



# **CAROLINA**TRAVELER

## **MEDIA KIT 2022**

DIGITAL | PRINT | MOBILE | SOCIAL

**Field Trips**  
CAROLINATRAVELER

**HERITAGE GUIDE**  
CAROLINATRAVELER

**Day Trips**  
CAROLINATRAVELER



## Day Trips

The “things to do” magazine, Day Trips is full of family adventures and interesting places. Published every other month, it is direct mailed to families across the Carolinas.

### Distribution and Demographics

Direct mailed to 25,000 households in the Carolinas with the following composition:



Average household income \$124,000



Average age 43



Presence of children <18 at home



Circulation audit is pending with the Circulation Verification Council. The first audit report will be released by CVC at the end of June 2022.

### Solutions

- Run of book quarter to full bleed, full page and branded advertising
- High impact cover wrap and back and inside cover branded advertising
- Native print with advertorial branded content



**COMING BACK! 2022**

## Field Trips

Field Trips is the print and online resource for planning educational group travel. The annual catalog of attractions includes the details teachers need to plan their next field trip. Updates are delivered via a monthly email newsletter, online at CarolinaTraveler.com and through the Field Trips Facebook group.

### Distribution

Field Trips annual publication is direct mailed to 15,000 North Carolina teachers, public, charter, and private school administrators, pre schools and youth group leaders.

### Solutions

- Run of book quarter page to full bleed, full page and spread branded advertising
- High impact back and inside cover branded advertising
- Sponsored enhanced listings
- Online branded content and advertising
- Sponsored social media posts



# Heritage Guide

## North Carolina

The official guide to museums in North Carolina since 1996. Stories about the history that shaped the Tar Heel state accompany the Heritage Guide's comprehensive directory of museums and historic attractions.



## Distribution

About 35,000 copies annually are distributed at NC State Welcome Centers, city and county visitor centers and attractions throughout North Carolina. Every Day Trips Magazine print subscriber also receives a copy of the North Carolina edition of the Heritage Guide.

## Solutions

- Run of book quarter page to full bleed, fullpage and spread branded advertising
- High impact back and inside cover branded advertising
- Native print with advertorial branded content
- Sponsored listings

## South Carolina

Summer 2022 will mark the release of the first official guide to museums in South Carolina.

In addition to a comprehensive directory of museums and historic attractions, the Palmetto state edition of the Heritage Guide will feature stories and photos of South Carolina historical attractions.

## Distribution

About 15,000 copies will be distributed at SC State Welcome Centers, city and county visitor centers and attractions throughout South Carolina. Every Day Trips Magazine print subscriber also will receive a copy of the South Carolina edition of the Heritage Guide.

## Solutions

- Run of book quarter page to full bleed, full page and spread branded advertising
- High impact back and inside cover branded advertising
- Native print with advertorial branded content
- Sponsored listings

# DIGITAL

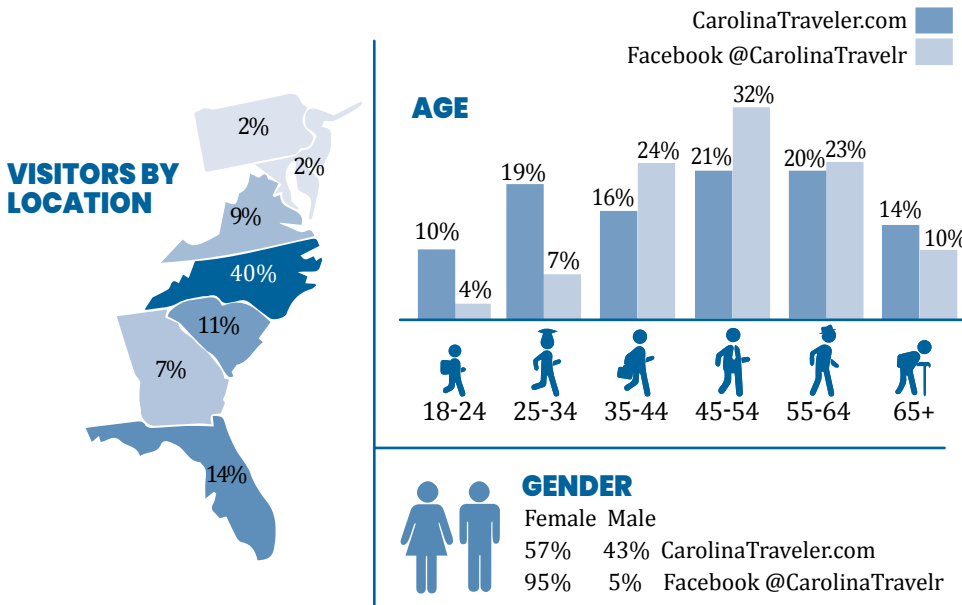


## CarolinaTraveler.com



CarolinaTraveler.com is the online source for things to do in the Carolinas and the online home for our print publications. Our digital content reaches consumers through this website, email newsletters and social media.

### Distribution and Demographics



### Circulation

Circulation audit is pending with the Circulation Verification Council (CVC). The first audit report will be released by CVC at the end of June 2022.

