



# *CURRITUCK* & Northern Outer Banks

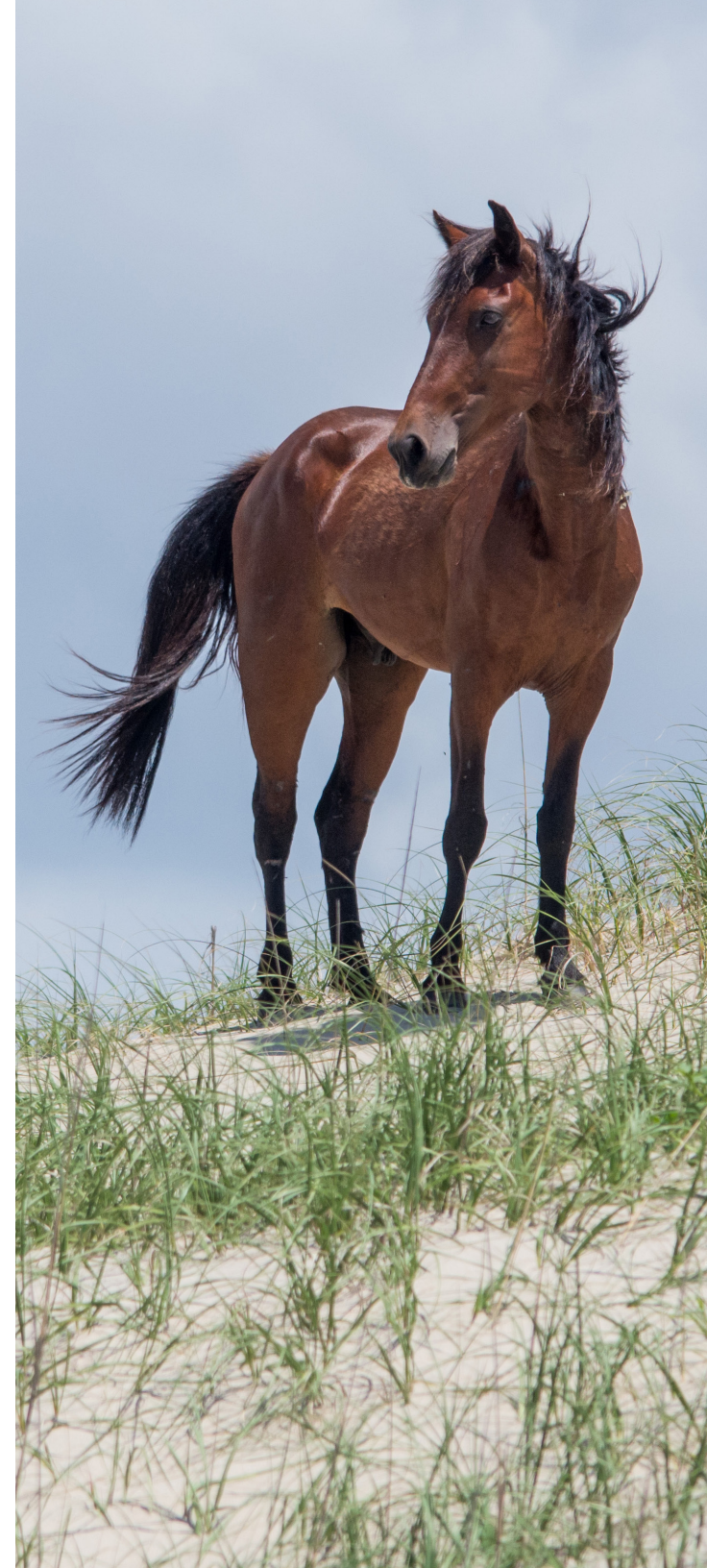
***2023 MEDIA KIT***



*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 60,000<sup>1</sup> 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

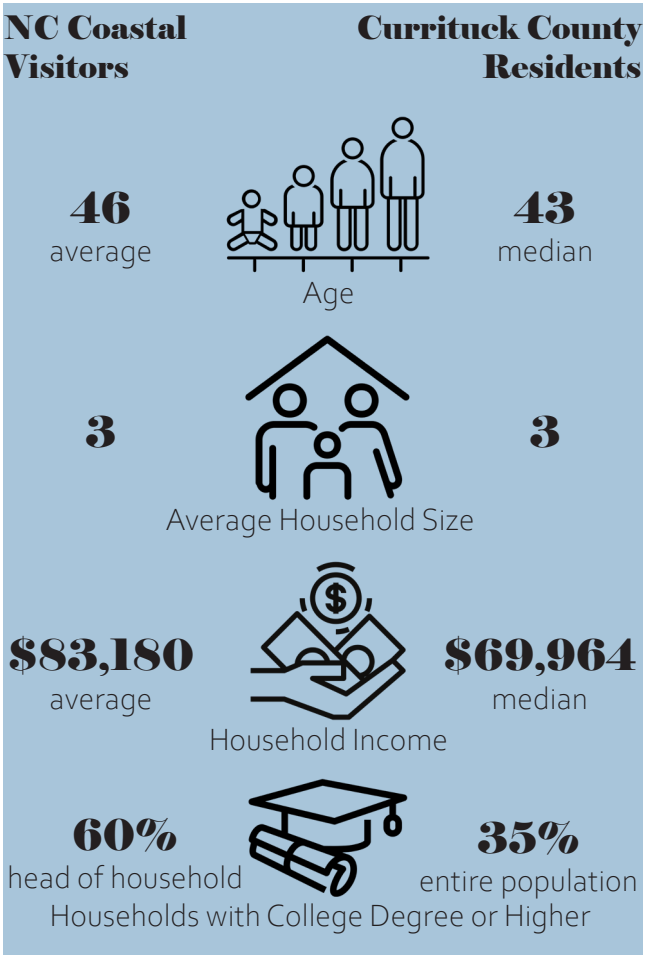
*Not only have we received word of mouth referrals from the Currituck Chamber of Commerce, we have also received a few clients from our ad in their annual magazine. I like the magazine because people can actually hold it in their hands, which is especially helpful for those who are not tech savvy. Our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

