



Carolina country

2023 Media Kit

Be a part of North Carolina's
largest monthly magazine.

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 75 years of publication. And you can be a part of it.

Your ad in Carolina Country will reach more than 736,000 print subscribers and 2.2 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.



736,000+
print subscribers

2.2 million
total readers*

* 736,000 subscribers with an MRI estimated 3 readers per household (Circulation audited by AAM)

Travel & Tourism



Our readers love to explore North Carolina and the South. In fact, 68 percent took a domestic trip last year with at least one overnight stay. Of those, 74% took a vacation in North Carolina (31% took three or more).

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 1,000 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-four percent are homeowners, and they enjoy gardening and improving their landscape with the expert advice from our garden columnist.

Our Readers

Reach your ideal customers through a trusted medium

MEMBERS
are engaged with
CAROLINA COUNTRY

90%

think our magazine is
a "must read"

86%

have read 3 out of the
last 4 issues

39

minutes on average
spent with the
magazine

"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



94%
own their own home



67%
are married



56%
have more than
1 acre of land
3x the national average



68%
Took a trip last year

Reader Stats

736K+ Monthly subscribers

2.2M+ Million total readers*

\$98K Average household income

82% Adults ages 55+

57% Female readership

43% Male readership

76% Attended college

64% Pet ownership

46% More likely to own a second home

2023 at a Glance

Cover Stories

January	Reader Photo Contest
February	Rural Health
March	Carolina Gardens
April	NC Travel—Year of the Trail
May	Home Improvement
June	NC Weddings
July	Kitchen Business
August	Rebuilding the Past
September	Fall Travel
October	Co-op Innovation
November	Carolina's Finest
December	The Food Issue/Holidays

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 736,000 subscriptions, more than 2.2 million North Carolinians read our magazine each month. And 3,500 bonus copies of the April Travel Issue are distributed through Welcome Centers across the state.



9 out of 10 of readers agree our magazine is a “must-read!”

Our engaged readers spend an average of **39 minutes** with Carolina Country each month, with 80% reporting they read every issue, and **4 of 5 readers reporting they interact with our articles or advertisements.***

We’ve been a trusted voice in North Carolina homes for **75 years**. Partner with us and deliver your message through our trusted **print, digital and partnership opportunities**.

*Source: GfK/MRI 2022 reader survey

Our Content

Sharing stories from North Carolina communities

At Carolina Country, we strive to share stories about the places, people and businesses that make North Carolina exceptional. These stories are as diverse as the communities served by electric cooperatives across 93 NC counties, and appear across a variety of regular departments.

Viewpoints

Perspectives from electric co-op and community leaders across the state.

More Power

Updates on industry news and legislation affecting North Carolina's electric cooperatives and their members.

Carolina Living

Home improvement, financial advice and healthy living tips with a family focus.

I Remember

Selected stories and photos from readers.

Carolina Adventures

North Carolina destinations and experiences for both visitors and locals alike.

Carolina Gardens

Seasonal tips from a gardening expert.

Carolina People

Profiles of people making a difference in their communities.

On the House

Home improvement projects with an energy-efficient edge, provided by Advanced Energy.

Energy Sense

Expert advice on energy-efficient home improvement projects and products.

NC Outdoors

A sportsman's perspective on fishing, hunting and other outdoor activities across the state.

Carolina Kitchen

Recipes containing North Carolina's finest foods, developed by respected local recipe authors.



Supporting a Brighter Future

Published on behalf of North Carolina's member-owned electric cooperatives

Carolina Country magazine is much more than just a lifestyle publication.

Distributed to families, farms and businesses across the state on behalf of North Carolina's electric cooperatives, we serve as a vital means for these not-for-profit, democratically controlled electric cooperatives to communicate with their member-owners.

Beyond providing electricity, each of the 26 electric co-ops is investing in their communities and delivering new energy solutions to improve quality of life and build a brighter future for 2.5 million North Carolinians. In this decade and beyond, electric co-ops will continue our commitment to providing reliable electricity at the lowest possible cost while also advancing the pursuit of responsible sustainability goals.



Cooperative Difference



Concern for community is a hallmark of the cooperative difference, and electric co-ops continue to invest in education

grants and programs, zero-interest economic development loans, the deployment of rural broadband and other efforts aimed at improving the daily lives of their members and strengthening the communities they serve.

Innovation



Cooperative innovation is leading to the coordination of thousands of resources across the electric grid, ranging from solar energy, battery storage and microgrids to smart thermostats and electric vehicle charging stations to balance supply and demand on the system.

Sustainable, Low-Cost Energy



To electric co-ops, sustainability means delivering reliable, affordable, low-carbon electricity over a grid that is more efficient, resilient and secure. They are utilizing new and existing resources to achieve a goal of net-zero emissions by 2050.

