



MEDIA KIT 2026-2027

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.

EDITOR

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

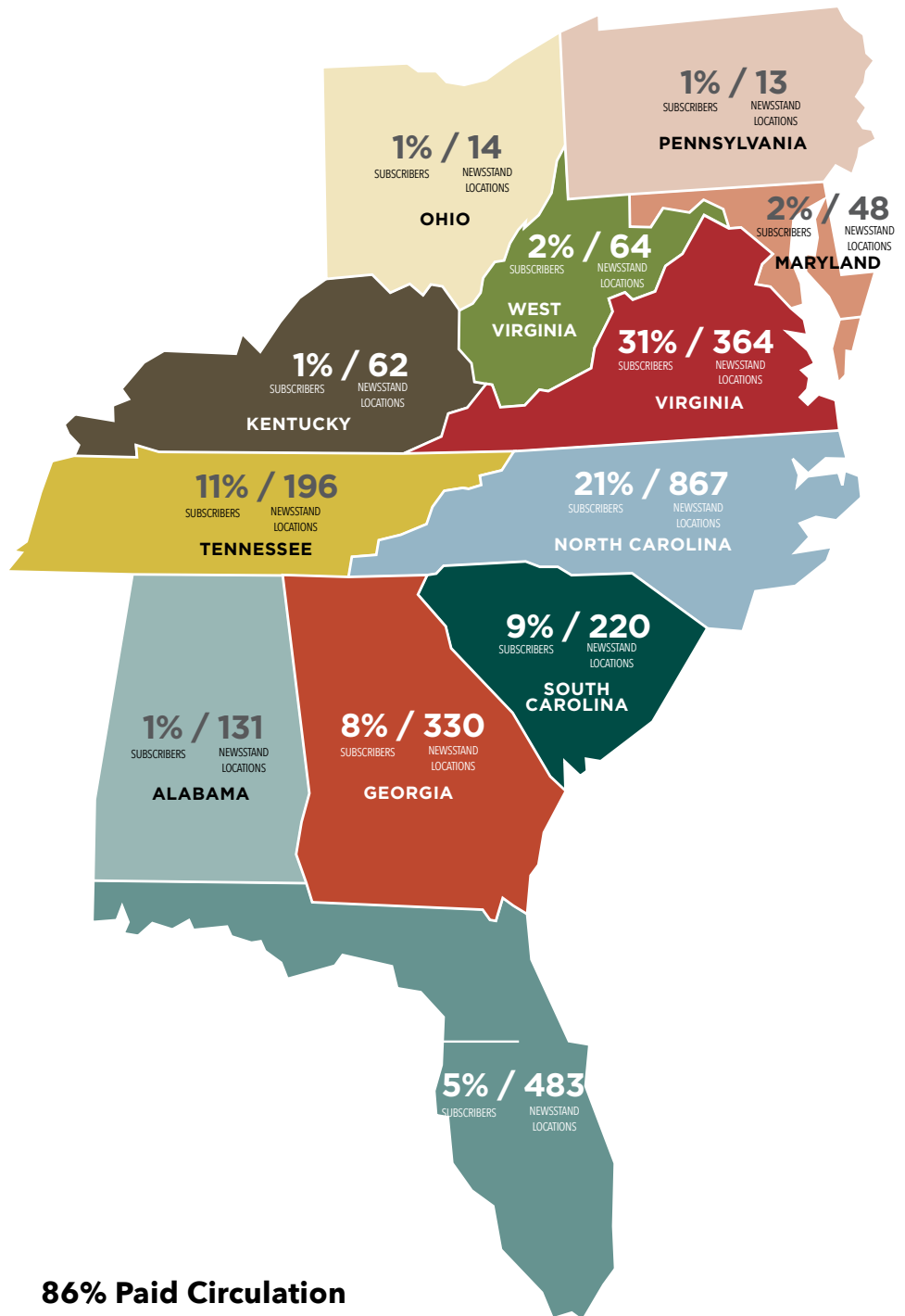
Kroger
Wal Mart
Walgreens
Barnes & Noble
Target
Books A Million
CVS
Safeway

