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 exclusive emails to more than 6,000 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.

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**ABOUT OUR READERS**

$90,000 Average household income  
25% Adults ages 25-54  
75% Adults ages 55+  
45%/55% Male/Female readership  
73% Attended College  
95% Own their own home  
77% Read every issue  

Source: GfK/MRI 2019 reader survey

**Print publication**

700,000+ Monthly subscribers  
2.1 million Total readers

**carolinacountry.com**

26,000 Average monthly unique users  
51,000 Average monthly pageviews  
4,000 Average monthly return visits

**Email newsletter**

6,000 Opt-in subscribers  
35% Average open rate  
10% Average unique clicks  

Source: Google Analytics, MaliChimp reports

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Reach more than 2.1 million North Carolina readers each month

Be a part of Carolina Country
Contact Keith Alexander to plan your advertising strategy with Carolina Country.  
919-875-3041  
keith@carolinacountry.com