



Carolinacountry

North Carolina's *largest* monthly magazine

Reach more than
2.1 million
North Carolina readers
each month

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.

919-875-3041 | Keith@carolinacountry.com