

Our State

CELEBRATING NORTH CAROLINA

MEDIA KIT





Our State magazine celebrates the very best of North Carolina from the mountains to the coast through lively storytelling and stunning photography. In everything we do, *Our State* reflects the beauty, nature, nostalgia, food, and travel of the state. Our stories are always positive, uplifting, and engaging. *Our State* is the perfect source of information for those who’ve lived in North Carolina all their lives, those just becoming acquainted with the state, or those looking to visit or relocate.

Our State is a legacy brand, and that’s something that doesn’t happen overnight. Since 1933, *Our State* has been the trusted source for all things North Carolina. When you align your brand with *Our State*, you are surrounded by a legacy of intense subscriber loyalty and adoration. This passion translates into an atmosphere of enormous credibility, trust, and belief in *Our State* and, by association, your company.

The *Our State* brand goes beyond the award-winning pages of the magazine with travel opportunities, special events, the Our State Store, and our digital presence.

FRONT COVER: EMILY CHAPLIN & CHRIS COUNCIL; BACK COVER: EMILY CHAPLIN & CHRIS COUNCIL; TIM ROBINSON



PHOTOGRAPH BY MATT HULSMAN

AUDIENCE

Our State readers are affluent, passionate, and loyal.

- PAID SUBSCRIBERS: 185,000+
- AVERAGE MONTHLY PRINT RUN: 220,000+
- TOTAL READERSHIP: 1,117,000+
- AVERAGE AGE: 56
- FEMALES: 62%, MALES: 38%
- AVERAGE HOUSEHOLD INCOME: \$191,342
- GRADUATED FROM COLLEGE: 70%
- HOMEOWNERS: 94%
- SECOND-HOME OWNERS: 22%

Compared to 30.5% in North Carolina.

Our State is enjoyed by more than one million loyal readers each month. That many people would fill the Carolina Panthers stadium more than 15 times.

CIRCULATION & DISTRIBUTION

Our State has the largest paid circulation of any North Carolina magazine and the second-largest paid circulation of any privately published magazine in America. Our State’s consistently strong subscriber renewal rate far exceeds the national average and reflects our readers’ loyalty to and trust in the Our State brand.

TARGETED DISTRIBUTION

Subscribers, select hotels, waiting rooms, festivals, and events around North Carolina.

NORTH CAROLINA VISITOR CENTERS

Each year, more than seven million visitors stop at North Carolina’s welcome centers. Our State is there to greet them, too. With a distinctive counter card and complimentary copies of Our State available at each of North Carolina’s welcome centers, we invite both in-state travelers and out-of-state visitors to explore North Carolina with Our State as the perfect guide.

NEWSSTANDS

Our State is sold on more than 2,700 newsstands across North Carolina, including grocery stores, bookstores, drugstores, airport gift shops, and more.

- Our State continues to grow and prosper as one of the highest-selling newsstand magazines in North Carolina, outselling high-profile national magazines within the state.
- Our State is in the top 6% nationwide for all of the city/ state and regional magazines available to consumers at Barnes & Noble. It is the #1 seller in North Carolina Barnes & Noble stores.
- Our State outsells the Condé Nast, Hearst, and Southern Progress Corporation titles in three of five top-selling North Carolina supermarkets: Harris Teeter, Lowes Foods, and Food Lion. It is #2 in North Carolina sales in Ingles and Walmart stores. Newsstand circulation for Our State continues to grow, with checkout displays in all major supermarkets, bookstores, and natural food retailers.



ACCOLADES

- 2011 FOLIO: Eddie Award for “Best Full Issue: Regional Magazine”
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- 2013 FOLIO: and min Award Honorable Mention for “Best Regional Magazine Event” for the Best of Our State
- 2017 FOLIO: Ozzie Award Honorable Mention for “Consumer App (Native)” for the BEER NC app
- 2017 CRMA Award for Multiplatform Storytelling for the writing, behind-the-scenes photography, and videography for “A Long Way to the Sea”
- 2019 FOLIO: Eddie Award for “City & Regional Podcast” for *Our State’s Away Message*
- 2019 Friends of the UNC Greensboro Libraries Literary Award
- 16 Emmy Awards for the *Our State* television show

Bernie Mann, publisher

- 2003 Charles Kuralt Award winner from the North Carolina Travel Industry Association for his promotion of North Carolina
- 2005 winner of the Award for Service to the Arts Industry from the North Carolina Presenters Consortium
- 2006 Winners Circle Award winner for his contribution to North Carolina’s travel and tourism industry
- December 2012 recipient of the Order of the Long Leaf Pine

Elizabeth Hudson, editor in chief

- 2014 recipient of the Ethel N. Fortner Writer and Community Award, which celebrates contributions to the literary arts of North Carolina
- 2016 Charles Kuralt Award winner from the North Carolina Travel Industry Association for her outstanding efforts to bring positive public attention to North Carolina
- 2019 Professional Achievement Award winner from UNC Greensboro
- 2019 inductee to the North Caroliniana Society
- 2020 Historical Book Award winner from the North Carolina Society of Historians for her published collection of columns



ELIZABETH HUDSON

PORTRAIT BY SARA BRENNAN; PHOTOGRAPH BY THOMAS MOORS





TRAVEL & EVENTS

FESTIVAL AND EVENT PARTNERSHIPS

Throughout the year, *Our State* partners with festivals and events across North Carolina to reach new readers, strengthen current reader relationships, and support North Carolina communities and organizations.

SPONSORSHIP OPPORTUNITIES

Our State's signature events and the Our State Travel Club provide sponsorship and engagement opportunities for *Our State* advertisers. Sponsorships can be tailored to meet your marketing goals and provide unique engagement opportunities with *Our State's* audience.

OUR STATE SPECIAL EVENTS AND TRAVEL CLUB

Our State produces special events and Travel Club excursions to engage readers. From the large-scale annual Best of Our State weekend in January to smaller, boutique events and weekend trips in North Carolina to weeklong tours across the U.S. and beyond, *Our State* connects and engages with readers. These often sold-out experiences strengthen reader loyalty, involvement, and passion — not only for the *Our State* brand, but for *Our State's* advertisers and partners as well.



OPPOSITE: TIM ROBISON; EMILY CHAPLIN & CHRIS COUNCIL, REVIVAL CREATIVES;
THIS PAGE: EMILY CHAPLIN & CHRIS COUNCIL

DIGITAL

Our State has a strong digital footprint with robust offerings and an active and engaging social media presence. *Our State's* various digital platforms allow us to connect with readers on a daily basis and bring them beyond the pages of the magazine with online articles, videos, recipes, travel and event information, quizzes, and more. From email newsletters and paid content to contests and display advertising, *Our State* offers numerous opportunities for advertisers to associate themselves with our extraordinary and trusted brand online. When you buy direct through *Our State*, you work directly with someone on our team, not an algorithm or third-party player, and we know what placements will get you the best results for your goal and budget.



EMAIL NEWSLETTERS

- We Live Here
- Our State* Eats
- Travel & Events
- Home & Garden
- Dining Out
- Arts & Culture
- Outdoors
- Sunday Morning Read
- Travel with *Our State*
- Exclusive Emails



ourstate.com

- Paid Content Articles and Videos
- Contests and Promotions
- Custom Projects
- Display Advertising



SOCIAL MEDIA

Find great stories, photos, and videos across *Our State's* social media channels.



THIS PAGE: EMILY CHAPLIN & CHRIS COUNCIL; OPPOSITE: TIM ROBINSON



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