

Since its founding in the fall of 1988 as the heart and soul of the Southern Appalachians, Blue Ridge Country magazine has explored the beauty, culture and history of the cherished mountain regions of North Carolina, Virginia, West Virginia, Tennessee, Georgia, Kentucky and South Carolina.

This unique piece of America, sliced by the Appalachian Trail and centered by the Blue Ridge Parkway, is the home of people as friendly and welcoming as its great forests are green and majestic. The magazine's international award-winning writers, editors and photographers are dedicated to transporting readers to the authentic and gentle, the breathtaking and unique.

Small-town main streets and mountain streams are among the magazine's favorite places; forgotten heroes and yesteryear scoundrels are among the people it profiles; a pie cooling on the windowsill and a picnic spread on a scenic overlook among its favorite things to look upon.

And it's all presented with stunning photography richly printed on paper stock that serves so many of our readers' practice of saving every issue to savor again and again.

—Sarah Riddell
EDITOR

MEDIA KIT 2026

Blue Ridge
EXPERIENCE
THE MOUNTAINS
OF THE SOUTH **Country**

95%

of Subscribers are
in these key states.
5% in the balance
of U.S.

NEWSSTAND LOCATIONS

NATIONAL

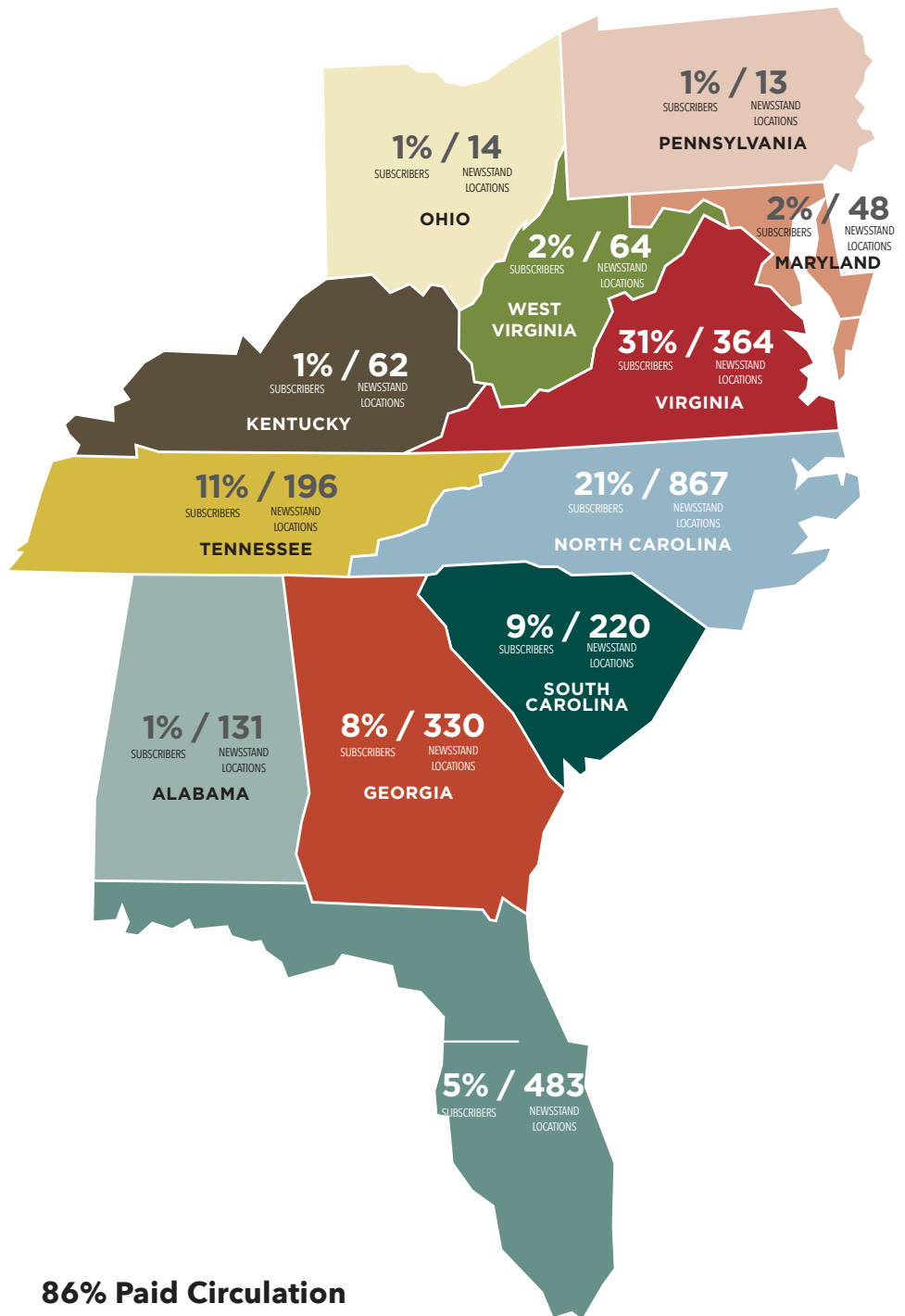
Kroger
Wal Mart
Walgreens
Barnes & Noble
Target
Books A Million
CVS
Safeway

