



# Carolinacountry

North Carolina's *largest* monthly magazine

Carolina Country celebrates the people, food and travel destinations across North Carolina as the voice of the state's 26 electric cooperatives. We reach **745,000 monthly subscribers** in all 100 counties.

**9 out of 10 of readers agree: Our magazine is a "must-read!"**

Our engaged readers spend an average of **39 minutes** with Carolina Country each month, with **80%** reporting they read every issue,\*\* and **4 of 5 readers reporting they interact with our articles or advertisements.** We've been a trusted voice in North Carolina homes for **75 years.**

Partner with us and deliver your message through our trusted **print, digital and partnership opportunities.**

\* 745,000 subscribers with an MRI estimated 3 readers per household (Circulation audited by AAM)

\*\* Readers reporting that they read 4 out of 4 issues.

Source: GfK MRI Research 2022.


Reach more than **2.2 MILLION** dedicated readers each month\*



**94%**  
own their own home



**67%**  
are married



**56%**  
have more than 1 acre of land  
*3x the national average*



**68%**  
Took a trip last year



- 745K+** Monthly subscribers
- \$98K** Average household income
- 82%** Adults ages 55+
- 57%** Female readership
- 43%** Male readership
- 76%** Attended college
- 64%** Pet ownership
- 46%** More likely to own a second home

## Be a part of Carolina Country

Contact **Keith Alexander** to plan your advertising strategy with Carolina Country.

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