



Coming this November
One of the most popular sections
of the whole year!

Reach more than 650,000 North
Carolina households.

Discounted advertising space.
Reserve yours now!

Carolina Country's Annual Gift Guide



Who We Are

For 60 years, Carolina Country magazine has reached families and businesses served by North Carolina's member-owned electric cooperatives. Today we are a welcomed visitor and companion in more than 650,000 households each month.

From our latest reader survey:

- An average 2.3 readers share a magazine. That's almost 1.5 million readers!
- More than 75% look at every issue.
- More than 60% read at least 11 of 14 sections every or most months.
- More than 80% keep an issue for further reference.
- About 30% pass the magazine on to someone else.
- About 70% shop by mail or phone orders.
- 69% live in a community of less than 1,000.
- 21% live in a community of less than 25,000.

Testimonials

"I always tell my staff, "When it comes to marketing and advertising, go to Carolina Country magazine. People read it cover to cover."

—Bill Owens, North Carolina
Office of Historical Publications



"Thank you, thank you, thank you! If you ever wonder whether people read the magazine, I can tell you for certain that they do! I have received 300+ calls since Saturday!"

—Craig Distl, Distl Public
Relations, Charlotte, N.C.



"We have several customers from towards the coast who are always reminded by the ad in Carolina Country."

—Lisa Shelton, Homethrown Pottery

Publication Date: November 1, 2012

Deadline: September 15, 2012.

Photo Display Ad

\$400 (new accounts must pre-pay)

A description of up to 100 words.

A photograph or illustration—in color.

Business name, address, phone number and Web site address.

A link from our Web site to yours for 6 months at no charge.

Specifications

No composed ads, please.

We will write and design your ad for your approval.

Send a color photograph (high-resolution digital image preferred) or color brochure.

Send a press release, promotional flyer or written description of the product.

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.



To Reserve Space

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Carolina
country