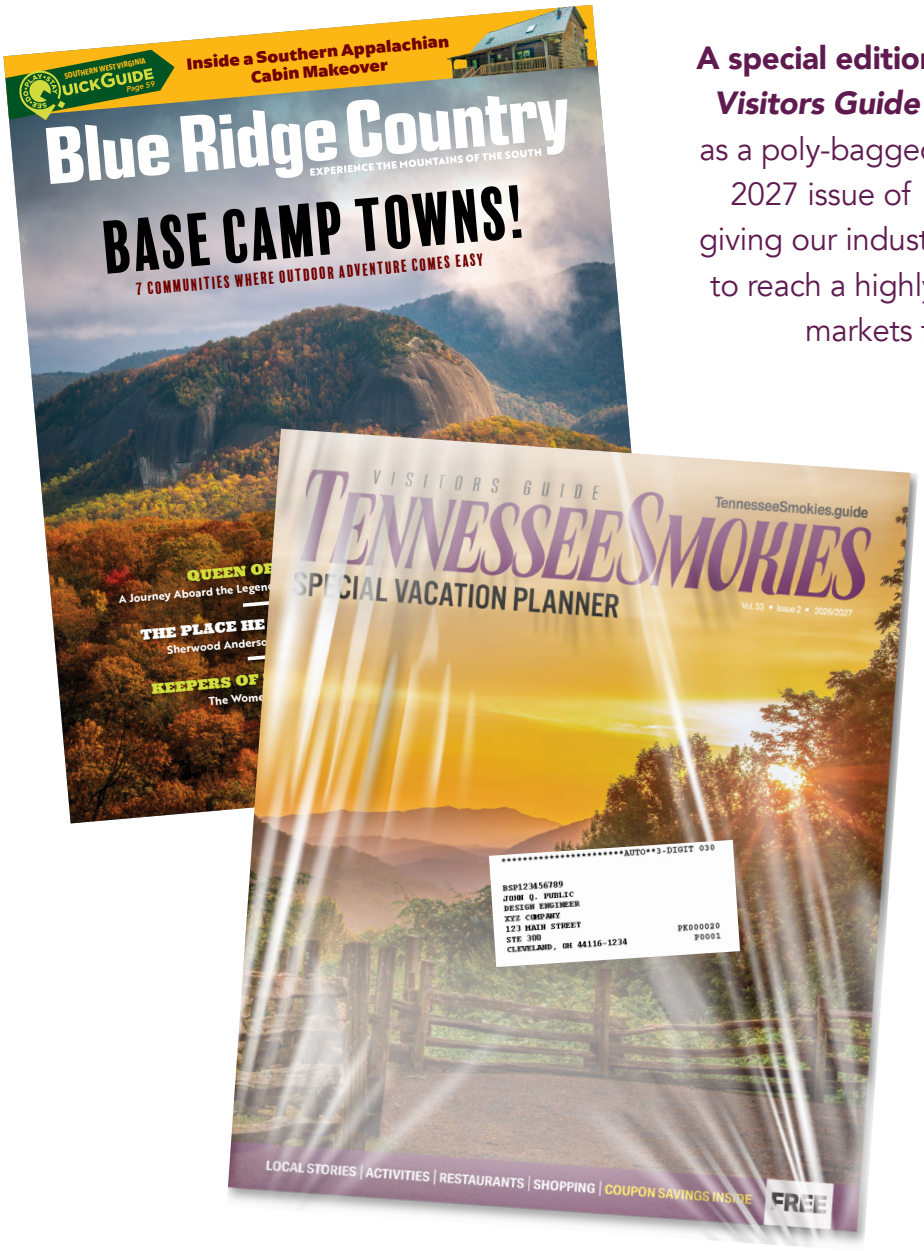
We're excited to announce a powerful new benefit for our industry partners in the Tennessee Smokies.