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.

On carolinacountry.com

3500+ stories

1,100+ recipes

Advertise on carolinacountry.com

Enhance your print campaign using our award-winning website to place ads.

Advertise in email newsletters

Leverage our strong open rate to be seen alongside trusted content.

Dedicated emails

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

65k

Average monthly pageviews

37%

Average email open rate

11k

Opt-in email subscribers

38k

Average monthly users

4%

Average email click rate

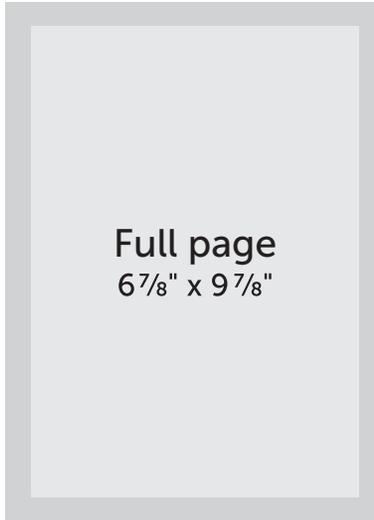


The Details

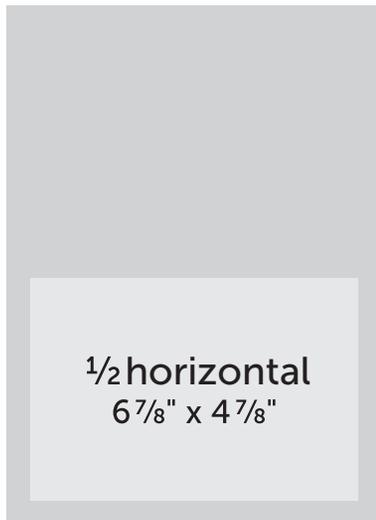
Ad placement and dimensions

Carolina Country is mailed within a week before the first of each month. Our rates are based on a guaranteed monthly circulation of 736,000. With a readership of 2.2 million, Carolina Country has the largest circulation of any audited North Carolina publication.

