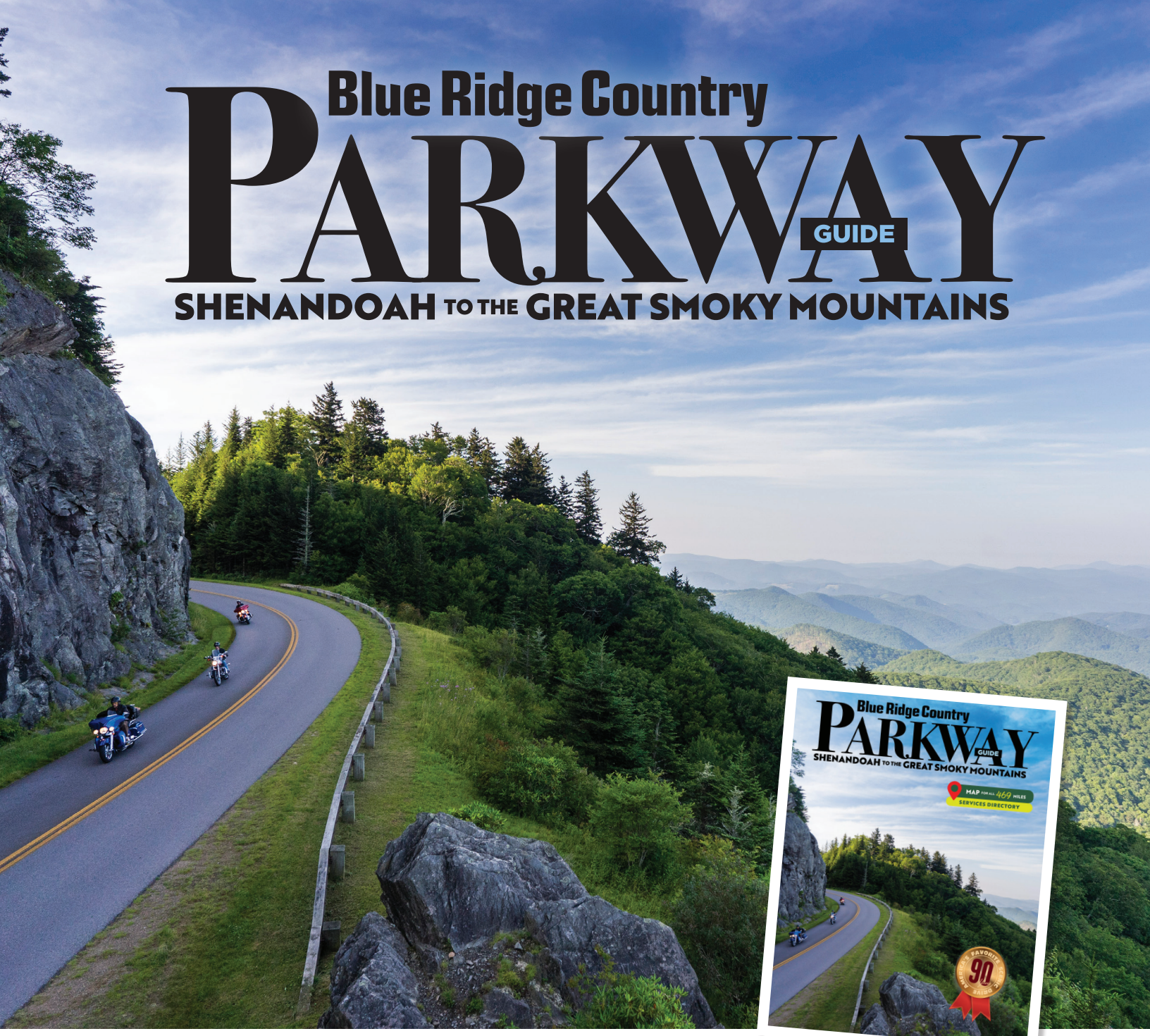
Blue Ridge Country PARKWAY GUIDE

SHENANDOAH TO THE GREAT SMOKY MOUNTAINS



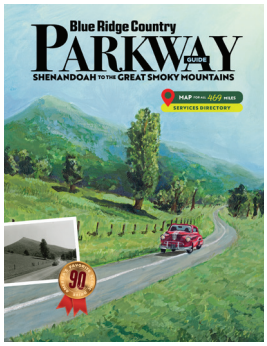
Over **64,000** PRINT editions distributed to qualified travelers. Thousands more downloaded from blueridgecountry.com. Ongoing print + digital marketing campaign delivers outstanding results.

