



# milepost

STUCK HERE ON PURPOSE. OUTER BANKS, NC

## TEN-PLUS YEARS. TEN-PLUS REASONS TO ADVERTISE:

**ONE purpose.** To creatively, collectively capture our quirky Outer Banks community with compelling words and top-notch imagery.

**TWO cents is too little.** Whether it's a one-off editorial concept or your long-term advertising strategy, we'll spend every penny of thought and energy to make sure it counts.

**THREE-to-one.** That's our ratio of editorial content to advertising, so every page is heavy on entertainment value – and light on the number of clients sharing space. (It also makes the whole product look better – see our 2019 Design & Appearance Award below.)

**Three hundred and twenty FOUR distribution points.** Putting small stacks of mags in hundreds of small businesses from Corolla to Hatteras – and tailoring the number to match their foot traffic – makes sure your message gets delivered for maximum impact.

**FIVE hundred.** That's the average number of unread issues we pull back each time – out of 10,000 to 15,000 copies per run. That means 95% of our magazines find a real home.

**SIXteen-dollar subscriptions.** All year long, out-of-state fans reach out to purchase mailed copies. If some random Richmonder “can't stand to miss a single issue,” imagine how dedicated our regular audience is.

**SEVEN North Carolina Press Awards in 2019,** including Best Use of Photographs, top honors for Feature Photography and Illustrations, and 3rd overall in Design & Appearance.

**And EIGHT more NCPA awards in 2020** – including Best Community Coverage, Photo Essay and the Hugh Morton Photographer of the Year Award – plus Best Sports Feature Writing, to boot.

**Seventy-NINE years of making mags.** Our core staff of three boasts nearly eight decades of collective experience – including tenures with top national and international titles like the *OC Weekly*, *The Aspen Times* and *Surfing* magazine – and we pour all that professional design, sales and writing time into every article, ad and working relationship.

**TEN full volumes.** You don't build a successful, post-millennial print brand in a tough digital world by doing it wrong. But just because we're not the raw upstart rag of 2011, we'll never forget what got us started: a commitment to reflecting and celebrating all the elements that keep us “Stuck Here On Purpose.”

**So what's the PLUS?** Just wait and see. Because we have plenty more rags to come. That means more top-notch articles, more hilarious, hare-brained schemes, and more of the plugged-in perspective that's kept *Milepost* the go-to Outer Banks read for locals and visitors since Issue 0.1.

**Wanna get in on the fun?** Contact **Laurin Walker** at 949-275-5115 – or [sales@outerbanksmilepost.com](mailto:sales@outerbanksmilepost.com) – and see how advertising in *Milepost* can help your Outer Banks business. 

## Who Reads Outer Banks Milepost?...

### JADED LOCALS!

"Nice new issue! I can totally relate to those fond memories coming here as a grom. Good perspective and forced me to recall why I live here in the first place!"

— **Jason H.**

### FLAKY VISITORS!

"Really enjoyed your most recent issue — but forgot it at our house down there when I left. Would it be at all possible for you to mail me a copy of Issue 10.2? I would be happy to pay for any mailing fees incurred."

— **Nick P.**

### 'TUDE CONNOISSEURS!

"I loved reading your magazine this week. I found it informative and well written with just the right amount of attitude. Please keep 'em coming." — **Adam S.**

### ACADEMIC EXPERTS!

"I've just retired from teaching all forms of mass communications for the last 30 years. You've got a good thing going with your paper." — **Curt H.**

### CREEPY GATORS!

"We snuck up from the hotspot of Floriduh about 2 weeks ago and I snagged a new issue. Awesome articles, photos, 'toons, ads — a fantastic piece of work."

— **Prescott M.**

### FINE-TOOTHED BEACHCOMBERS!

"I enjoyed reading your magazine, learning, and laughing at all the fun stuff. I look forward to picking up every issue from now on. 'Til then, I'll take this one to the beach and go through it again...maybe I missed something!" — **Linda C.**

### CALCULATING CYNICS!

"My wife brought home a *Milepost* yesterday...very impressive. Rather than finding what I usually do, which is 90% ads and 10% content, I discovered a collection of well-written, entertaining and informative articles with some tastefully intertwined ads. Congratulations on a job well-done. I could not put it down. And for once I actually looked at some ads too; primarily because of the focus and quality of your publication." — **Ed C.**

## Issues:

### Issue 11.1 (Spring)

Ad/Money In: Jan. 3 • Mag Out: March 1

### Issue 11.2 (Summer)

Ad/Money In: April 4 • Mag Out: May 26

### Issue 11.3 (Fall)

Ad/Money In: July 6 • Mag Out: Aug. 31

### Issue 11.4 (Winter)

Ad/Money In: Sept. 26 • Mag Out: Nov. 16

## Price Per Issue:

Full page	\$1,564.00
1/2 page	\$1,021.00
1/4 page	\$640.00
1/8 page	\$409.00
Back Cover	\$1,802.00
Inside Front Cover	\$1,732.00
Inside Back Cover	\$1,625.00

## Distribution:

Every four months, we strategically place 10,000 to 15,000 copies in 325+ highly frequented, independent businesses to reach locals and visitors from Corolla to Hatteras. And every time we drop a new edition, we pull back fewer than 500 copies — that means at least 95% of all our magazines find happy homes. (P.S. just to make sure no one misses a page, each issue lives online forever at [www.outerbanksmilepost.com](http://www.outerbanksmilepost.com).)

## Sizes & Specs: (Width x Height)

Full page	10.375" x 10.125"
Half page	(V) 5.0625" x 10.125" (H) 10.375" x 4.875"
Quarter page	(H) 5.0625" x 4.875" (V) 2.4375" x 10.125"
Eighth page	(V) 2.4375" x 4.875" (H) 5.0625" x 2.3125"

Outer Banks *Milepost* can provide templates in all sizes.

## Acceptable Formats:

300dpi. PDF or TIFF files only, please. A proof must be supplied for all ads to be 'print ready.'

**No ad?** No worries. *Milepost* can help you craft a compelling message. Contact us for details.

## Editorial Contact:

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**[www.outerbanksmilepost.com](http://www.outerbanksmilepost.com)**

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