North Carolina’s largest monthly magazine

Don’t miss the opportunity to reach our more than 700,000 subscribers each month. Our readers love to explore North Carolina and the South.

3 trips average per year >> 2x the national average
89% travel by car
$2,400 average spending on domestic travel
72% take a domestic vacation each year with at least one overnight stay >> 1.6x the national average

88% of readers say the magazine is a must-read
84% interact with articles or ads
77% read 4 out of 4 issues
40 minutes, average time spent with each issue

Source: GfK MRI Research 2019

Be a part of Carolina Country
Contact Tom Siebrasse to plan your advertising strategy with Carolina Country.
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