Be a part of North Carolina's largest monthly magazine

2021 Media Kit
Who We Are
North Carolina’s largest monthly magazine
Carolina Country is the most effective way to reach North Carolinians through a trusted brand.

Hundreds of thousands check their mailboxes for the latest issue every month — you’ll find Carolina Country on kitchen tables and in business waiting rooms, schools, libraries and visitor centers across the state. We have built trust with an engaged readership over more than 70 years of publication. And you can be a part of it.

Your ad in Carolina Country will reach more than 700,000 print subscribers and 2.1 million total readers. And these aren’t just any readers: Our readers rank Carolina Country above 9 out of 10 as a name they can trust, an enjoyable read and as a reliable source of information.

What Readers Love
We’re proud of our reputation, providing trusted, quality content
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, 72 percent take a domestic vacation each year with at least one overnight stay. Most (89 percent) travel by car, averaging 3 trips per year — 2 times the national average.

Home Improvement
Carolina Country readers have come to count on us for DIY tips to help make their homes more energy efficient. Thirty percent of readers have used information in Carolina Country to make their home more energy efficient.

Food & Entertaining
Our readers are serious about food. They love to cook, and they love to share it. We feature recipes in every issue, with more than 800 searchable recipes on carolinacountry.com. Sixty-two percent 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. Ninety-five percent are homeowners, and they enjoy gardening and improving their landscape with expert advice from our garden columnist.
Our Readers
Reach your ideal customers through a trusted medium

“Carolina Country magazine has been like a special class, providing me an education in so many areas of interest to me.”
—Brenda Bjorklund, Morganton

“I have enjoyed this magazine for many years and look forward to every issue! [Carolina Country] magazine is a treasure for everyone who reads it.”
—Ruth, via carolinacountry.com

“Each time I read your magazine, I am touched by so many of the issues and people you cover.”
—Julia McClure, Sunset Beach

“I just signed up for email updates, and I’m blown away with your website resources ... Applause! Applause!”
—Pat Hawkins, Concord

About Our Readers
$90,000 Average household income
25% Adults 25–54
75% Adults ages 55+
44%/56% Male/Female readership
73% Attended College
95% Own their own home
77% Read 4 out of 4 issues
700,000+ Monthly subscribers
2.1 million Total readers
Source: GfK/MRI 2019 reader survey

52% are married

39% have children at home

99% agree that Carolina Country is a name they can always trust.

Be a part of Carolina Country
Contact Keith Alexander to plan your advertising strategy with Carolina Country.
919-875-3041
keith@carolinacountry.com
2021 at a Glance

**Cover stories**

<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
</tr>
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<tbody>
<tr>
<td>January</td>
<td>Reader Photo Contest</td>
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<tr>
<td>February</td>
<td>Aquaculture in NC</td>
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<td>March</td>
<td>Carolina Gardens</td>
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<tr>
<td>April</td>
<td>Amazing Pets</td>
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<tr>
<td>May</td>
<td>Home Improvement</td>
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<tr>
<td>June</td>
<td>Summer Travel Issue</td>
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<td>July</td>
<td>Motorsports</td>
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<tr>
<td>August</td>
<td>NC Youth Tour</td>
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<tr>
<td>September</td>
<td>Agriculture in NC</td>
</tr>
<tr>
<td>October</td>
<td>Celebrating Co-op Month</td>
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<tr>
<td>November</td>
<td>The Food Issue</td>
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<tr>
<td>December</td>
<td>Carolina’s Finest Winners Announced</td>
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</tbody>
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**Regional Advertising**

Reach readers closest to your business or service territory. Carolina Country’s regional distribution options target consumers at a fraction of the statewide price.

**Carolina Country Adventures**

*Spring & Fall Travel Issue*

Each April and September, we publish a special issue devoted to travel in North Carolina, from the mountains to the coast. With 700,000 subscribers, more than 2.1 million North Carolinians read our magazine each month. And 5,400 bonus copies of the April Travel Issue are delivered to Welcome Centers across the state.