REGIONAL

Publix
Harris Teeter
Food Lion
Ingles
Bookland
Giant Foods
Lowe's
Food City
Martin's
Giant Eagle
Tractor Supply Co.



3,000+
NEWSSTANDS
IN 21 STATES + D.C.



86% Paid Circulation
14% Targeted public place
 Press Run: **44,000/issue**
 Total Readership: **154,000**

Numbers on map indicate
(% of paid subscribers/
number of newsstand
locations) in each state:

\$147,291

AVERAGE HHI

\$1.14 MILLION

AVERAGE NET WORTH

43%

MALE

57%

FEMALE

97%

AGE 45+

HIGH INCOME & HIGHLY EDUCATED

- 15% have a net worth of \$2 million+
- 73% have a college degree
- 56% are interested in threats to mountain ecology
- 80% are interested in history

AT HOME IN THE MOUNTAINS

- 46% own a home or real estate in the mountains
- 12% plan to buy a new home within 2 years
- 69% interested in cabin/home information
- Average mountain home value \$400,000+
- 29% interested in advice about moving to the mountains

TRAVEL HABITS

- 90% are interested in travel info
- 75% take 3 of more overnight trips per year
- 64% of trips last 3+ nights
- 82% are planning trips outside their home state and 71% are planning trips within their home state over the next 12 months
- \$2,740 average spent per trip
- Top travel months: April - October
- 58% stay in hotels/resorts or cabins

Blue Ridge Country's readers are more likely to participate in outdoor activities

- 120% more likely to bird watch...
 - 83% more likely to canoe/kayak ...
 - 58% more likely to golf ...
 - 47% more likely to camp/RV ...
 - 26% more likely to hike ...
 - 26% more likely to fish ...
- ...than the average American

TOP ACTIVITIES INCLUDE:

- Exploring small towns (79%)
- Attending craft fairs & festivals (67%)
- Visiting museums & art galleries (63%)
- Traveling the Blue Ridge Parkway (79%)
- Visiting breweries/wineries/distilleries (41%)
- Attending live theater/performing arts (47%)
- Attending church or religious services (64%)

Sources: Internal first-party audience data; iPacesetters Reader Survey;
Readex Reader Survey.

**AFFLUENT BOOMERS
FREQUENT TRAVELERS**

**ACTIVE READERS
LOVERS OF HISTORY & CULTURE**



BLUE RIDGE COUNTRY SOCIAL MEDIA

100,000+ total
followers on
Facebook,
Instagram & X as of
Jan 1, 2025

(Over 94% on
META-owned platforms)

SPECS & PRICES:

**Featured Content
Event: \$425 ***
Print Partner: \$350

Includes 40 words of copy,
one image
(384w x 275h) and a link.