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

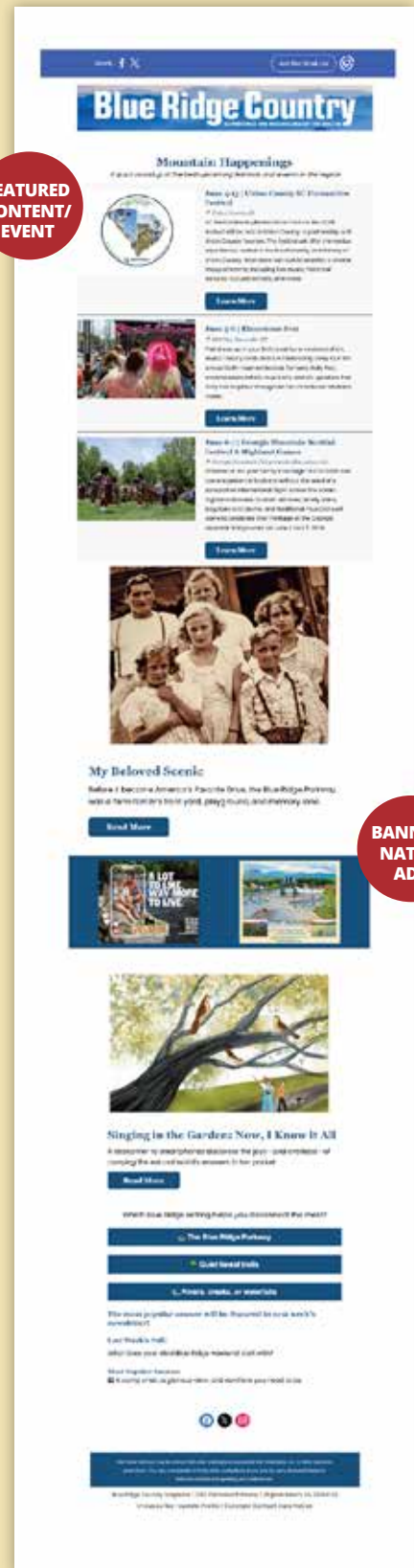
E-NEWSLETTER BANNER ADS

- 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

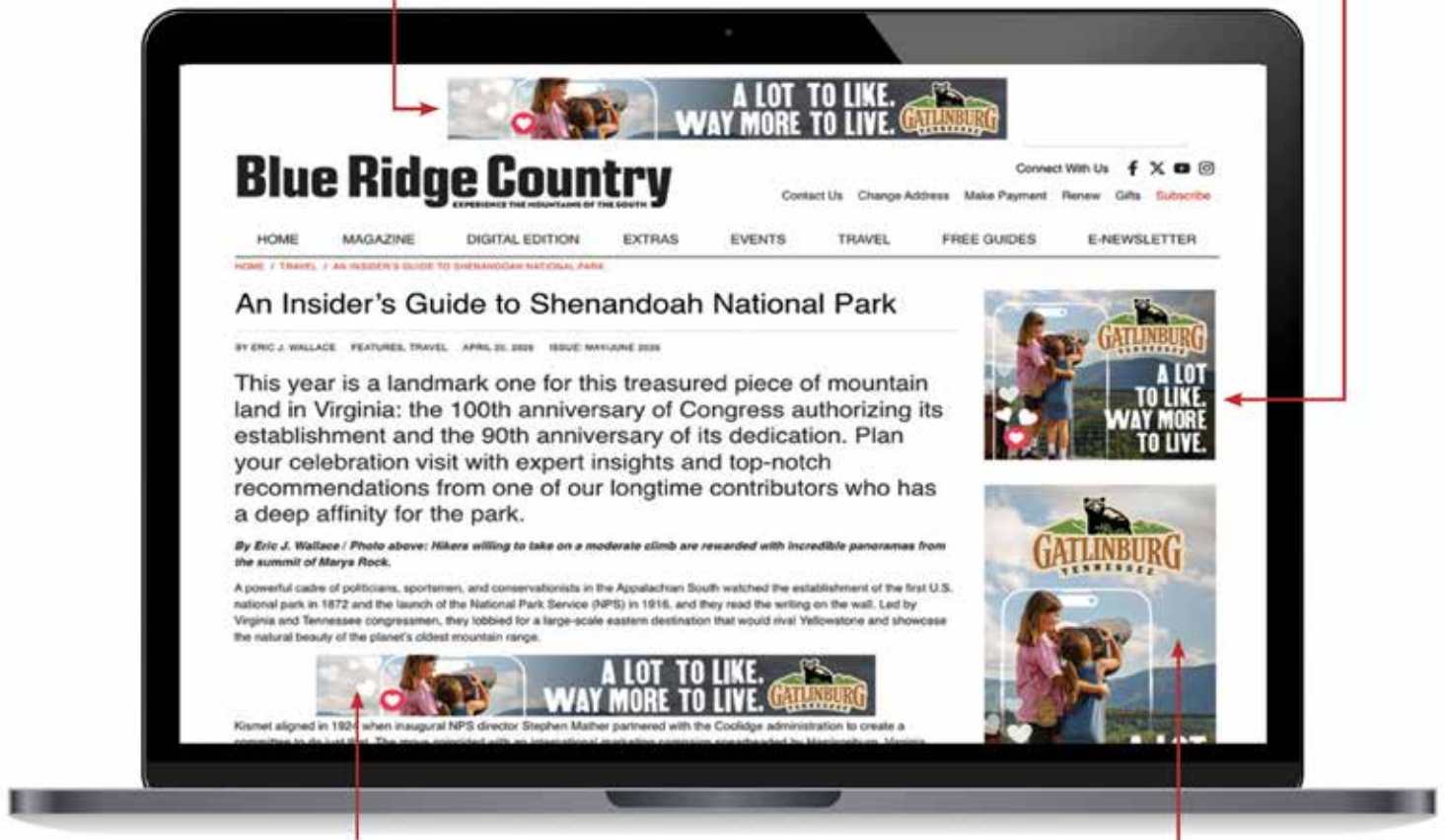
