

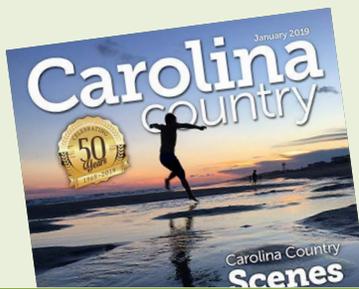


# Carolina country

## 2021 Media Kit

Be a part of North Carolina's largest monthly magazine





**700,000+**  
print subscribers

**2.1 million**  
total readers

### Powerful content

Carolina Country is dedicated to delivering engaging content on behalf of North Carolina's electric cooperatives, which collectively serve 1 million homes and businesses across 93 counties. Electric co-ops are consistently ranked above all other electric utilities for consumer satisfaction.\*

\*American Customer Satisfaction Index

## 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.**



### 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.



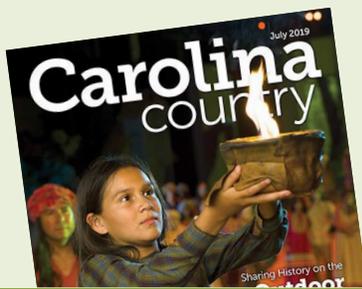
### Home Improvement

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.



### 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

*"Love our Carolina Country! Thank you!"*

—Rhonda Reedy, Thomasville

*"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



## 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

January	Reader Photo Contest
February	Aquaculture in NC
March	Carolina Gardens
April	Amazing Pets
May	Home Improvement
June	Summer Travel Issue
July	Motorsports
August	NC Youth Tour
September	Agriculture in NC
October	Celebrating Co-op Month
November	The Food Issue
December	Carolina's Finest Winners Announced

## Carolina Country Adventures

Spring & Fall Travel Issue

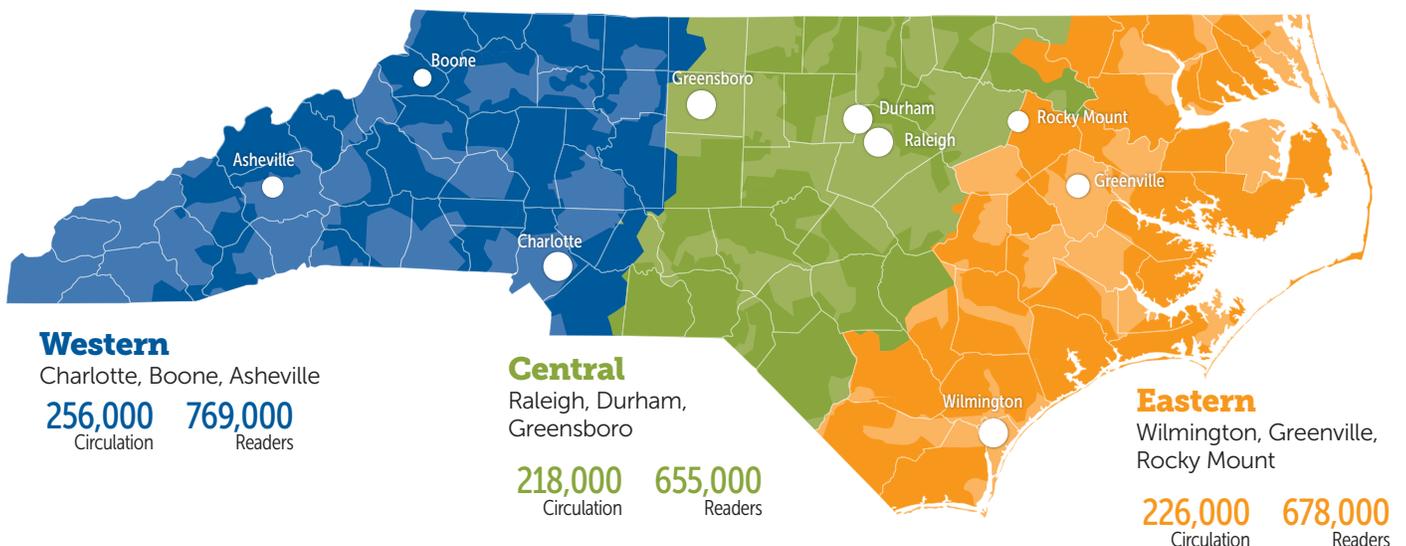
Each April and September, we publish a special issue devoted to travel in North Carolina, from the mountains to the coast. With 700,000 subscribers, more than 2.1 million North Carolinians read our magazine each month. And 5,400 bonus copies of the April Travel Issue are delivered to Welcome Centers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