Member of the Alliance for Audited Media

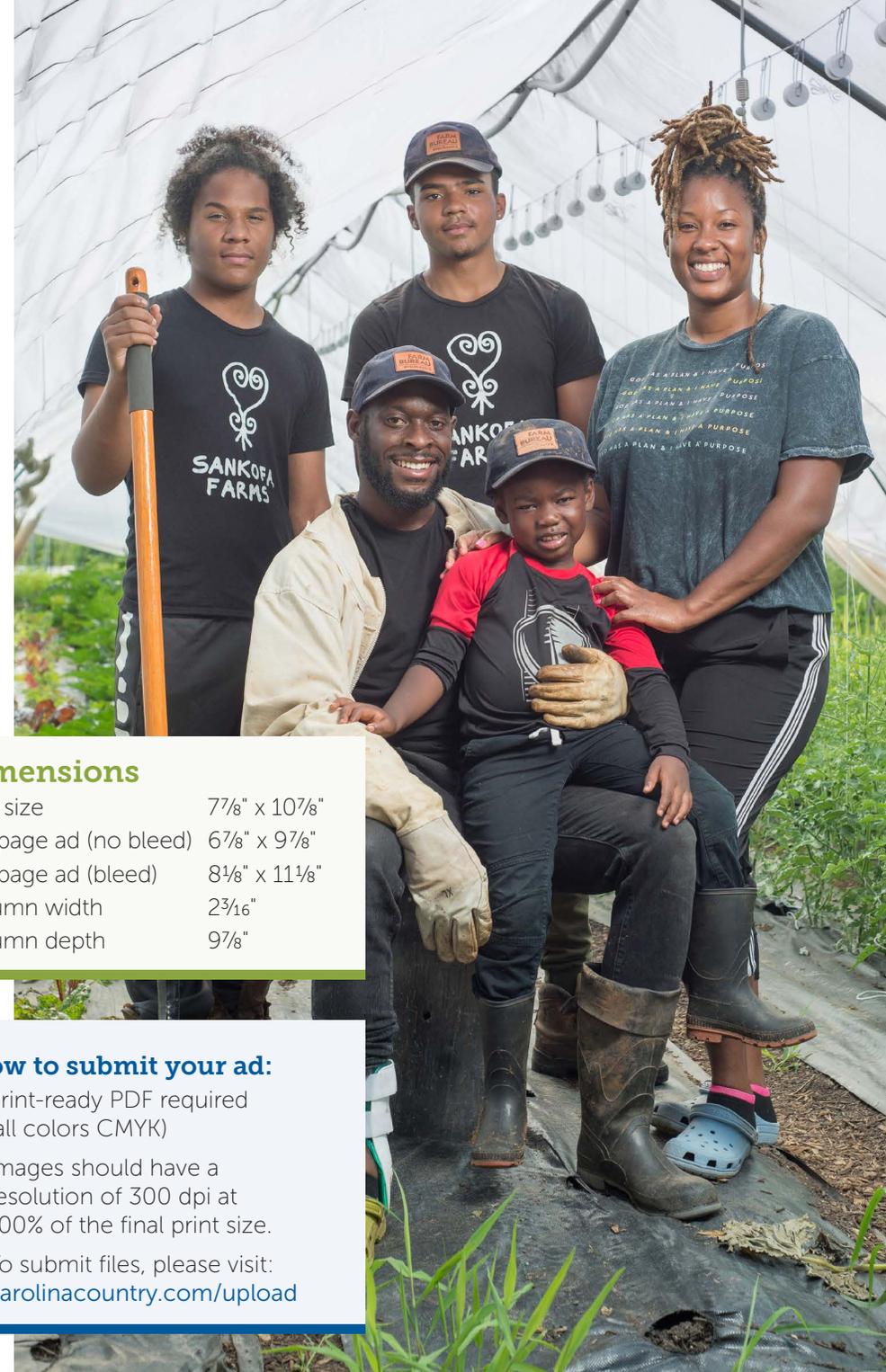


Full page
6⁷/₈" x 9⁷/₈"



1/2 horizontal
6⁷/₈" x 4⁷/₈"

Marketplace Sizes	3-inch
2 ³ / ₁₆ " x 1"	2 ³ / ₁₆ " x 3"
1/6 horizontal 4 1/2" x 2"	2 ³ / ₁₆ " x 2"
1/3 horizontal 4 1/2" x 4 ⁷ / ₈ "	1/6 vert. 2 ³ / ₁₆ " x 4 ⁷ / ₈ "



Dimensions

Trim size	7 ⁷ / ₈ " x 10 ⁷ / ₈ "
Full-page ad (no bleed)	6 ⁷ / ₈ " x 9 ⁷ / ₈ "
Full-page ad (bleed)	8 ¹ / ₈ " x 11 ¹ / ₈ "
Column width	2 ³ / ₁₆ "
Column depth	9 ⁷ / ₈ "

How to submit your ad:

- Print-ready PDF required (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

Terms & Conditions

Payment Information

Prepayment is required for new advertisers. 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 or operate within the scope of those offered by North Carolina's electric cooperatives is subject to an internal review and approval process.
- 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.

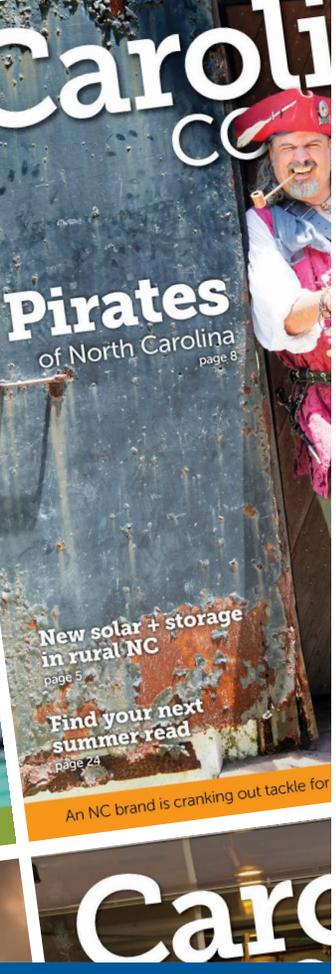
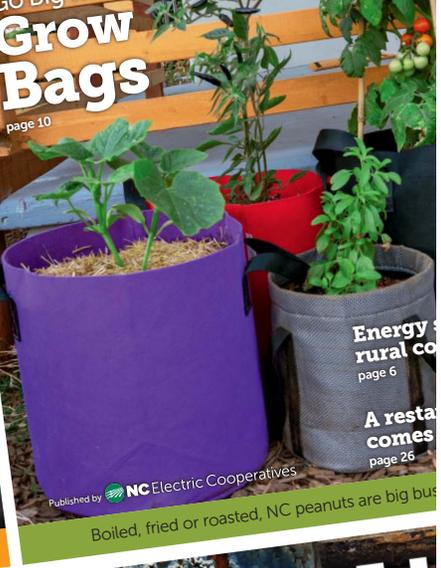


Be a part of Carolina Country

Contact Keith Alexander to plan your advertising strategy with Carolina Country.

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Carolina country

CarolinaCountry.com

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