

Advertise monthly in our Carolina Compass events pages, one of the most-read sections of the magazine. See the "Carolina Country Monthly Adventures" separate flyer for details

Carolina Country's Annual Travel Guide

Annual issue Devoted to Travel in North Carolina

Carolina Country knows North Carolina's places and people. Each month we publish news, features and pictures about our diverse state.

In April we publish our annual special issue devoted to seeing North Carolina in spring, summer, autumn and winter.

Articles, information guides, maps and color photographs will showcase some of North Carolina's best destinations, both the familiar and little-known areas of the state.

Who Sees Carolina Country?

For 60 years, we have reached North Carolina's countryside through the state's 26 Touchstone Energy® cooperatives.

More than 650,000 households and businesses (more than 1.5 million readers) receive Carolina Country each month by mail. We know they trust the magazine (98% of them page through every issue).

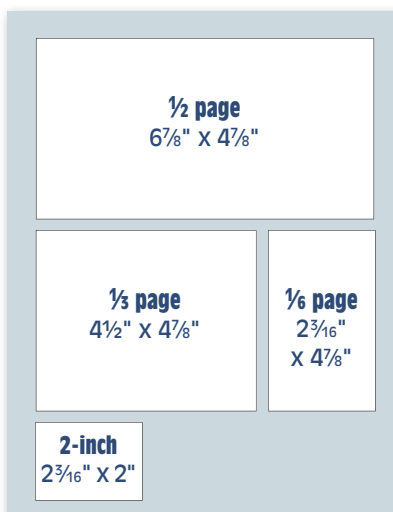
Plus, all 10 North Carolina Welcome Centers along our state border receive shipments of Carolina Country each month. The Welcome Centers will get a double shipment of the April travel issue.

We also know that:

- 70% of our subscribers have taken one or more overnight trips in the past 12 months.
- 69% consider general travel one of their favorite leisure activities.
- 42% of our subscribers vacationed recently in North Carolina.
- 96% of our subscribers travel to their destinations by car.
- 3% spend \$2000+ on travel.

Free Website Ads

The entire Carolina Country Adventures Travel Guide will be posted online for a full year. Your ad will have a free live link to your site from our digital edition. For better exposure, contact us about sponsoring the online travel guide.



Publication Date: April 1, 2012

Circulation: 650,000 average paid monthly circulation in North Carolina.

Advertising Rates

Net Rates, Non-Commissionable

1/2-Page Ad \$2,500

1/3-Page Ad \$1,675

1/6-Page Ad \$600

2-Inch Ad \$250

Call for quotes on larger sizes. Add 15% if we compose your ad.

Mechanical Requirements

Full-Page Ad Size: 8 1/8" x 11 1/8", bleed 6 7/8" x 9 7/8", no bleed

Digital files required.

Upload files at www.carolinacountry.com/upload.

Must send all graphic files and proofs.

No film accepted.

Deadlines

Space Reservation: February 10, 2012
Composed ad: February 24, 2012

No cancellations after deadlines.

Credit Requirements

Prepayment is required for first time advertisers. Credit orders are accepted on the basis of payment within 30 days of invoice.

Forms of Payment

We accept credit cards and bank drafts.



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