

A scenic view of a beach at sunset. The sun is low on the horizon, casting a warm glow over the ocean and sky. In the foreground, a wooden fence made of vertical posts and horizontal rails runs across the frame, partially obscuring the view of the beach. The sand is light-colored and shows some tracks. The ocean is visible in the distance, with gentle waves breaking on the shore. The sky is a mix of blue and orange, with some clouds.

Currituck

Northern Outer Banks

2022 MEDIA KIT



Currituck & Northern Outer Banks magazine, an annual periodical presented by the Currituck Chamber of Commerce, celebrates the joy and wonder of the Northern Outer Banks and Mainland Currituck, through compelling articles and visually stunning photography. It's the perfect resource for not only those who've lived here all their lives, but also those who are looking to relocate or have recently relocated to the area, to those who have vacationed here for years and those who are looking to visit for the very first time as well.

Currituck & Northern Outer Banks and the Currituck Chamber of Commerce are trusted resources for area regional businesses and all they offer to our unique area. Additionally, *Currituck & Northern Outer Banks* goes beyond our printed magazine with our digital presence.

SUCCESS HAPPENS HERE.



Circulation & Distribution

Your ad is circulated for an entire year and reaches a highly targeted and interested market looking to spend money at businesses like yours. To further boost your ad's reach, we provide online visibility on the Chamber website.

Each year, we have an approximate readership of 60,000¹ via direct mail to postal customers in Currituck County, via distribution at welcome and visitor centers, rental and sales offices, and via relocation and visitor packets. *Currituck & Northern Outer Banks* magazine is the only Chamber Guide in the Currituck Welcome Center and Corolla Visitor Center.



The Currituck Chamber of Commerce directly impacts the community and their annual publication is one of the many ways they are able to market their member's businesses. This publication is the only one of its kind and it is sent to homes throughout Currituck County to best advertise its members' services. Connecting its citizens to local resources is one of the many benefits members can take advantage of.
 - Amy Alcocer, College of the Albemarle

Not only have we received word of mouth referrals from the Currituck Chamber of Commerce, we have also received a few clients from our ad in their annual magazine. I like the magazine because people can actually hold it in their hands, which is especially helpful for those who are not tech savvy. Our working relationship with everyone at the Chamber is amazing, and we love working with them!

- Jason Duncan-Velke, DV Cleaning & Home Services, LLC



¹Readership for the *Currituck & Northern Outer Banks Magazine* is an estimation of 50,000-65,000 based upon print copy of 25,000. The magazine is distributed via direct mail to over 13,500 households and businesses.

²Data sources: NC Coastal Visitors data from Visit NC and Currituck County Residents data from Currituck County Economic Development.

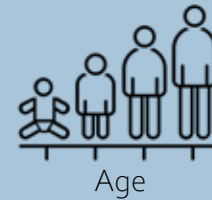


Audience²

NC Coastal Visitors

Currituck County Residents

46
average



43
median

3



3

\$83,180
average



\$69,964
median

60%
head of household



35%
entire population

2022 Advertising Requirements & Deadlines

Display Ad Sizes	Horizontal x Vertical Dimensions	Rate
Back Cover *Call for availability - only one available	8.500" x 8.000"	\$4,700
Double Page Center Spread *Call for availability - only one available	17.000" x 10.875"	\$3,850
Inside Front Cover *Call for availability - only one available	8.500" x 10.875"	\$3,850
Inside Back Cover *Call for availability - only one available	8.500" x 10.875"	\$2,950
Full Page	8.500" x 10.875"	\$2,650
1/2 Page Horizontal	7.500" x 4.875"	\$1,420
1/3 Page	4.9583" x 4.875"	\$1,150
1/6 Page Horizontal	4.9583" x 2.375"	\$900
1/6 Page Vertical	2.4167" x 4.875"	\$900
1/12 Page	2.4167" x 2.375"	\$725

Advertising Specs for Covers & Full Page:

Bleed Size: 8.75" x 11.125"

Trim Size: 8.50" x 10.875"

Safety Area: 7.50" x 9.875"

(Areas reduced on back cover)

Rates for 2 page spreads and other advertising specs available upon request.



A complimentary listing is available to all Chamber members. Classified listings can be enhanced with the following options:

Enhanced Highlight Listing includes your logo and a 55 word description	\$295
Logo Listing	\$150
Additional Listing	\$100

File Specifications

- Submitted ads must be high resolution (300 dpi), print ready PDF.
- All images must be 300 dpi CMYK. No spot colors or RGB please.
- All fonts must be embedded or converted to outlines.
- *All ads will be re-sized to fit within areas listed herein as required.*

We'd like your ad to print beautifully. Following are some common ad issues:

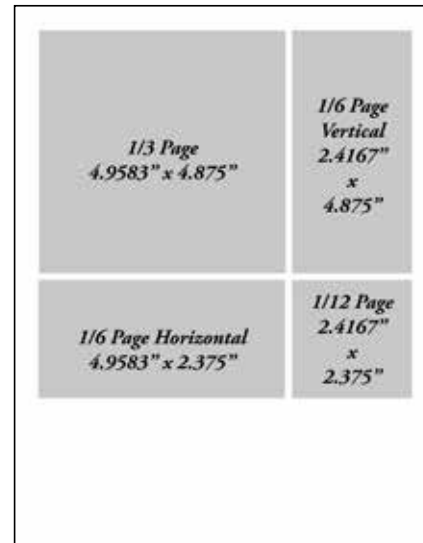
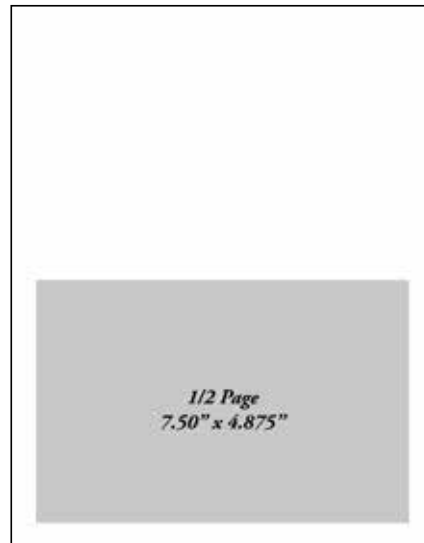
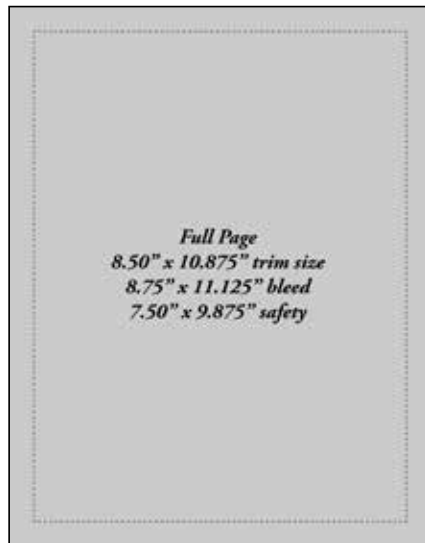
- Incorrect file type
- Incorrect dimensions
- Low resolution images or file
- Spot color/incorrect color space used

Please check your ad for these errors prior to submission.

Deadlines

Advertising Commitment
January 14, 2022

Advertisement Submission
January 21, 2022





Currituck
Northern Outer Banks

PO Box 973, Moyock, NC 27958
252.453.9497 | currituckobx.com