FEATURED
CONTENT/
EVENT



BANNER/
NATIVE
ADS

Leaderboard Ad
(w728 pixels x h90 pixels)

Side Bar Block Ad
(w300 pixels x h250 pixels)



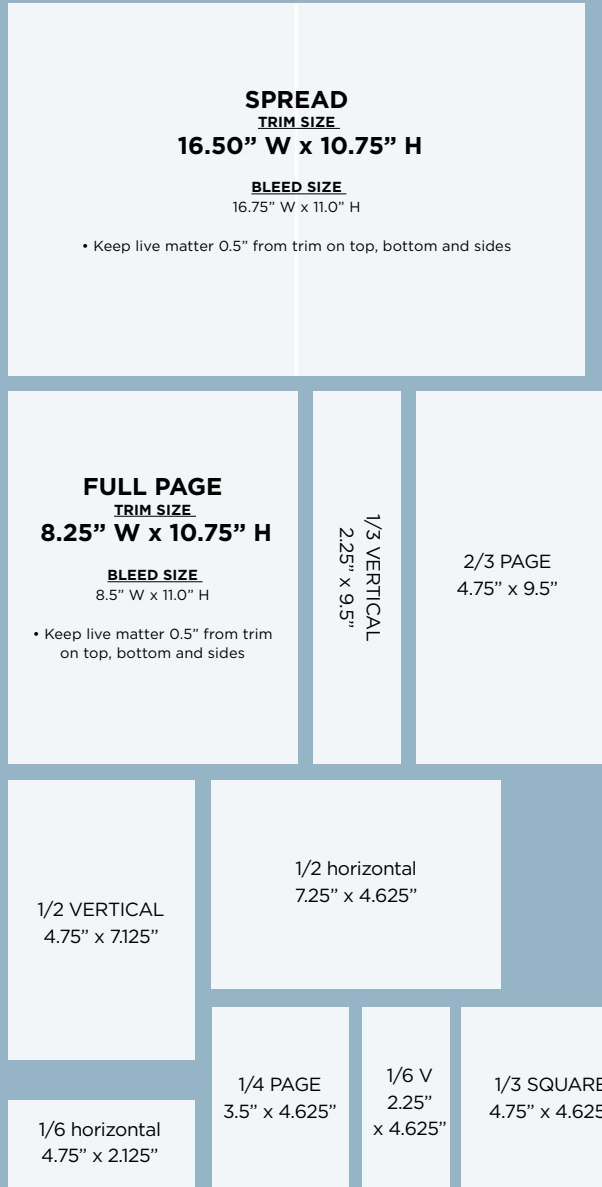
In-article Ad
(w728 pixels x h90 pixels)

