LUXURY TRAVEL IN BLUE RIDGE COUNTRY

SEVEN STATES. EXCEPTIONAL DESTINATIONS.
EXTRAORDINARY EXPERIENCES.

LUXURY TRAVEL IN THE BLUE RIDGE IS ABOUT MORE THAN WHERE YOU STAY.

It's waking to a spectacular mountain view. Unwinding at a world-class spa. Enjoying an extraordinary meal. Playing a memorable round of golf. Or simply escaping to a place where every detail has been thoughtfully considered and planned.

In an upcoming issue, *Blue Ridge Country Magazine* will take readers on a journey through the **seven states of Blue Ridge Country**, showcasing some of the region's most distinctive luxury travel experiences.

Our writer will explore the places and experiences that elevate a Blue Ridge getaway, from exceptional resorts and sophisticated boutique hotels to destination spas, fine dining, outdoor adventures and indulgent mountain escapes.

REACH TRAVELERS LOOKING FOR SOMETHING EXCEPTIONAL

Luxury Travel in Blue Ridge Country creates an ideal environment for destinations, resorts, hotels, spas, restaurants, attractions and other travel businesses looking to reach an audience that appreciates **quality, authenticity and memorable experiences.**

Place your advertising message alongside an editorial feature designed to inspire readers to discover new destinations and start planning their next extraordinary Blue Ridge getaway.



MAXIMIZE YOUR PRESENCE

All ads for this special section placement are offered at our standard rates. Purchase a 1/3-page or larger display ad and receive a **complimentary 40-word Luxury Accommodations Listing** in the appropriate geographic section of the feature.

Your display ad builds your brand and showcases the experience, while your complimentary listing puts your property directly into the editorial flow as readers explore luxury accommodations throughout Blue Ridge Country.

DISPLAY AD + LUXURY LISTING

GREATER VISIBILITY AT NO ADDITIONAL COST

COMPLIMENTARY LISTING $395 Value

Display advertising is available at Blue Ridge Country Magazine's regular display advertising rates.

PURCHASE A 40-WORD LUXURY ACCOMMODATIONS LISTING FOR JUST $395

Put your property directly in front of Blue Ridge Country readers as they discover where to go, where to stay and what to experience on their next upscale getaway.

SEVEN STATES. ONE REMARKABLE TRAVEL STORY.

From the mountains and valleys to sophisticated cities and charming small towns, Luxury Travel in Blue Ridge Country will showcase exceptional travel experiences throughout the region.

BE PART OF THE JOURNEY. Reserve your advertising space today.

Space Reservation: 11/24/26 | **Materials Deadline:** 12/03/26 | **Publication Date:** 1/27

Advertising Contact: Jake Myers ***Account Executive*** | (704) 425-1343 | jake@vistamediainc.com | Blue Ridge Country Magazine | BlueRidgeCountry.com

EXTEND YOUR REACH...

OWN THE WEEKEND!

Your Blue Ridge Country campaign doesn't have to end with the magazine.

Extend your message to 80,000 Blue Ridge Country newsletter subscribers with an exclusive Luxury Travel Destination spotlight in our weekly email newsletter.

During January and February, we'll showcase 3 featured destinations each weekend. And when it's your weekend, the spotlight is yours.

ONE DESTINATION. ONE WEEKEND. 80,000 SUBSCRIBERS.

80,000

NEWSLETTER SUBSCRIBERS

8 WEEKS

JANUARY + FEBRUARY

LIMIT 3 EXCLUSIVE FEATURED DESTINATIONS EACH WEEK

YOUR FEATURE INCLUDES

A COMPELLING DESTINATION IMAGE
Capture attention with photography that gives readers a reason to want to learn more about your establishment.

APPROXIMATELY 40 WORDS OF PROMOTIONAL COPY
Showcase the experience and give readers a reason to put your destination on their luxury travel list.

A "MORE" LINK
Drive interested readers directly to an expanded feature or landing page **hosted on your website**, where you control the next step in the customer's journey.

SPECIAL ADD-ON RATE

REGULARLY $425
YOUR RATE: $350
Save $75

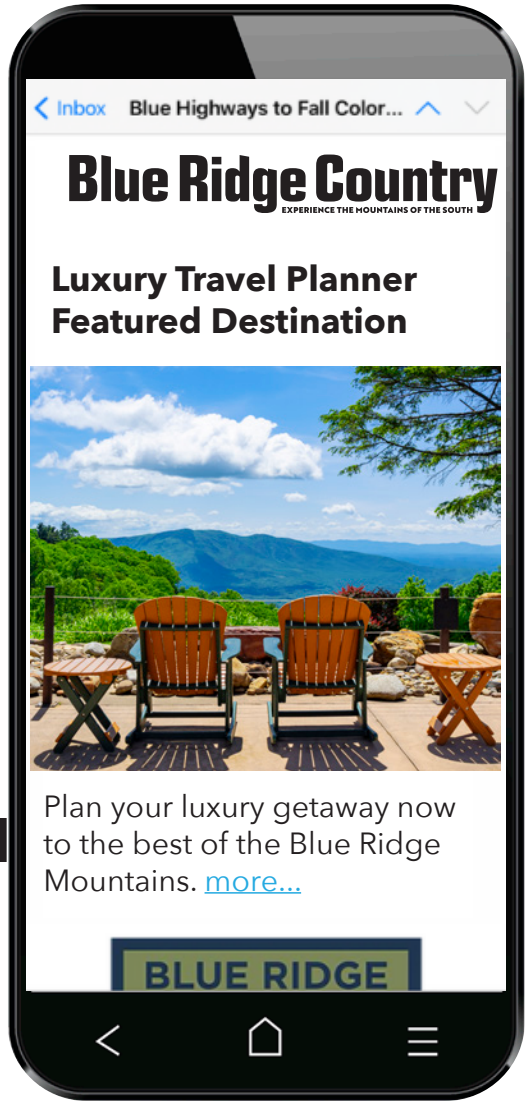
Available as an add-on to your **Blue Ridge Country Luxury Travel Planner**.

ONLY 8 WEEKS AVAILABLE.

With a limit of **3 destinations weekly January and February,** there are only **24 opportunities** to participate.

Dates are reserved on a **FIRST-COME, FIRST-SERVED BASIS.**

Choose your weekend early for the best availability.



PRINT + DIGITAL = A STRONGER CAMPAIGN

BE SEEN Build awareness with your display ad in Blue Ridge Country's Luxury Travel Planner.

BE FOUND Receive your complimentary 40-word listing.

OWN THE WEEKEND Add an exclusive Featured Destination spotlight and reach 80,000 newsletter subscribers with a direct link to your website.

One destination campaign. **Multiple opportunities to connect with Blue Ridge travelers.**

ADD THE NEWSLETTER FEATURE FOR JUST $350 *Reserve Your Weekend Today*