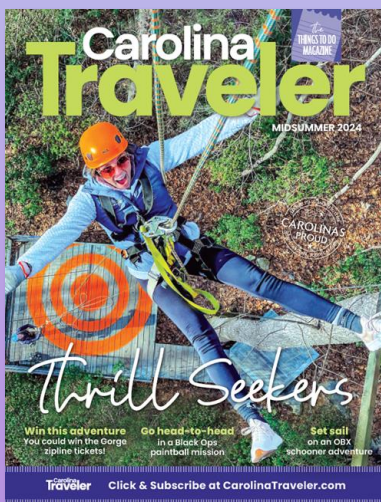


# Carolina Traveler

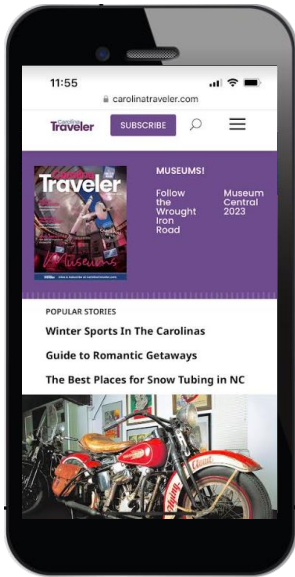


Media Kit 2025

Our hybrid model features online content for print advertisers



## Digital



### 80% Mobile Usage

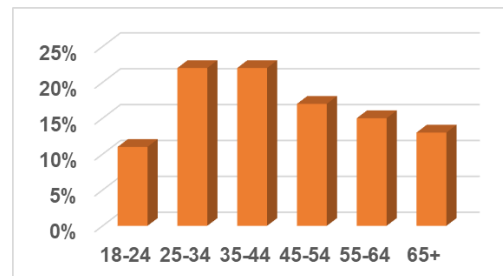
#### Top 10 Locations

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



### @CarolinaTraveler

- 30-day page reach of 32,500
- 4,663 group members
- 6,643 page followers



Age	Followers
18-24	0%
25-34	5%
35-44	21%
45-54	33%
55-64	26%
65+	13%
Women	93%
Men	7%

## Magazines

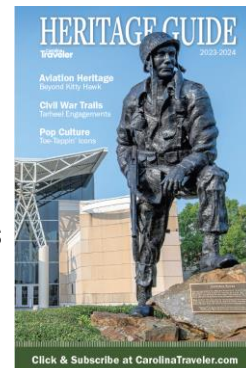


**Carolina Traveler** is a *targeted direct print* publication.

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









**Heritage Guide** is the official museums guide.

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



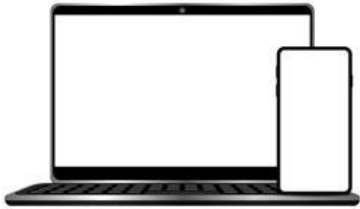


Carolina Traveler Magazine

ISSUE	FEATURES	AD CLOSE	ART DUE
<b>Spring '25</b> Mail Date Mar '25	ULTIMATE BEACH GUIDE, Animal adventures, <i>Field Trips</i>	2/6/25	2/10/25
<b>Summer '25</b> Mail Date May '25	 Wineries, vineyards, beverage trails, water attractions	4/10/25	4/14/25
<b>Midsummer '25</b> Mail Date July '25	<b>Thrill Seekers</b> 	6/5/25	6/9/25
<b>Fall '25</b> Mail Date Sept. '25	Fall getaways, pumpkin patches, corn mazes, <i>Festivals special section</i> 	8/7/25	8/11/25
<b>Holiday '25</b> Mail Date Nov. '25	Lights, tree farms, craft trails, diversions for house guests 	10/9/25	10/13/25
<b>Winter '26</b> Mail Date Jan. '26	 Winter escapes, spring break, <i>Museum Central section</i>	12/4/25	12/8/25
<b>Spring '26</b> Mail Date Mar. '26	Animal adventures, beach, Mother's Day, <i>Field Trips section</i> 	2/6/25	2/10/25
<b>Summer '26</b> Mail Date May '26	 Wine/craft bev. trails, lakes, waterfalls, rivers, beaches	4/9/25	4/13/25
<b>Midsummer '26</b> Mail Date July '26	<b>Thrill Seekers</b> <i>Festivals special section</i> 	6/5/25	6/9/25

## Rate Card

### HYBRID!



All Print Display ads include online content promotion in *Destinations*, our online advertiser showcase.

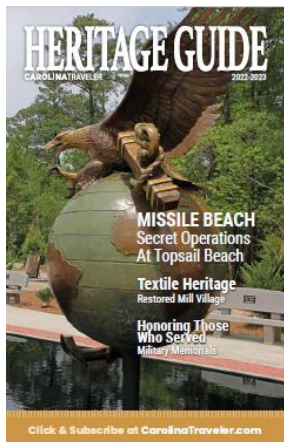
VIEW *DESTINATIONS* ONLINE AT

[carolinatraveler.com/winter-destinations-2023/](http://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	7/25/2024
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 <b>NEW</b>	240		