This year’s travel topics include:

- Wilmington and Winston-Salem: Weekend trips on a shoestring
- NC Birding Trails
- Factory Tours around the State
- Historic Carousels

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Expand Your Reach

Plan a multimedia campaign with our digital resources

Carolina Country’s award-winning website extends into high-performing email campaigns, popular social media presence and excellent search engine results. Use our trusted platform to expand reach, drive brand awareness and generate leads.

Source: Google Analytics, MailChimp reports

- **54k** Average monthly pageviews
- **44k** Average unique pageviews
- **25%** Average email open rate
- **7k** Opt-in email subscribers
- **7%** Average email click rate

On carolinacountry.com
- 3200+ stories
- 900+ recipes
- 70+ full issues

Advertise on carolinacountry.com
Enhance your print campaign using our award-winning website.

Advertise in email newsletters
Leverage our strong open rate to be seen alongside trusted content.

Dedicated e-blasts
Promote your brand with an exclusive message to our email list.

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The Details
Ad placement and dimensions
Carolina Country is mailed within a week before the first of each month. Our rates are based on a guaranteed monthly circulation of 700,000. With a readership of 2.1 million, Carolina Country has the largest circulation of any audited North Carolina publication.

Member of the Alliance for Audited Media

Dimensions:

<table>
<thead>
<tr>
<th>Section</th>
<th>Dimensions</th>
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<tbody>
<tr>
<td>Page size</td>
<td>7 7/8&quot; x 10 7/8&quot;</td>
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<tr>
<td>Full-page ad (no bleed)</td>
<td>6 7/8&quot; x 9 7/8&quot;</td>
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<tr>
<td>Full-page ad (bleed)</td>
<td>8 1/8&quot; x 11 1/8&quot;</td>
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<tr>
<td>Column width</td>
<td>2 3/16&quot;</td>
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<tr>
<td>Column depth</td>
<td>9 7/8&quot;</td>
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How to submit your ad:

■ Print-ready PDF preferred (all colors CMYK)
■ Images should have a resolution of 300 dpi at 100% of the final print size.
■ To submit files, please visit: carolinacountry.com/upload

“Before my wife, Molly, and I even started dating, we discovered we share a love for reading Carolina Country magazine ... We settle side by side into the couch and spend 30 minutes to an hour digesting the entire magazine.”

—Matthew Tessnear, Shelby
Terms & Conditions

Payment Information
Prepayment is required for new advertisers. Bank drafts and payments made by credit card (Visa®, Mastercard® and American Express®) are accepted. To pay by credit card visit carolinacountry.com/advertise to download and fill out our credit card authorization form.

Advertising orders are accepted on the basis of payment within 30 days of invoice. Interest on unpaid advertising is charged from the date of invoice. In the event of non-payment, the publisher reserves the right to hold the advertiser and/or its agency jointly and severally liable for such payment due and expenses incurred by our collection agency.

Policies of the Publisher
■ Space is available on a first-come, first-serve basis. We cannot guarantee space after the deadline for space reservations.
■ Cancellations are not accepted after a given issue's closing date listed on the current rate card.
■ All advertising is subject to publisher's approval.
■ Advertising for alcoholic beverages, tobacco products or political candidates is not accepted.
■ Advertising for products and services that compete with those offered by North Carolina’s electric cooperatives is not accepted.
■ We determine positioning of advertisements, except when we confirm special arrangements in writing.
■ We assume no liability for errors in key codes.
■ We accept advertisements upon the representation that advertiser and its agency have the right to publish the material. Advertiser and its agency agree to indemnify and hold publisher harmless against any expenses or loss by reason of any claims arising out of publication.
■ We hold advertiser or agency responsible for paying for advertising that is published and may engage a collection agency if payment is not rendered when due.
■ We are not responsible for delays in delivery due to circumstances beyond our control.
■ We do not offer exclusivity of advertised products or services.

Members are engaged with Carolina Country

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88% think our magazine is a “must read”

86% have read 3 out of the last 4 issues

40 minutes on average spent with the magazine