



Outer Banks

MAGAZINE

MEDIA KIT 2020



The Outer Banks Magazine is a glossy lifestyle magazine covering the good life on the Outer Banks and nearby areas of North Carolina, from Corolla and Currituck County to Roanoke Island and the Dare County mainland to Hatteras and Ocracoke islands.

Outer Banks Magazine's team of award-winning writers (specialists in the fields of photography, fashion, cuisine, arts, design, jewelry and more) are driven by a passion for value and a desire to discover the best the Outer Banks has to offer. In our pages readers encounter the most recent news and information, most relevant people and places, and most compelling stories and experiences from the Outer Banks.

DISTRIBUTION AND CIRCULATION:

The Outer Banks Magazine is published annually in May and distributed on the Outer Banks, in Hampton Roads and in northeast North Carolina. The annual circulation is 85,000.

PUBLICATION DEADLINES

Publishes: May 19th

Space/Materials & ET: April 17th

DISTRIBUTION

Full Distribution: 85,000

AUDIENCE PROFILE

- 23% of The Virginian-Pilot readers travel to the Outer Banks
- The Outer Banks is fifth in the state with a record of \$1.9 billion in tourism spending



**VIRGINIA
MEDIA**

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virginiamedia.com/outerbanksmagazine



The Outer Banks' Original & Longest-Running Entertainment Publication

For the past 30 years, *The Coast* has been a trusted source of current information about the events, attractions, entertainment, nightlife, arts, food, fishing and activities from Corolla to Ocracoke. Visitors and locals alike recognize the *The Coast* brand and pick it up for its easy-to-use events calendar, nightlife listings and informative articles. Our correspondents are the experts in their fields. The Coast also features fascinating local stories that keeps people picking it up. Published 20 times a year, *The Coast* has the frequency to offer useful, up-to-date information to its readers and the distribution to help our advertisers reach their customers.

DISTRIBUTION AND CIRCULATION:

Annual Circulation: 260,000. *The Coast* is a full color tabloid inserted into *The Virginian-Pilot* and free racks in North Carolina's Outer Banks (Counties of Currituck and Dare). Free rack distribution varies depending on season.

PUBLICATION RESERVATION & ET DEADLINE

January 3	December 20
March 6	March 3
April 3	March 31
May 1	April 28
May 22	May 19
June 12	June 9
June 19	June 16
June 26	June 23
July 3	June 30
July 10	July 7
July 17	July 14
July 24	July 21
July 31	July 28
August 7	August 4
August 14	August 11
August 21	August 18
August 28	August 25
September 4	September 1
October 2	September 29
November 6	November 3

COAST

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RATES & ARTWORK SPECIFICATIONS

AD SIZE	COAST DIMENSIONS	OBX DIMENSIONS	COAST OR OBX MAGAZINE	COAST AND OBX MAGAZINE
Full Page Premium	10" W X 10.5" H	9.5" W X 11.375" H Bleed: 10.25" W X 12.25"H	\$8,872	\$14,786
Full Page	10" W X 10.5" H	10" W X 10.5" H Bleed: 10.25" W X 12.25"H	\$7,714	\$12,856
Half Page	(H) 10" W X 5.25" H (V) 4.915" W X 10.5" H	(H) 8.75" W X 5.25" H (V) 4.25" W X 10.75" H	\$3,895	\$6,492
Quarter Page	4.915" W X 5.25" H	4.25" W X 5.25" H	\$2,534	\$4,223
Eighth Page	4.915" W X 2.625" H	4.25" W X 2.5" H	\$1,360	\$2,266

Advertising with Virginia Media allows you to reach a unique audience – an audience of consumers who seek the coastal lifestyle, whether for a weekend, a week or a lifetime. We offer a multi-platform advertising approach to help you succeed. Ask about all our digital and marketing solutions.

Don't just reach your audience...connect with them.

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