# 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.





# 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

25%

Average email open rate

7k

Opt-in email subscribers

44k

Average unique pageviews

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

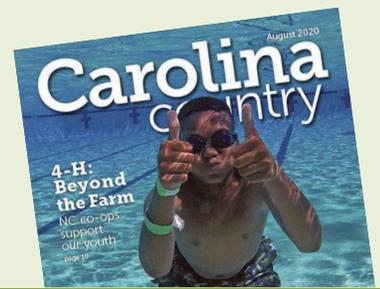
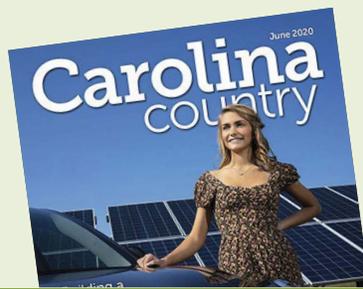
Promote your brand with an exclusive message to our email list.

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### Dimensions:

Page size	7 <sup>7</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> "
Full-page ad (no bleed)	6 <sup>7</sup> / <sub>8</sub> " x 9 <sup>7</sup> / <sub>8</sub> "
Full-page ad (bleed)	8 <sup>1</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
Column width:	2 <sup>3</sup> / <sub>16</sub> "
Column depth	9 <sup>7</sup> / <sub>8</sub> "

## The Details

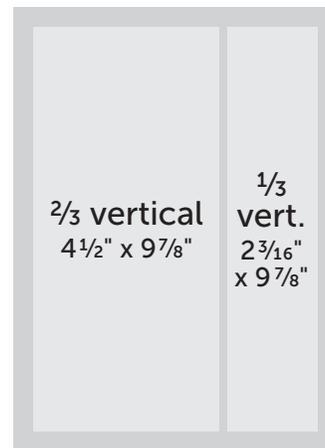
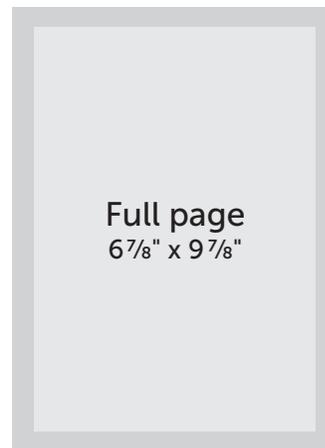
### Ad placement and dimensions

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

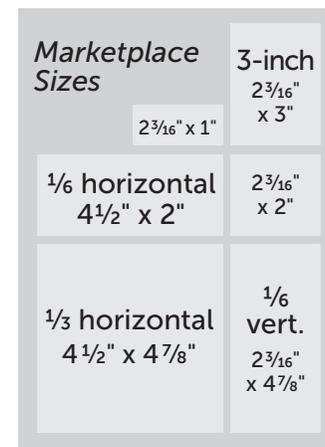
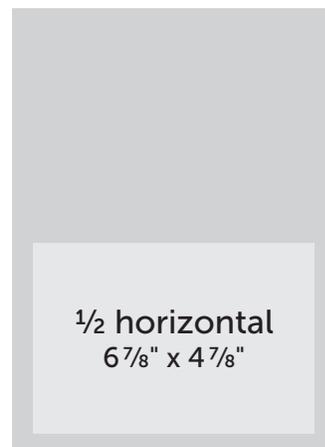
### How to submit your ad:

