

2026 DISPLAY ADVERTISING OPTIONS



FEATURED EVENT

40-50 words of copy plus one image (384w X 275h pixels) and a URL to your website

Regional Festivals & Event Roundup

Jan. 18: International Wine Festival
1:00 PM to 4:00 PM
The Taubman Museum of Art

Sample 40+ international wines at the Taubman Museum of Art's Annual International Wine Festival, featuring live music, open galleries, and expertly paired hors d'oeuvres and desserts by Blue Ridge Catering. Guided by seasoned stewards and WSET II experts, enjoy tastings and take home a souvenir glass. 21+ event.

Read More



ALL NEW Advertisers

now have a discounted option to highlight a key featured event in Blue Ridge Country's weekly newsletter. **83,000 opted-in subscribers**

Special Advertiser Price
\$300 Per Week
Normal Price \$500
Purchase 5 Weeks
For \$1250
Normal Price \$2500



SPACE DEADLINE
March 2, 2026

MATERIALS DUE
March 11, 2026

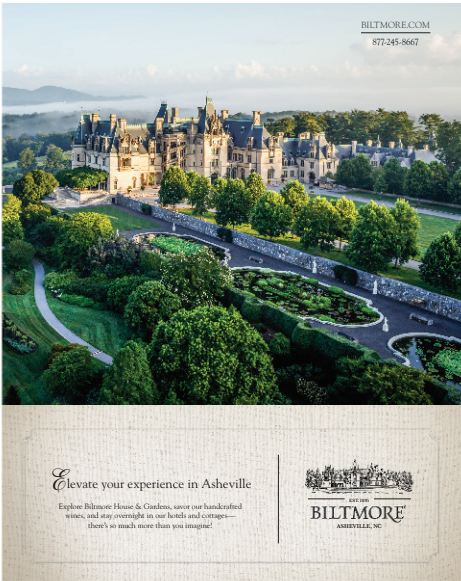
DISTRIBUTION:
May, 2026



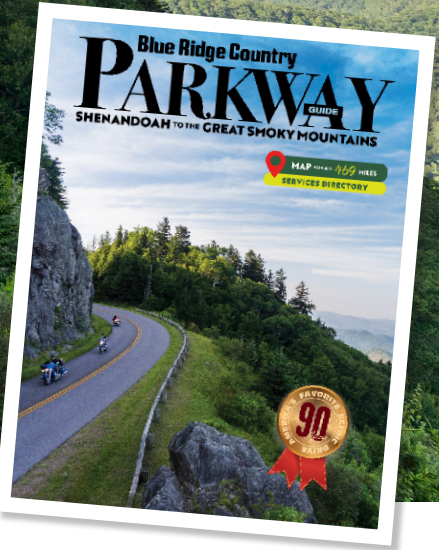
¼ page - \$1,925 net
SIZE: H 4.625" X W 3.5"



½ page - \$3,450 net
SIZE: H 4.625" X W 7.25"



Full page - \$5,995 net
SIZE: H 10.75" X W 8.25" TRIM
H 11" X W 8.5" BLEED



Over **64,000** PRINT editions distributed to qualified travelers. Thousands more downloaded from blueridgecountry.com. Ongoing print + digital marketing campaign delivers outstanding results.

Take your marketing to the next level with the **ANNUAL BLUE RIDGE PARKWAY GUIDE** and GET MORE when you advertise with us. Space is limited, so book now!

VIEW 2025 EDITION HERE



CONTACT YOUR REPRESENTATIVE TODAY!

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DISTRIBUTION: PRINT + DIGITAL



- We will promote the digital edition of the guide to our digital audiences and collect email addresses.
- Advertisers will be sent these leads 1x per month for VA, NC or both!
- The most recently completed edition of this program brought in an average of more than **2,500** email opt-in leads for each advertiser!

Be a part of the upcoming guide to ensure locals and visitors spend money with you!