**Banner Native Ad:
\$200 ***

Print Partner: \$175

Banner size is 300(w) x
250(h)
and links directly to your
website.

**(Above) Produced based
upon client supplied copy,
image and client provided
link.*

**Customized Email to
Subscribers: \$1,600**
Print Partner: \$1,400

Custom email promoting
your events, services and/or
special announcements.
Produced to
your approval.

Blue Ridge Country

EXPERIENCE
THE MOUNTAINS
OF THE SOUTH

E-Newsletter Program

E-NEWSLETTER BANNER ADS

- 76,000+ highly
passionate opt-in
subscribers with proven
interest in the Blue Ridge
Mountains
- Open rate: 33%, Click-
thru rate: 23%
- Sent weekly every
Saturday

CONSUMER DEDICATED EMAIL

- Send your own email
creative to our opt-in
list. You can provide the
creative or we can design
and program your email
creative.
- Limited inventory for this
popular product

FEATURED
CONTENT/
EVENT

Mountain Happenings

A quick roundup of the best upcoming festivals and events in the region

June 4-13 | Union County SC Humanities Festival
* Union County, SC
SC Humanities is pleased to announce the 2024 festival will be held in Union County in partnership with Union County Tourism. The festival will offer immersive experiences rooted in the local identity and history of Union County. Attendees can look forward to a diverse lineup of events including live music, historical lectures, cultural exhibits, and more.

[Learn More](#)

June 5-6 | Rhinestone Fest
* Old City, Kentucky, KY
Y'all dress up in your daisy best for a weekend of art, music, hiking, food, and fun celebrating Dolly Part's 5th annual Dolly-themed festival, formerly Dolly Fest, encompasses artists, musicians, and go-go dancers that Dolly has inspired throughout her milestone-studded career.

[Learn More](#)

June 6-7 | Georgia Mountain Scottish Festival & Highland Games
* Georgia Mountain Park, Blount County, GA
Whether or not your family's heritage has Scottish ties, come experience Scotland without the need of a passport or international flight across the ocean. Highland games, Scottish dances, family games, bagpipes and drums, and traditional musicians will come to celebrate their heritage at the Georgia Mountain Highlands on June 6 and 7, 2024.

[Learn More](#)

My Beloved Scenic
Before it became America's Favorite Drive, the Blue Ridge Parkway was a farm family's front yard, playground, and memory lane.

[Read More](#)

Singing in the Garden: Now, I Know it All
A latecomer to smartphones discovers the joys—and overload—of carrying the natural world's answers in her pocket.

[Read More](#)

Which Blue Ridge setting helps you disconnect the most?

- ☒ The Blue Ridge Parkway
- ☐ Quiet forest trails
- ☐ Rivers, creeks, or waterfalls

The most popular answer will be featured in next week's newsletter!

Last Week's Poll:
What does your ideal Blue Ridge weekend start with?

Most Popular Answer:
☒ A camp chair, a glorious view, and nowhere you need to be

Unsubscribe | Update Profile | Contact Us | Privacy Policy

BANNER/
NATIVE
ADS

Leaderboard Ad
(w728 pixels x h90 pixels)

Side Bar Block Ad
(w300 pixels x h250 pixels)



