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 Keith Alexander to plan your advertising strategy with Carolina Country.
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