

Carolina Traveler

the THINGS TO DO MAGAZINE



Our hybrid model features online content for print advertisers



Media Kit 2024

Digital



80% Mobile Usage

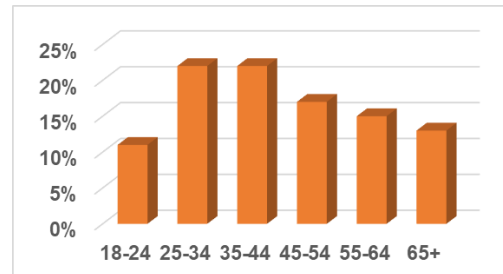
Top 10 Locations

| | |
|----------------|-----|
| North Carolina | 37% |
| Georgia | 17% |
| South Carolina | 10% |
| Ohio | 9% |
| Virginia | 6% |
| Florida | 5% |
| New York | 5% |
| Michigan | 4% |
| Pennsylvania | 3% |
| Indiana | 3% |

CarolinaTraveler.com is the online home for our content.

- Monthly sessions 27,00-35,500
- Monthly page views 32,000-47,000
- Email newsletter 10,100

Digital Age Profile



Social Media



@CarolinaTravelr

- 30-day page reach of 32,500
- 4,480 group members
- 7,210 page followers



| Age | Followers |
|-------|-----------|
| 18-24 | 0% |
| 25-34 | 5% |
| 35-44 | 21% |
| 45-54 | 33% |
| 55-64 | 26% |
| 65+ | 13% |
| Women | 94% |
| Men | 6% |

Magazines

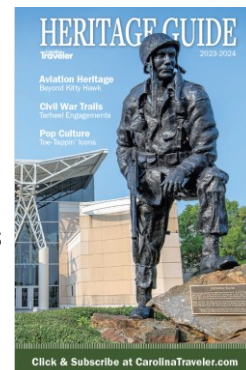


Carolina Traveler is a *targeted direct print* publication.









- Minimum Household Income: \$80k
- Primary Age: 35-60
- Presence of Children at Home
- Circulation: 25,000

Heritage Guide is the official museums guide.

- Distributed at Welcome Centers and visitor centers
- Mailed to all Carolina Traveler subscribers





| ISSUE | FEATURES | AD CLOSE | ART DUE |
|--|--|----------|----------|
| Spring '24 Mail Date 3/4/24 | ULTIMATE BEACH GUIDE, Animal adventures, <i>Field Trips</i> | 2/6/24 | 2/9/24 |
| Summer '24 Mail Date May '24 |  Wineries, vineyards, beverage trails, water attractions | 4/9/24 | 4/12/24 |
| Midsummer '24 Mail Date July '24 | Thrill Seekers <i>Festivals special section</i>  | 6/11/24 | 6/14/24 |
| Fall '24 Mail Date Sept. '24 |  Pirates of the Carolinas Pirates, shipwrecks, nautical theme | 8/7/24 | 8/9/24 |
| Holiday '24 Mail Date Nov. '24 | Lights, tree farms, craft trails, diversions for house guests  | 10/9/24 | 10/11/24 |
| Winter '25 Mail Date Jan. '25 |  Winter escapes, spring break, <i>Museum Central section</i> | 12/4/24 | 12/6/24 |
| Spring '25 Mail Date Mar. '25 | Animal adventures, beach, Mother's Day, <i>Field Trips section</i>  | 2/6/25 | 2/8/25 |
| Summer '25 Mail Date May '25 |  Wine/craft bev. trails, lakes, waterfalls, rivers, beaches | 4/9/25 | 4/11/25 |
| Midsummer '25 Mail Date July '25 | Thrill Seekers <i>Festivals special section</i>  | 6/11/25 | 6/13/25 |

HYBRID!



All Print Display and sponsored content include online content in *Destinations*, our bi-monthly online advertiser showcase.

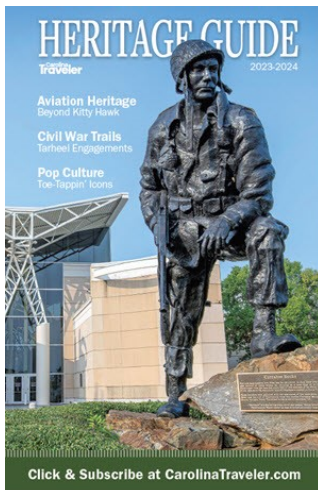
VIEW *DESTINATIONS* ONLINE AT (example)

carolinatraveler.com/winter-destinations-2023/

| CAROLINA TRAVELER MAGAZINE | | | |
|--|-------|-------|-------|
| Every other month | 1X | 3X | 6X |
| Full Page | 3,225 | 2,925 | 2,625 |
| 1/2 Page | 2,025 | 1,725 | 1,425 |
| 1/4 Page | 1,525 | 1,225 | 925 |
| 2 Page Spread | 5,725 | 5,425 | 5,125 |
| Sponsored Content 4 pages (print + online + 160k native ads) | 6,425 | 5,425 | 4,425 |
| Sponsored Content 2 pages (print + online) | 4,425 | 3,425 | 3,000 |
| Destinations 1/6 Page | 825 | 725 | 625 |
| Destinations 1/3 Page | 1,325 | 1,225 | 925 |
| Special Sections 1/6 page | 499 | 450 | |
| Events (sponsored) | 625 | 525 | 425 |
| Day Trips (sponsored) | 625 | 525 | 425 |

| CAROLINATRAVELER.COM | 1X | 6X | 12X |
|---|-------|-----|-----|
| Sponsored Content (perm. link), 160k native ads, social | 3,295 | --- | --- |

| SOCIAL MEDIA | 1X | 3X | 6X |
|------------------|-----|-----|-----|
| @CarolinaTravelr | 500 | 425 | 375 |
| Email Newsletter | 500 | 425 | 375 |



| HERITAGE GUIDE MAGAZINE | | | |
|---|-------|----------------|-----------|
| Annually | 1X | Key Dates | |
| Full Page | 3,350 | Ad Sales Close | 7/26/2024 |
| 1/2 Page | 2,350 | Materials Due | 7/31/2024 |
| 1/4 Page | 1,450 | Delivery Date | 8/25/2024 |
| 2 Page Spread | 6,450 | | |
| Sponsored Content (print + online), 160k native ads | 4,450 | | |
| Photo Listing | 499 | | |
| Basic Listing NEW | 240 | | |