



Carolinacountry

North Carolina's *largest* monthly magazine

Reach more than
2.1 million
North Carolina readers
each month

With more than 70 years in publication, Carolina Country has a legacy of trust with its readers and advertisers that is unparalleled in North Carolina. Our unique editorial is a direct reflection of our readers' many varied interests. We capture the unique travel, food and cultures of our wonderfully diverse state, from the majestic Blue Ridge Mountains to our pristine coastal beaches.

Maximum Reach

Your ad in Carolina Country will reach more than **700,000 print subscribers** (AAM audited) and **2.1 million total readers** (per GfK/MRI research). Our subscribers love Carolina Country—more than 98% open every issue, and more than 90% rate Carolina Country as a name they can trust and as a reliable source of information.

Digital Extensions

Round out your print effort with a digital extension on **carolinacountry.com** or by utilizing our advertiser e-Blasts to more than 4,000 opt-in subscribers.

What Our Readers Love

Carolina Country is a lifestyle magazine that celebrates the people, places, food and travel experiences that define the Old North State.

Travel & Tourism

Our readers love to explore North Carolina and the South. In fact, nearly 70% consider travel one of their favorite leisure activities.

Home Improvement

Carolina Country readers have come to count on us for DIY tips to help make their homes more energy efficient. 35% of readers have used information in Carolina Country to make home improvements.

Food & Entertaining

Our readers are serious about food. They love to cook, and they love to share it. We feature recipes in every issue and 77% of readers have cut out or used one of our recipes.

Lawn & Garden

Carolina Country readers own their land, and they take pride in it. 91% are homeowners, and they enjoy gardening and improving their landscape with expert advice from our garden columnist.

ABOUT OUR READERS

- \$78,849** Average household income
- 52.6** Average age
- 45%/55%** Male/Female readership
- 60%** Attended College
- 81%** Own their own home
- 82%** Read every issue

Sources: Carolina Country Reader Survey, GfK/MRI Prototype

Print publication

- 700,000+** Monthly subscribers
- 2.1 million** Total readers

carolinacountry.com

- 26,300** Average monthly unique users
- 47,000** Average monthly pageviews
- 4,200** Average monthly return visits

Email newsletter

- 4,000** Opt-in subscribers
- 38%** Average open rate
- 9.6%** Average unique clicks

Be a part of Carolina Country

Contact Tom Siebrasse to plan your advertising strategy with Carolina Country.

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