Building your business with MAC

THIS WEEK IN CAPE MAY is 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 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
• 13 issues published throughout the year; every other week during summer months.

CIRCULATION
• Reach more than 450,000 readers each year
• More than 347 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 right on the home page of 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

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