### Solutions

- Run-of-site banners and in-story ribbons
- Branded content

## Day Trips Mobile App

The Day Trips Mobile App combines the best things to do from all of Carolina Traveler titles in one compact package – your mobile phone. Coming in 2022, the mobile app will help users find nearby parks, visitor centers, and attractions.

### Solutions

- Enhanced listings with video, photos, links and coupons
- Run-of-site banners and in-story ribbons
- Branded advertorial content

## DAY TRIPS

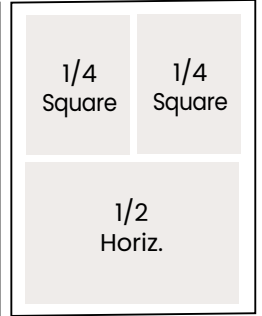
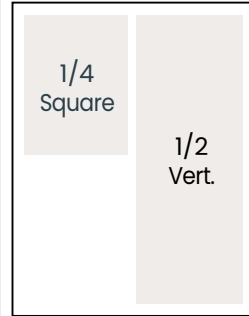
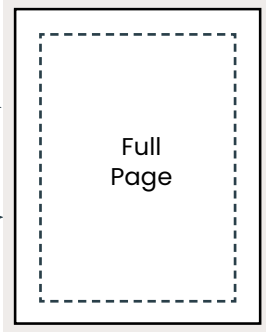
### Print Ad Sizes

Full Page Trim	8.375" x 10.5"
Bleed (add 1/8" all sides)	8.625" x 10.75"
Margin (Keep text inside)	7.975" x 10.1"
2 Page Spread (with bleed)	17" x 10.75"
1/2 Page (vertical)	3.875" x 10.1"
1/2 Page (horizontal)	7.975" x 4.825"
1/4 Page	3.875" x 4.825"
Cover Wrap: (half page on the front, full page on the back minus mailing label area)	

Trim Size → 8.375" x 10.5"

Allow for 1/8" → bleed on all sides 8.625" x 10.75"

Keep all text → within .2" margins 7.975" x 10.1"



## HERITAGE GUIDE & FIELD TRIPS

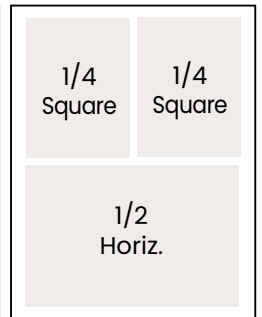
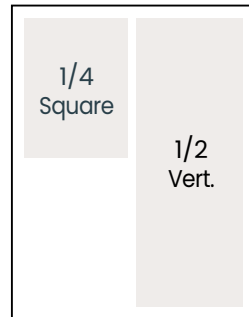
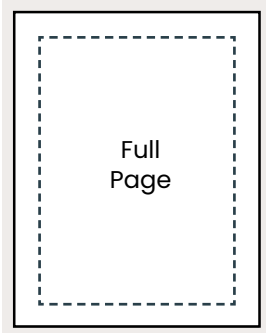
### Print Ad Sizes

Full Page Trim	5.25" x 8.25"
Bleed (add 1/8" all sides)	5.5" x 8.5"
Margin (Keep text inside)	4.75" x 7.75"
2 Page Spread (with bleed)	10.75" x 8.5"
1/2 Page (vertical)	2.25" x 7.75"
1/2 Page (horizontal)	4.75" x 3.75"
1/4 Page	2.25" x 3.75"

Trim Size → 5.25" x 8.25"

Allow for 1/8" → bleed on all sides 5.5" x 8.5"

Keep all text → within margin 4.75" x 7.75"



## CAROLINATRAVELER.com

### Banner Sizes

Right Rail Square	300px x 250px
Right Rail Half Page	300px x 600px
Pop-Over	600px x 450px
Kick-Out	600px x 600px
Sticky Note	250px x 250px
In-Story Ribbon	800px x 200px



## NEED HELP?

We can write your content and/or design your advertisement. Please contact us for more information.

# Advertise With Us 1-866-758-0123

Dave Wolding – dave@carolinatraveler.com or Mark Herman – mark@carolinatraveler.com

## DAY TRIPS

**2022 Editorial Calendar**

ISSUE	FOCUS	AD CLOSE	ART DUE
<b>Winter</b> Mail Date 1/24/22	Winter escapes, spring break	12/31/21	1/4/22
<b>Spring</b> Mail Date 3/14/22	Animal adventures	2/18/22	2/22/22
<b>Summer</b> Mail Date 5/2/22	Lakes, cool spots, beach day trips	4/8/22	4/12/22
<b>Midsummer</b> Mail Date 6/27/22	Thrill seekers	6/3/22	6/7/22
<b>Fall</b> Mail Date 9/6/22	Harvest season	8/13/22	8/17/22
<b>Holiday</b> Mail Date 10/31/22	Lights, tree farms, snow sports	10/7/22	10/11/22
<b>Winter '23</b> Mail Date 1/4/23	Winter escapes, spring break	12/11/22	12/15/22
<b>Spring '23</b> Mail Date 3/4/23	Animal adventures	2/8/23	2/12/23
<b>Summer '23</b> Mail Date 5/5/23	Lakes, cool spots, beach day trips	4/11/23	4/15/23
<b>Midsummer '23</b> Mail Date 7/1/23	Thrill seekers	6/7/23	6/11/23