BLUE RIDGE COUNTRY'S HIGHLY TARGETED DIGITAL AUDIENCE

- 32,000+ unique website users per month
- 83,000+ e-newsletter opt-in subscribers
- 94,500+ Social followers

TWO BUYS IN ONE:
PRINT AND DIGITAL
GENERATES
LEADS FOR YOU

Included with copies of the Blue Ridge Country magazine and distributed across the region as stand-alone guide

Stand-alone guide is distributed at the following locations – for a Full 12 Months

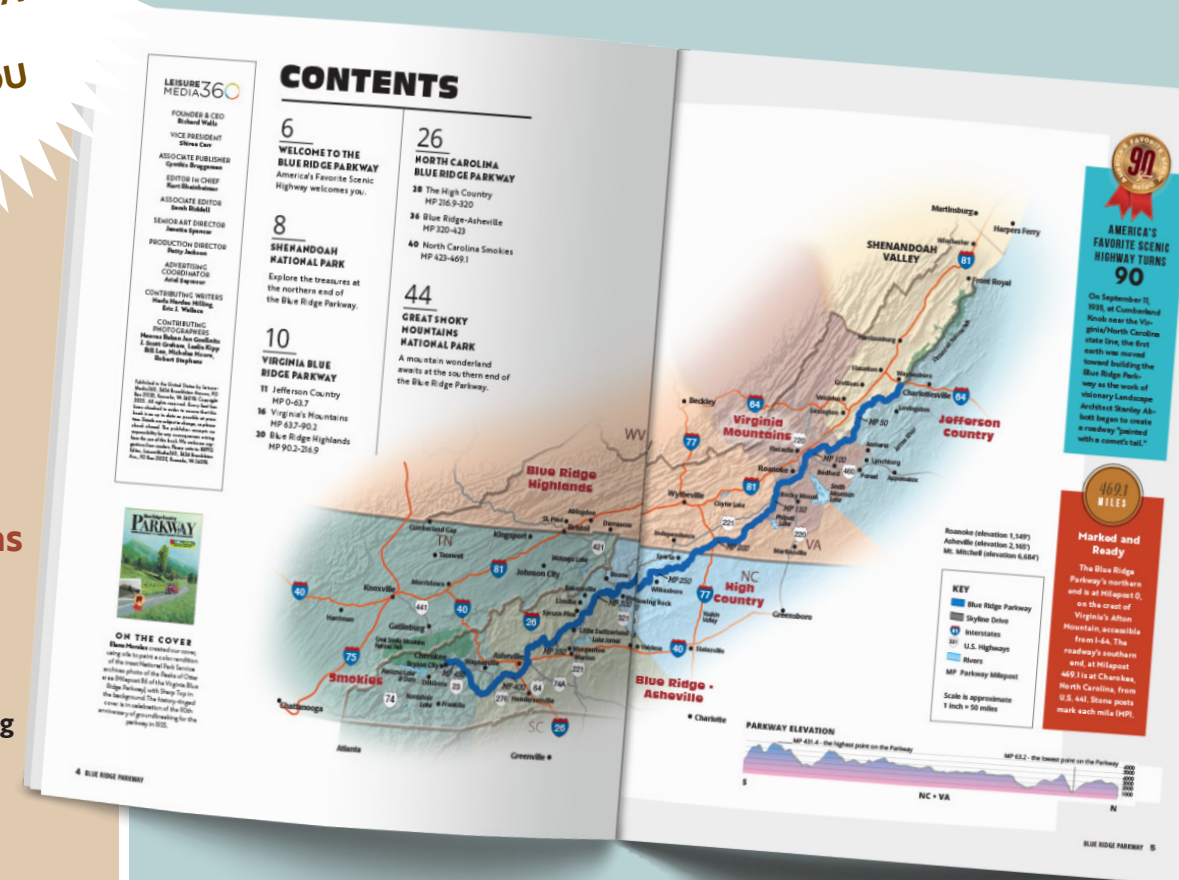
- AAA Offices
- VA State Welcome Centers
- NC State Welcome Centers
- Local visitor centers/ tourism offices
- Resorts
- Hotels
- Attractions



MAY/JUNE 2025 COVER

Also mailed to EVERY Blue Ridge Country magazine subscriber.

EDITORIAL



2026 EDITORIAL:

- Highlights for all 29 Counties Embracing the Blue Ridge Parkway
- Curated Parkway-Region Events
- Milepost Services

GATEWAYS NORTH & SOUTH

We salute the Parkway's bookend parks: Shenandoah National Park in Virginia and the Great Smokies in North Carolina and Tennessee.