SPECIAL EDITION



A special edition of the *2027 Tennessee Smokies Visitors Guide* has been selected to be included as a poly-bagged supplement with the July/August 2027 issue of ***Blue Ridge Country Magazine***, giving our industry partners the unique opportunity to reach a highly engaged audience in key feeder markets for the Tennessee Smokies.

FOR 39 YEARS, ***Blue Ridge Country Magazine*** has enjoyed a loyal audience, with a circulation of 40,000 copies of each issue. 30,000 copies are mailed to a loyal subscriber base with the balance sold through 2,000 newsstand locations and made available through select resorts and boutique hotels.

Readership spans 7 states, all key feeder markets for the Tennessee Smokies.

Through the Tennessee Smokies Special Vacation Planner special edition, businesses will have the opportunity to connect with visitors actively planning their Tennessee Smokies experience. In addition to our normal coverage of all there is to do and see in the Smokies, this special edition will include accommodation planning tools, vacation itineraries, and what's new in the region. This is a tremendous opportunity for businesses to increase visibility, attract new visitors, and maximize their reach through two trusted tourism resources.



In addition to being polybagged with all subscriber copies of ***Blue Ridge Country Magazine***, another 30,000 copies of this special edition will be available through Tennessee state and local welcome centers. A total of 60,000 copies of this special edition will be distributed. The option exists to be only in the special edition copies or to be in the full run of the Tennessee Smokies Visitors Guide.

RATE SCHEDULE

Tennessee Smokies Special Vacation Planner edition

AD/SIZE	ANNUAL COST
Full Page Display Ad	$4,950
Double Page Display Ad	$8,910
2/3 Page Ad	$3,900
1/2 Page Ad	$3,200
1/3 Page Ad	$2,550
1/4 Page Ad	$1,990
1/6 Page Ad	$1,530

To speak to someone about advertising contact

Shiree Carr

Vice President of Business Development

(540) 293-3893

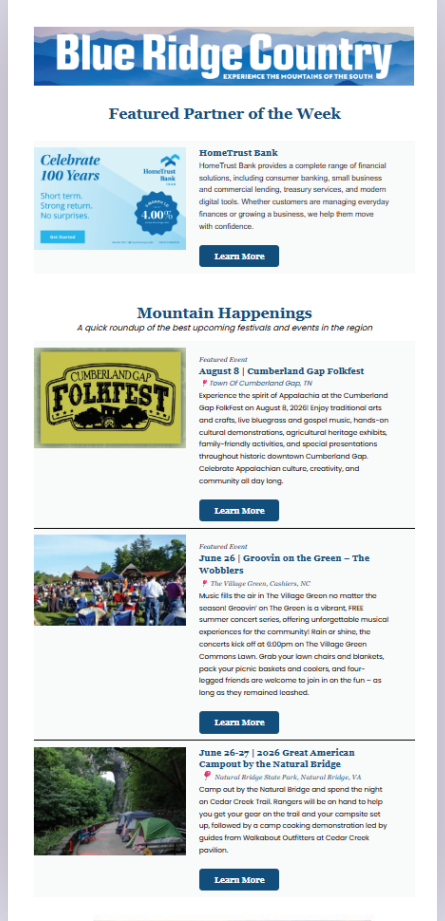
SCarr@VistaMediaInc.com

VISTAMEDIA

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ADDITIONAL OPPORTUNITIES

Inclusion in the *Blue Ridge Country* e-newsletter, sent to 75,000 subscribers is also available.



Participants in the Special Vacation Planner edition will also have the opportunity to market to

***BLUE RIDGE COUNTRY'S* ENEWSLETTER**

subscriber base of 75,000 at a discounted rate of $350/weekly deployment.

FOR COMPLETE INFORMATION VISIT:

sales@vistamediainc.com.com • 757-422-8979, ext 156 • vistamediainc.com/our-brands/ • 1264 Perimeter Parkway, Virginia Beach, VA 23454