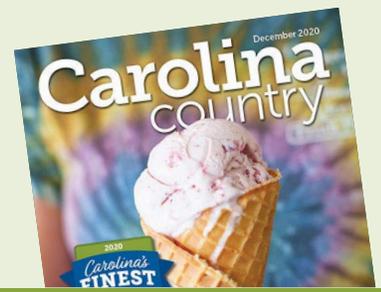
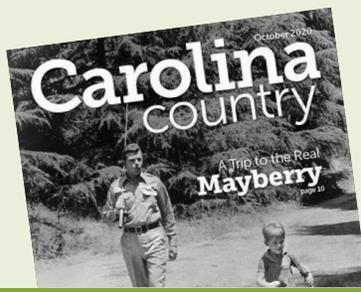
- Print-ready PDF preferred (all colors CMYK)
- Images should have a resolution of 300 dpi at 100% of the final print size.
- To submit files, please visit: [carolinacountry.com/upload](http://carolinacountry.com/upload)



*"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](http://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**

**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

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919-875-3041

[keith@carolinacountry.com](mailto:keith@carolinacountry.com)



Improvements Around  
**our Home**  
Starting on page 12

Despite summer heat—page 32



September 2019  
**Carolina  
country**

Waterside  
**Retreats**  
Page 27

New promise for  
industrial hemp  
page 14  
Find a Drive Electric  
Week event near you  
page 6

Cooperatives  
of year! Enter our annual photo contest—page 39

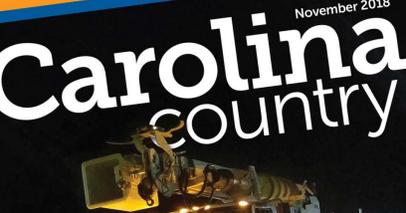


March 2019  
**Carolina  
country**

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**ver  
rer**

NC co-ops plan  
residential microgrid  
page 12  
Landscape for  
energy efficiency  
page 32

What's in Goldsboro? Turns out quite a bit—page 42



November 2018  
**Carolina  
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Gear up and  
**Hit the  
Trail**  
Page 12

NC co-ops look to  
a bright future  
page 6  
Know when to  
pick that veggie  
page 32

Last chance to vote for Carolina's Finest!—page 10



October 2019  
**Carolina  
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**Leaders  
Among Us**  
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in public areas?  
page 8  
Find an October  
event near you  
page 36

Meet the Women Roofers of Rutherford County—page 28



Published by NC Electric Cooperatives  
Hurricane comeback: Oak Island Pier fishing



**Carolina  
country**

**Fresh  
from the  
Farm**  
Our Food Issue  
Starting on page 10

Who keeps your co-op  
fleet in top form?  
page 8  
Curating recipes  
from around NC  
page 18

Find bonus recipes



February 2019  
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Baking Bread for  
**Healthy  
Living**  
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NC co-op  
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page 24  
Eat right while  
dining out  
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Renting? Save energy this winter with these tips—page 28



**Carolina  
country**

Carolina Co  
turns 50  
page 8  
Co-op tea  
"Top Innov  
page 6



October 2018  
**Carolina  
country**

**Publisher**



3400 Summer Blvd.  
Raleigh, NC 27616

**Warren Kessler**  
Publications Director

**Scott Gates**  
Editor

**Renee C. Gannon**  
Senior Associate Editor

**Karen Olson House**  
Contributing Editor

**Tara Verna**  
Creative Director

**Erin Binkley**  
Digital Media

**Advertising contact**

**Keith Alexander**

keith@carolinacountry.com  
919-875-3041

**Carolina  
country**

carolinacountry.com