

2019 OFFICIAL NORTH CAROLINA TRAVEL GUIDE



BROUGHT TO YOU BY:



REACH CONSUMERS AS THEY PLAN NORTH CAROLINA VACATIONS

The Official North Carolina Travel Guide is the primary consumer fulfillment publication for the state in its international and national marketing efforts to promote North Carolina as a premier travel destination. The guide serves as the best source for selecting where to go, where to stay and what to do while visiting North Carolina.



INSIDE THE GUIDE

- + ESSENTIAL NC
- + SCENIC DRIVES
- + FAMILY GETAWAYS
- + HISTORIC LANDMARKS
- + NATURE AND ADVENTURE
- + WHERE TO EAT & STAY
- + DIRECTORY OF REGIONAL ATTRACTIONS
- + AND MUCH MORE!

Editorial subject to change.



2018 EDITORIAL HIGHLIGHTS:



VISIBILITY + DISTRIBUTION

As a partner in the guide, your message will be seen by consumers who have expressed interest in visiting North Carolina.

- ▶ Official fulfillment piece for Visit North Carolina's (VisitNC) marketing campaign, VisitNC.com requests and 1-800 VisitNC call center
- ▶ Distributed at North Carolina's Welcome Centers who see more than 7 million visitors a year
- ▶ Bonus 50,000 print copies polybagged to Meredith's magazine subscribers in titles such as *Parents*, *Midwest Living*, *Family Circle* in North Carolina's top markets
- ▶ Lives digitally on VisitNC.com with live links so consumers can be inspired and access information on the state 24/7



As an advertiser, your brand will be intrinsically part of a strategic promotional campaign across Meredith properties, including vignettes on Meredith-owned TV stations, in-magazine promotions and more.

Travel guides inspire travel

- + **82% of women took action** after seeing a magazine travel ad.
- + **73% say they have considered traveling** to a vacation destination after seeing a magazine ad.
- + **More than 80% of North Carolina Travel Guide readers used the guide** to identify things to do in North Carolina.

Sources: 2017 Meredith Travel Research Study; Base: Women; NC Travel Guide Study 2016

NORTH CAROLINA TOURISM BY THE NUMBERS

ONE OF THE **TOP 10** MOST VISITED STATES IN THE NATION

\$23 BILLION SPENT ON TRAVEL TO NORTH CAROLINA

Source: North Carolina Overnight Visitor Profile 2016



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**2019 RATES+
DEADLINES**

**Ad Space +
Materials Due:
September 21, 2018**

**Early Bird
Discount:
July 31, 2018**

**Published:
December 14, 2018**

**Total
Distribution:
500,000**

AD UNIT SIZE

	Net Rate	Early Bird 5% Discount
TWO-PAGE SPREAD	\$52,744	\$50,232
FULL PAGE	\$28,403	\$27,050
2/3 PAGE	\$23,153	\$22,050
1/2 PAGE	\$16,695	\$15,900
1/3 PAGE	\$11,340	\$10,800
1/6 PAGE	\$6,248	\$5,950
1/12 PAGE	\$3,990	\$3,800
BOLD LISTING	\$525	\$500
LOGO + BOLD LISTING	\$961	\$915
NEW! PLACES TO LIVE* — 2.125" X 2.375"	\$1,575	\$1,500
PLACES TO STAY** — 2.125" X 2.375"	\$1,045	\$995

* Open to CRC communities and their developments.
** Only open to vacation rentals and B&Bs.

PREMIUM POSITIONS

	Net Rate	Early Bird 5% Discount
OPENING TWO-PAGE SPREAD	\$64,454	\$61,385
INSIDE FRONT COVER	\$38,010	\$36,200
PAGE ONE	\$35,123	\$33,450
FACING TABLE OF CONTENTS	\$33,748	\$32,141
BACK COVER MAP GATEFOLD	\$43,620	\$41,439

Digital Edition Opportunities*

VIDEO ENGAGEMENT WITH CONSUMERS

Capture the attention of readers with dynamic use of video. Your supplied video will be embedded into the digital edition of the 2019 North Carolina Travel Guide and showcase the unique and exciting experiences that await visitors in your destination.

PARTICIPATION REQUIREMENTS:

- ▶ **Video:** Supply YouTube link to your existing creative
- ▶ **Rate:** \$150

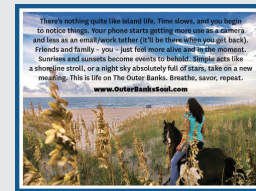
DIGITAL EDITION POP-UP ADS ADDED VALUE

Advertisers have the option to include a pop-up ad to encourage readers to discover more about your brand at no additional cost.

LARGE POP-UP AD SPECS:

Available for 2/3 page and larger.

- ▶ **Text:** Maximum of 525 characters, including spaces.
- ▶ **Graphic:** .jpg or .tiff format with minimum dimensions of 600x800 pixels



SMALL POP-UP AD SPECS:

Available for 1/2 page and smaller.

- ▶ **Text:** Maximum of 200 characters, including spaces.

DIGITAL MATERIALS DUE: November 17, 2018

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*Available only to advertisers in Guide.

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