MEDIA KIT

2020 OFFICIAL NORTH CAROLINA TRAVEL GUIDE

BROUGHT TO YOU BY:

NC

meredith

REACH CONSUMERS AS THEY PLAN NORTH CAROLINA VACATIONS

OFFICIAL **2020** NORTH CAROLINA TRAVEL GUIDE

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.

2019 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 (Visit NC) marketing campaign, VisitNC.com requests and 1-800 Visit NC 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

- **More than 80% of North Carolina Travel Guide readers used the guide** to identify things to do in North Carolina.
- **Top 3 actions taken after reading the North Carolina Travel Guide—Saved for future reference** (75%); **Chose a North Carolina destination for a future trip** (52%); **Discussed with a friend or relative** (46%)
- **82% of women took action after** seeing a magazine travel ad.

Sources: 2017 Meredith Travel Research Study; North Carolina Travel Guide Consumer Feedback Study 2018 (conducted by Meredith Travel Marketing)

NORTH CAROLINA TOURISM *BY THE NUMBERS*

6TH MOST VISITED STATE IN THE NATION

$24 BILLION SPENT ON TRAVEL TO NORTH CAROLINA

Source: Visit NC Research of Visit North Carolina

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2020 OFFICIAL NORTH CAROLINA TRAVEL GUIDE

2020 RATES+ DEADLINES	Ad Space + Materials Due:	Early Bird Discount:	Published:
	September 6, 2019	July 31, 2019	November 29, 2019

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
PLACES TO LIVE*		
SINGLE LISTING—2.125" X 2.375"	$1,575	$1,500
DOUBLE LISTING—2.125" X 4.875"	$3,150	$3,000
PLACES TO STAY**		
SINGLE LISTING—2.125" X 2.375"	$1,045	$995
DOUBLE LISTING—2.125" X 4.875"	$2,090	$1,990

* 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 2020 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: September 7, 2019
Beth Eslinger, Lead Editor
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*Available only to advertisers in Guide.

FOR MORE INFORMATION CONTACT:

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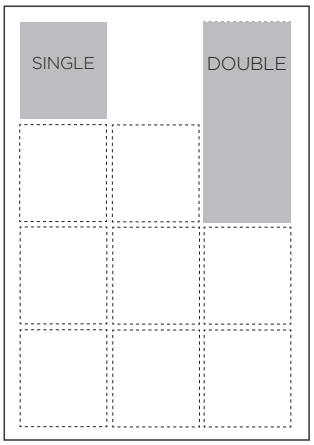
2020
NORTH CAROLINA
TRAVEL GUIDE

PLACES TO LIVE SPECIAL SECTION

The North Carolina Travel Guide provides the perfect environment to reach consumers who have an active interest in not only visiting, but living in North Carolina. The guide takes readers on a visual tour of the state with inspiring stories and beautiful imagery, making connections with the readers to draw them more into North Carolina.

As a designated Certified Retirement Community (CRC), your destination is eligible to be featured in our new "Places to Live" section in the North Carolina Travel Guide.



Ad Unit Illustration

Ad Example

DETAILS

CIRCULATION

Places to Live will be included in the Official 2020 North Carolina Travel Guide, with full circulation.

SPECS

- **Single:** 2.125" X 2.375"
- **Double:** 2.125" X 4.875"

NET RATE:
$1,575 (Single)
$3,150 (Double)

EARLY BIRD, COMMITMENT BY 7/31:
$1,500 *(5% Discount)*
$3,000 *(5% Discount)*

MATERIAL REQUIREMENTS

- **Image** (2.1" x 1.2"; 300 dpi, CMYK)
- **Headline** (two line maximum)
- **Body copy** (4 lines of copy maximum; approximately 30 words)
- **Phone number and website**

AD CLOSE: September 6, 2019

UPLOAD INSTRUCTIONS

Submit files via Meredith Express Ad powered by SendMyAd.

To join, go to:
https://meredith.sendmyad.com

1. **Create an account if you have not already done so**
2. **Choose "Send My Ad"**
3. **Choose Publication: North Carolina Travel Guide**
4. **Choose: Create an Ad**

FOR MORE INFORMATION CONTACT:

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2020
NORTH CAROLINA
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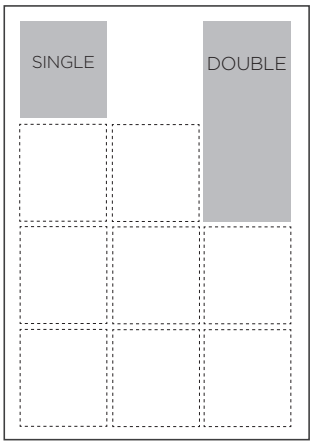
PLACES TO STAY SPECIAL SECTION

From quaint bed and breakfasts to luxury resorts, North Carolina's *Places to Stay* special advertising section has something for every type of traveler and trip. Positioned exclusively within the Official North Carolina Travel Guide, *Places to Stay* is where visitors turn for the best accommodations in the state. Make sure your destination is included in this essential lodging guide.



Ad Unit Illustration

Ad Example

DETAILS

CIRCULATION

Places to Stay will be included in the Official 2020 North Carolina Travel Guide, with full circulation.

SPECS

- **Single:** 2.125" X 2.375"
- **Double:** 2.125" X 4.875"

NET RATE:
$1,045 (Single)
$2,090 (Double)

EARLY BIRD, COMMITMENT BY 7/31:
$995 ***(5% Discount)***
$1,990 ***(5% Discount)***

MATERIAL REQUIREMENTS

- **Image** (2.1" x 1.2"; 300 dpi, CMYK)
- **Headline** (two line maximum)
- **Body copy** (4 lines of copy maximum; approximately 30 words)
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