

PUBLICATION		DEMOGRAPHICS	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	
CONSUMER PRINT	Local Market Combo: Large Markets Total Circulation: 877,332 Geography: Regional <i>Atlanta Magazine, Our State, Philadelphia Magazine, The Washington Post Magazine</i>	Median Age: 51 Female: 55% Average HHI: \$114,883			Brand/Co-Op Spread Four (4) Quarter-Page Spots \$8,200 Per Partner Space Due: 5/15/18 Materials Due: 5/29/18							Brand/Co-Op Spread Four (4) Quarter-Page Spots \$8,200 Per Partner Space Due: 12/1/18 Materials Due: 12/18/18			
	Local Market Combo: Northern Markets Total Circulation: 362,944 Geography: Regional <i>Richmond Magazine, The Roanoker, Pittsburgh Magazine, Cleveland Magazine, Columbus Magazine, Coastal Virginia Magazine, Nashville Lifestyles, Blue Ridge Country</i>	Median Age: 41 Female: 51% Average HHI: \$123,900			Brand/Co-Op Spread Four (4) Quarter-Page Spots \$5,600 Per Partner Space Due: 5/28/18 Materials Due: 6/11/18							Brand/Co-Op Spread Four (4) Quarter-Page Spots \$5,600 Per Partner Space Due: 12/1/18 Materials Due: 12/17/18			
	Local Market Combo: Southern Markets Total Circulation: 755,600 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 HHI: \$153,320			Brand/Co-Op Spread Four (4) Quarter-Page Spots \$6,800 Per Partner Space Due: 5/21/18 Materials Due: 6/6/18							Brand/Co-Op Spread Four (4) Quarter-Page Spots \$6,800 Per Partner Space Due: 11/15/18 Materials Due: 12/5/18			
	Local Market Combo: Extended Markets Total Circulation: 285,000 Geography: Regional <i>Modern Luxury - Dallas, Modern Luxury - Miami, Manhattan Magazine, Modern Luxury - Chicago, Modern Luxury - Washington, D.C.</i>	Median Age: 45 Female: 61% Average HHI: \$404,192			Brand/Co-Op Spread Four (4) Quarter-Page Spots \$4,200 Per Partner Space Due: 6/15/18 Materials Due: 7/2/18								Brand/Co-Op Spread Four (4) Quarter-Page Spots \$4,200 Per Partner Space Due: 1/15/19 Materials Due: 2/4/19		
	Coastal Living Circulation: 446,000 Geography: 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: 47 Female: 71% Average HHI: \$100,444											Brand/Co-Op Spread Six (6) Directory Spots \$2,250 Per Partner Space Due: 12/1/18 Materials Due: 12/19/18		
	Family Fun Circulation: 387,900 Geography: AL, FL, GA, KY, MS, NC, SC, TN, WV, VA	Median Age: 42 Female: 86% Average HHI: \$69,032		Brand/Co-Op Spread Four (4) Quarter-Page Spots \$3,800 Per Partner Space Due: 5/1/18 Materials Due: 5/14/18									Brand/Co-Op Spread Six (6) Directory Spots \$2,500 Per Partner Space Due: 12/1/18 Materials Due: 12/14/18		
	Garden & Gun Circulation: 400,000 Geography: National (59% in Southeast)	Median Age: 50 Male: 54% Average HHI: \$370,800	Brand/Co-Op Spread One (1) Full-Page Spot \$15,000 Per Partner Space Due: 3/14/18 Materials Due: 3/16/18	Four-Page North Carolina Section One (1) Full-Page Spot, \$15,000 Per Partner Twelve (12) Directory Spots, \$2,750 Per Partner Space Due: 4/1/18 Materials Due: 4/13/18						Partner Spread One (1) Full-Page Spot, \$15,000 Per Partner Four (4) Quarter-Page Spots, \$5,250 Per Partner Space Due: 10/1/18 Materials Due: 10/12/18		Six-Page North Carolina Section Two (2) Full-Page Spots, \$15,000 Per Partner Two (2) Half-Page Spots, \$10,000 Per Partner Four (4) Quarter-Page Spots, \$5,250 Per Partner Six (6) Directory Spots, \$2,750 Per Partner Space Due: 12/1/18, Materials Due: 12/14/18			
	Hearst Travel Group Circulation: 1,341,304 Geography: FL, GA, NC, SC, TN, VA, D.C. <i>Country Living, Woman's Day, Good Housekeeping</i>	Median Age: 56 Female: 88% Average HHI: \$64,359				Brand/Co-Op Spread Six (6) Directory Spots \$5,600 Per Partner Space Due: 5/21/18 Materials Due: 6/6/18							Brand/Co-Op Spread Four (4) Quarter-Page Spots \$8,400 Per Partner Space Due: 11/19/18 Materials Due: 12/5/18		
	Outside Magazine Circulation: 282,700 Geography: FL, GA, MD, NC, NJ, NY, OH, PA, SC, TN, VA-D.C.	Median Age: 43 Male: 70% Average HHI: \$81,000			Brand/Co-Op Spread Four (4) Quarter-Page Spots \$4,400 Per Partner Space Due: 5/7/18 Materials Due: 5/21/18						Brand/Co-Op Spread Two (2) Half-Page Spots \$6,500 Per Partner Space Due: 11/1/18 Materials Due: 11/14/18		Three-Page North Carolina Section One (1) Full-Page Spot, \$11,000 Per Partner Six (6) Directory Spots, \$2,200 Per Partner Space Due: 1/2/19 Materials Due: 1/15/19		
	Oxford American - NC Music Issue Circulation: 50,000 Geography: National (67% in Southeast)	Average HHI: \$75,000						Brand/Co-Op Spread Four (4) Quarter-Page Spots \$1,000 Per Partner Space Due: 8/6/18, Materials Due: 8/21/18							
Southern Living Circulation: 1,435,000 Geography: DE, FL, GA, MD, NC, NJ, NY, PA, SC, TN, VA-D.C., OH, IL, MI, WI, KY, WV	Median Age: 52 Female: 79% Average HHI: \$90,203			Brand/Co-Op Spread Four (4) Quarter-Page Spots \$8,600 Per Partner Space Due: 5/15/18 Materials Due: 6/1/18								Three-Page North Carolina Section Two (2) Half-Page Spots \$14,500 Per Partner Six (6) Directory Spots \$5,800 Per Partner Space Due: 12/1/18 Materials Due: 12/14/18			

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