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. Here, Georgia's only mountain town is the heart of a beautiful 5-mile trail. Discover the beauty of the Low Foothills with an unforgettable hike. The trail is a mix of scenic views, historic sites, and natural beauty. It's a perfect spot for a family hike or a solo adventure. The trail is a mix of scenic views, historic sites, and natural beauty. It's a perfect spot for a family hike or a solo adventure. The trail is a mix of scenic views, historic sites, and natural beauty. It's a perfect spot for a family hike or a solo adventure.

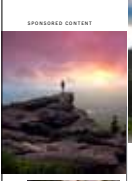
Feeling a little more adventurous? Five miles north of Atlanta nestled in the foothills of the Appalachian Low Foothills. Here, Georgia's only mountain town is the heart of a beautiful 5-mile trail. Discover the beauty of the Low Foothills with an unforgettable hike. The trail is a mix of scenic views, historic sites, and natural beauty. It's a perfect spot for a family hike or a solo adventure. The trail is a mix of scenic views, historic sites, and natural beauty. It's a perfect spot for a family hike or a solo adventure.

CREATE YOUR OWN Adventure

Get over 1000 photos of Dawsonville, Georgia. Call 800-800-8000

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 mix of scenic views, historic sites, and natural beauty. It's a perfect spot for a family hike or a solo adventure. The mountain is a mix of scenic views, historic sites, and natural beauty. It's a perfect spot for a family hike or a solo adventure. The mountain is a mix of scenic views, historic sites, and natural beauty. It's a perfect spot for a family hike or a solo adventure.

Grandfather Mountain

For more information, call 800-800-8000 or visit www.grandfathermountain.com

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 intimate historic sites and museums. At the heart of it all is a charming waterfront, a walkable area that leads to the Potomac River and Old Town just minutes away from both the National Mall and George Washington Mount Vernon. It's the perfect base for a legendary DC vacation.

#1 BEST VALUE U.S. TRAVEL DESTINATION

#VisitALX Visit AlexandriaVA.com/OldTown



WINTER FROM DC YET A WORLD AWAY

Here, you can enjoy the best of both worlds. The town is a mix of scenic views, historic sites, and natural beauty. It's a perfect spot for a family hike or a solo adventure. The town is a mix of scenic views, historic sites, and natural beauty. It's a perfect spot for a family hike or a solo adventure. The town is a mix of scenic views, historic sites, and natural beauty. It's a perfect spot for a family hike or a solo adventure.

Alexandria

PLAN YOUR VISIT TODAY AT WINTERALEXANDRIA.COM

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 Lowell of the South, with upwards of 40 textile mills operating full tilt throughout the county. Now it has a new identity—as a center for artists and the arts they create. Now it's happened: it's a story worth paying attention to.

THE INSIDE STORY

A quiet town in the heart of the South, Spartanburg is a mix of scenic views, historic sites, and natural beauty. It's a perfect spot for a family hike or a solo adventure. The town is a mix of scenic views, historic sites, and natural beauty. It's a perfect spot for a family hike or a solo adventure. The town is a mix of scenic views, historic sites, and natural beauty. It's a perfect spot for a family hike or a solo adventure.

THE OUTSIDE STORY

A quiet town in the heart of the South, Spartanburg is a mix of scenic views, historic sites, and natural beauty. It's a perfect spot for a family hike or a solo adventure. The town is a mix of scenic views, historic sites, and natural beauty. It's a perfect spot for a family hike or a solo adventure. The town is a mix of scenic views, historic sites, and natural beauty. It's a perfect spot for a family hike or a solo adventure.

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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