

Visit North Carolina maintains the right to adjust program elements as needed based on budget fluctuations and partner interest.

		PUBLICATION	DEMOGRAPHICS	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
CONSUMER PRINT	Local Market Combo Package: Large Market Total Circulation: 857,808 Geography: Regional <i>Atlanta Magazine, Our State, Philadelphia Magazine, Washington Post Magazine</i>	Median Age: 51 Female: 55% Average HH Income: \$114,883			Brand/Co-Op Spread Four (4) Quarter-Page Spots \$8,000 Per Partner Space Due: 5/1/17 Materials Due: 6/5/17								Brand/Co-Op Spread Four (4) Quarter-Page Spots \$8,000 Per Partner Space Due: 12/18/17 Materials Due: 1/2/18		
	Local Market Combo Package: Northern Total Circulation: 348,368 Geography: Regional <i>Richmond Magazine, The Roanoker Magazine, Pittsburgh Magazine, Cleveland Magazine, Columbus Monthly, Nashville Lifestyles, Blue Ridge Country</i>	Median Age: 54 Female: 59% Average HH Income: \$123,900											Brand/Co-Op Spread Four (4) Quarter-Page Spots \$5,000 Per Partner Space Due: 11/11/17 Materials Due: 12/11/17	Brand/Co-Op Spread Four (4) Quarter-Page Spots \$5,000 Per Partner Space Due: 1/15/18 Materials Due: 2/15/18	
	Local Market Combo Package: Southern Total Circulation: 744,000 Geography: Regional <i>Columbia Metropolitan, South Carolina Living, The Town Magazine (Greenville), Jacksonville Magazine, Charlotte Magazine, Walter Magazine (Raleigh), Orlando Magazine, Tampa Magazine</i>	Median Age: 50 Female: 59% Average HH Income: \$153,320				Brand/Co-Op Spread Four (4) Quarter-Page Spots \$6,800 Per Partner Space Due: 5/2/17 Materials Due: 6/2/17								Brand/Co-Op Spread Four (4) Quarter-Page Spots \$6,800 Per Partner Space Due: 1/8/18 Materials Due: 2/8/18	
	Coastal Living Circulation: 450,000 Geography: Regional GA, FL, NC, SC, TN, VA, D.C., MD, NJ, NY, OH, PA, AL, CT, DE, IL, IN, KY, MA, ME, MS, NH, RI, VT, WI, WV	Median Age: 55 Female: 72% Average HH Income: \$86,138												Brand/Co-Op Spread Six (6) Directory Spots \$2,000 Per Partner Space Due: 11/20/17 Materials Due: 12/18/17	
	Family Fun Circulation: 453,700 Geography: Regional AL, FL, GA, KY, MS, NC, SC, TN, WV, VA	Median Age: 43 Female: 86% Average HH Income: \$65,060				Brand/Co-Op Spread Four (4) Quarter-Page Spots \$3,800 Per Partner Space Due: 4/12/17 Materials Due: 5/12/17									Brand/Co-Op Spread Six (6) Directory Spots \$2,500 Per Partner Space Due: 12/15/17 Materials Due: 1/15/18
	Garden & Gun Circulation: 375,000 Geography: National	Median Age: 50 Male: 52% Average HH Income: \$370,800	Brand Spread One (1) Full-Page Spot \$14,000 Per Partner Space Due: 3/22/17 Materials Due: 3/27/17	Co-Op Spread Six (6) Directory Spots, \$2,500 Per Partner One (1) Full-Page Spot, \$14,000 Per Partner Space Due: 3/31/17 Materials Due: 4/21/17							Partner Spread Two (2) Full-Page Spots \$14,000 Per Partner Space Due: 9/22/17 Materials Due: 10/24/17			Five-Page North Carolina Section Six (6) Directory Spots, \$2,500 Per Partner Four (4) Quarter-Page Spots, \$5,000 Per Partner Two (2) Full-Page Spots, \$14,000 Per Partner Space Due: 11/20/17, Materials Due: 12/19/17	
	Hearst Travel Group: Country Living, Good Housekeeping, Woman's Day Circulation: 1,654,215 Geography: Regional FL, GA, NC, SC, TN, VA, D.C.	Median Age: 56 Female: 88% Average HH Income: \$64,359						Brand/Co-Op Spread Six (6) Directory Spots \$5,600 Per Partner Space Due: 5/12/17 Materials Due: 6/13/17						Brand/Co-Op Spread Four (4) Quarter-Page Spots \$8,400 Per Partner Space Due: 11/13/17 Materials Due: 12/12/17	
	Outside Magazine Circulation: 282,729 Geography: Regional FL, GA, MD, NC, NJ, NY, OH, PA, SC, TN, VA, D.C.	Median Age: 44 Male: 67% Average HH Income: \$100,166					Brand/Co-Op Spread Four (4) Quarter-Page Spots \$4,400 Per Partner Space Due: 4/24/17 Materials Due: 5/23/17								3-Page Brand/Co-Op Spread Six (6) Directory Spots, \$2,200 Per Partner One (1) Full-Page Spot, \$9,000 Per Partner Space Due: 12/15/17 Materials Due: 1/15/18
	Southern Living Circulation: 1,383,000 Geography: Regional DE, FL, GA, MD, NC, NJ, NY, PA, SC, TN, VA, D.C.	Median Age: 55 Female: 72% Average HH Income: \$69,510					Brand/Co-Op Spread Four (4) Quarter-Page Spots \$8,400 Per Partner Space Due: 4/28/17 Materials Due: 5/30/17								3-Page Brand/Co-Op Spread Six (6) Directory Spots \$5,600 Per Partner One (1) Full-Page Spot \$25,000 Per Partner Space Due: 1/2/18 Materials Due: 2/1/18
RETIRENC PRINT	Where to Retire Circulation: 200,000 Geography: National	Median Age: 64 Male: 56% Average HH Income: \$142,000											Co-Op Spread Six (6) Directory Spots \$500 Per CRC Partner/\$1,000 Per Non-CRC Partner Space Due: 10/9/17, Materials Due: 11/9/17		
	New Jersey Monthly Circulation: 87,290 Geography: New Jersey	Median Age: 60 Female: 59% Average HH Income: \$206,000											Co-Op Spread Six (6) Directory Spots \$500 Per CRC Partner \$1,000 Per Non-CRC Partner Space Due: 1/2/18, Materials Due: 1/29/18		
	ideal-LIVING Circulation: 100,000 Geography: National	Median Age: 56 Female: 65% Average HH Income: \$181,000								Co-Op Spread Twelve (12) Directory Spots \$500 Per CRC Partner/\$1,000 Per Non-CRC Partner Space Due: 9/4/17, Materials Due: 10/2/17			Co-Op Spread Twelve (12) Directory Spots \$500 Per CRC Partner/\$1,000 Per Non-CRC Partner Space Due: 12/15/17, Materials Due: 1/15/18		