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

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## Audience<sup>2</sup>



<sup>1</sup>Readership 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.

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

# 2023 Advertising Requirements & Deadlines

| Display Ad Sizes                                                         | Horizontal x Vertical Dimensions | Rate    |
|--------------------------------------------------------------------------|----------------------------------|---------|
| Back Cover<br>*Call for availability - only one available                | 8.500" x 8.000"                  | \$5,150 |
| Double Page Center Spread<br>*Call for availability - only one available | 17.000" x 10.875"                | \$4,250 |
| Inside Front Cover<br>*Call for availability - only one available        | 8.500" x 10.875"                 | \$4,250 |
| Inside Back Cover<br>*Call for availability - only one available         | 8.500" x 10.875"                 | \$3,250 |
| Full Page                                                                | 8.500" x 10.875"                 | \$2,900 |
| 1/2 Page Horizontal                                                      | 7.500" x 4.875"                  | \$1,550 |
| 1/3 Page                                                                 | 4.9583" x 4.875"                 | \$1,275 |
| 1/6 Page Horizontal                                                      | 4.9583" x 2.375"                 | \$1,000 |
| 1/6 Page Vertical                                                        | 2.4167" x 4.875"                 | \$1,000 |
| 1/12 Page                                                                | 2.4167" x 2.375"                 | \$800   |

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 | \$325 |
| Logo Listing                                                            | \$165 |
| 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:

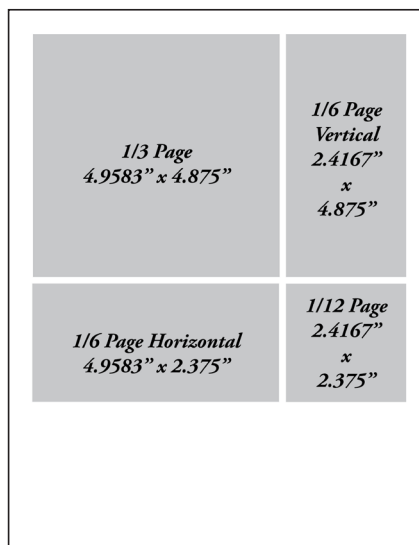
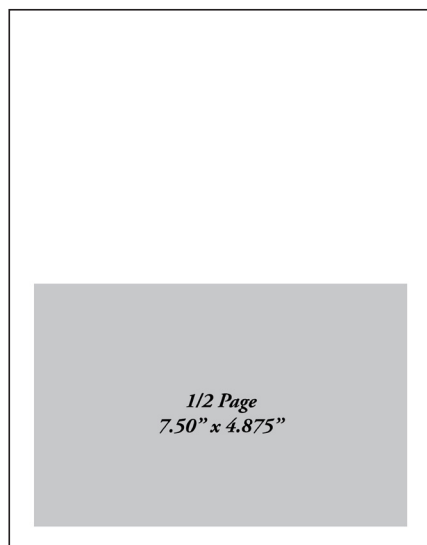
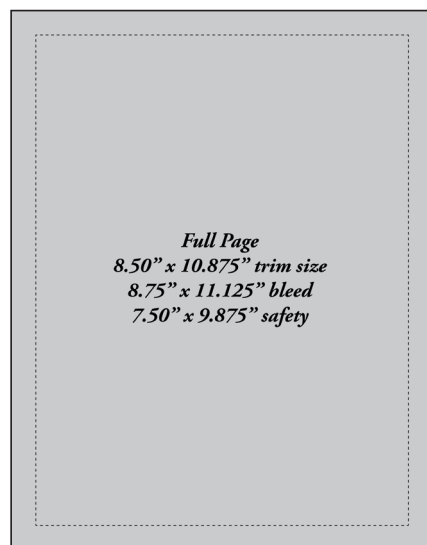
- Incorrect file type
- Incorrect dimensions
- Low resolution images or file
- Spot color/incorrect color space used

Please check your ad for these errors prior to submission.

## Deadlines

Advertising Commitment  
November 1, 2022

Advertisement Submission  
November 8, 2022





**CURRITUCK**  
*& Northern Outer Banks*

PO Box 973, Moyock, NC 27958  
252.453.9497 | [currituckobx.com](http://currituckobx.com)