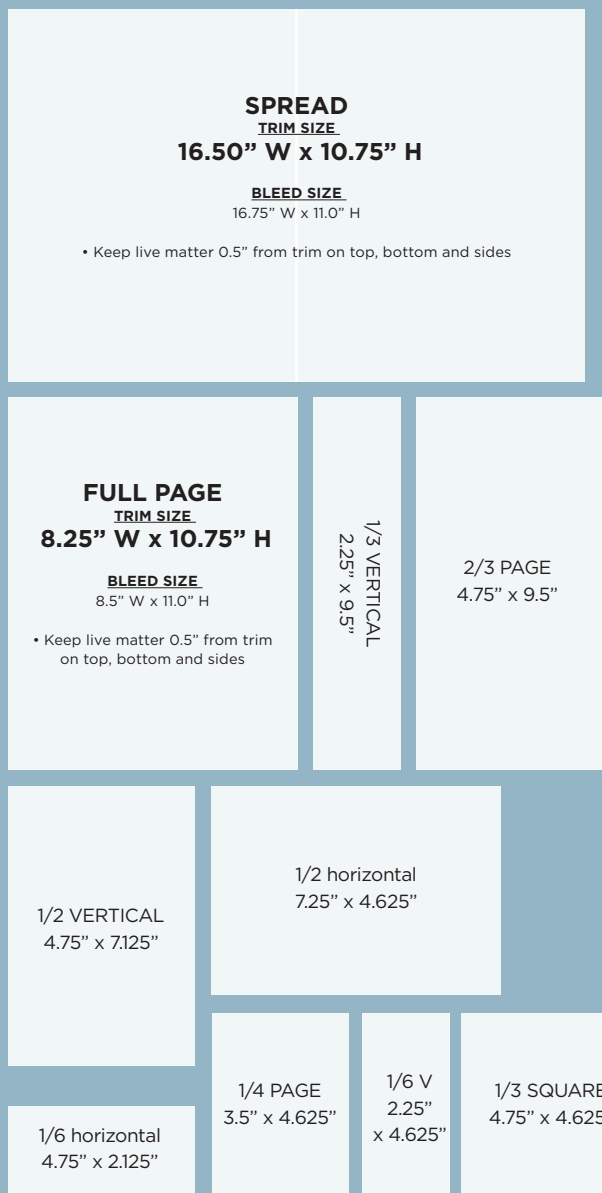
In-article Ad
(w728 pixels x h90 pixels)

Side Bar Half-Page Ad
(w300 pixels x h600 pixels)

BlueRidgeCountry.com EXCLUSIVE WEB ADVERTISING	Annual
An exclusive opportunity is available for advertising on the BlueRidgeCountry.com website. Only six exclusive categories are available for 12 months on the website. Advertisers have full run of the entire website, which would be banner ads, in-article ads and leaderboard ads. *SAMPLE CATEGORIES WITH EXCLUSIVITY TO: Banking • Real Estate • Dining • Legal • Home • Health & Wellness • Attractions • Retail <i>*Note: These are sample categories, however many others available but they must be exclusive.</i>	\$4,500 (per year) <i>Billed at \$375 per month.</i>

AD DIMENSIONS

Note: The ad sizes below reflect actual live image area on page and include border



FULL PAGE & SPREADS ONLY

- **Trim size** is (8.25" wide) x (10.75 deep)
- **Bleed size** for a full page is 8.5" wide by 11.0" deep
- Keep live matter 0.5" from trim on top, bottom and sides
- **Gutter bleeds:** Live matter should be held 0.25" from each side of gutter on spreads to allow for bindery
- **Spreads:** please contact us for more information

PRINT

DISPLAY	1x	3x	6x
Full Page	\$5,500	\$4,950	\$4,675
2/3 Page	\$3,652	\$3,400	\$3,100
1/2 Page	\$3,135	\$2,999	\$2,665
1/3 Page	\$2,435	\$2,340	\$2,070
1/4 Page	\$1,625	\$1,500	\$1,380
1/6 Page	\$1,275	\$1,195	\$1,040
Back Cover	\$7,700	\$6,930	\$6,545
Inside Front Cover, page 3 + Inside back cover	\$6,600	\$5,940	\$5,610

Newsletter Rates (Per Week)

Featured Content/Event \$425
Print Partner \$350

Banner/Native Ad \$200

Print Partner \$175
(2 weeks minimum purchase)

Custom Email to Subscriber \$1,600

Print Partner \$1,400

BlueRidgeCountry.com

Exclusive Web Category Advertising \$4,500 per year
(Billed at 375 per month)

All rates are Net. Agency please gross up for commission.

