivery stops each week**  
including accommodations, restaurants, shopping and other services throughout Cape May and into Lower Township and the Wildwoods. Also delivered to major visitors centers in Cape May County and campgrounds during peak season.
- **Online presence**  
TWICM is also available online with links to paid ads. A link to this digital version is promoted on Cape May MAC's website.

### TECHNICAL SPECIFICATIONS

- Full page: 4.75"x 8.25"
- Half page: 4.75" x 4"
- Black & white or color\* (CMYK) at 300dpi

\*Full color available on a limited basis