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!

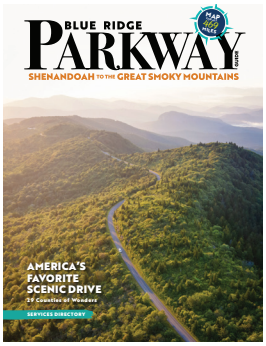
To **RESERVE** your ad space, please scan the QR code below **OR go online to BlueRidgeCountry.com/ParkwayGuideReservation to reserve your space.**

No payment until April.

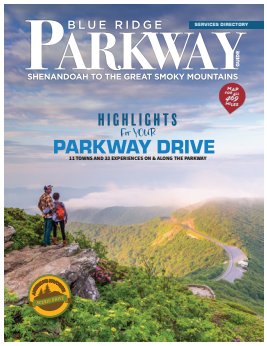
DISTRIBUTION: PRINT + DIGITAL



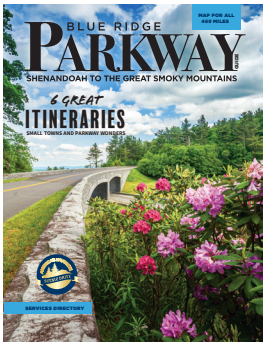
2025



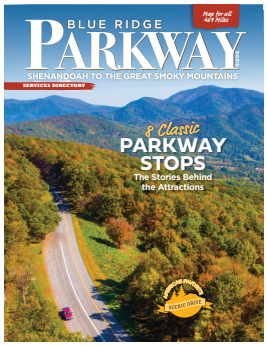
2024



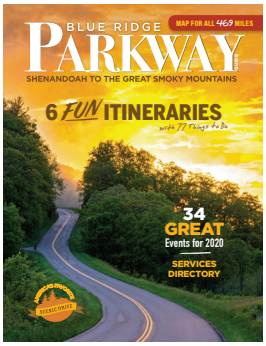
2023



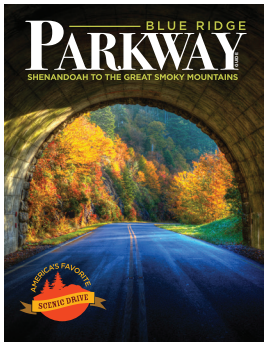
2022



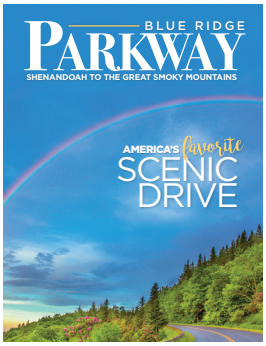
2021



2020



2019



2018

- 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 in 2023-2024 brought in an average of more than **2,500** email opt-in leads for each advertiser!

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

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



TWO BUYS IN ONE:

PRINT AND DIGITAL GENERATES LEADS FOR YOU

Included in all copies of the May/June 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 in the May/June issue.

EDITORIAL

2027 ADVERTISERS WILL BE ADDED TO THE NEW PARKWAY GUIDE MAP



ADVERTISERS!!!
Don't miss the opportunity to be highlighted in the MAP in the upcoming 2026-2027 edition

2027 EDITORIAL:

- Highlights for all 29 Counties Embracing the Blue Ridge Parkway
- Locator Map with All Advertisers Included
- 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.

ADVERTISING OPTIONS









☐ 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

☐ **SIZE: UNDECIDED**

2027 SPACE RESERVATION

For faster processsing, use the QR code to complete this form online.

Company Name: _____

Mailing Address:_____

Name: _____ **Title:**_____

Email: _____ **Phone:** _____

Website: _____

NOTE: Submitting this form reserves your space until a signed contract is received. Our associate publisher (see below) will contact you to finalize details.

GET IN FRONT OF TRAVELERS WHO ARE READY TO SPEND

SPACE DEADLINE
February 23, 2027

MATERIALS DUE
March 1, 2027

DISTRIBUTION: APRIL, 2027

CONTACT YOUR REPRESENTATIVE TODAY!

JAKE MYERS
704-425-1343
JAKE@VISTAMEDIAINC.COM