SPONSORED CONTENT OPPORTUNITIES

1/2 PAGE AD + 1/2 PAGE ADVERTORIAL



Dawsonville, Georgia is just an hour north of Atlanta nestled in the foothills of the Appalachian Low Foothills. The town is a charming blend of historic architecture and modern amenities. It's a perfect spot for a weekend getaway or a long-term residence. The town is surrounded by beautiful scenery, including the Blue Ridge Mountains and the Chattahoochee River. The town is a great place to live, work, and play. It's a town that has something for everyone.

Destination for you file.com
David Dawson
1-877-362-9271

CREATE YOUR OWN Adventure
Dawsonville, Georgia
Dawsonville, Georgia is a charming town with a rich history. It's a town that has something for everyone. The town is surrounded by beautiful scenery, including the Blue Ridge Mountains and the Chattahoochee River. The town is a great place to live, work, and play. It's a town that has something for everyone.

1/2 pg. horizontal ad PLUS a 1/2 pg. of advertorial which includes 2-3 high resolution image options (with any captions and photo credits), and approximately maximum 200 words of copy.

FULL PAGE ADVERTORIAL



Grandfather Mountain
safe outdoor fun

Grandfather Mountain offers visitors a unique experience. The mountain is a beautiful place to visit, with stunning views and a variety of activities. The mountain is a great place to live, work, and play. It's a mountain that has something for everyone.

Grandfather Mountain
safe outdoor fun

3-4 high resolution image options (with any captions and photo credits), and approximately maximum 350 words of copy.

FULL PAGE AD + FULL PAGE ADVERTORIAL



ALEX likes a quick ride to D.C.
ANDRIA likes a slower pace.

OLD TOWN Alexandria

A nationally designated historic district founded in 1749, Old Town Alexandria, Virginia, has more than 200 independent restaurants and boutiques alongside historic sites and museums. At the heart of it all is a charming mix of old and new, with the historic riverfront and the modern city of Alexandria just a short drive away.

#1 BEST VALUE U.S. TRAVEL DESTINATION

#VisitALX Visit AlexandriaVA.com/OldTown

SPONSORED CONTENT

WINTER FROM DC YET A WORLD AWAY

Here's what you can expect: Grandfather Mountain offers visitors a unique experience. The mountain is a beautiful place to visit, with stunning views and a variety of activities. The mountain is a great place to live, work, and play. It's a mountain that has something for everyone.

Full pg. ad PLUS a full pg. of advertorial which includes 4-5 high resolution image options (with any captions and photo credits), and approximately maximum 380 words of copy.

- Copy professionally written by our award-winning editorial team. OR you can provide us with the copy you would like to run.
- Limited number per issue: First come, first served.

DOUBLE TRUCK SPREAD ADVERTORIAL



SPARTANBURG
FROM MILL TOWN TO ART TOWN

Once upon a time, Spartanburg, South Carolina was known as the Mill Town of the South, with over 40 textile mills operating full time throughout the county. Now it has a new identity—as a center for artists and the arts scene. Now it's happened: a story worth paying attention to.

THE INSIDE STORY

A quiet town in the heart of the South, Spartanburg is a town that has something for everyone. The town is a great place to live, work, and play. It's a town that has something for everyone.

THE OUTSIDE STORY

The town is a beautiful place to visit, with stunning views and a variety of activities. The town is a great place to live, work, and play. It's a town that has something for everyone.

Please note: Blue Ridge Country reserves the right to edit content. The materials listed for each advertorial size are maximum word counts. They include headline, subhead, caption, sidebar and contact info. The more photos included, the less wording we can accommodate for your ad.

6-8 high resolution image options (with any captions and photo credits), and approximately maximum 600 words of copy.



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