

milepost

STUCK HERE ON PURPOSE. OUTER BANKS, NC



ELEVEN-PLUS YEARS. ELEVEN-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 and 2021, including Best Use of Photographs, Community Coverage, and Design & Appearance, plus top honors for Feature Photography, Feature Writing and Illustrations.

Plus 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-point safety check on every issue! No paper cuts! No staple wounds! Guaranteed! (Just making sure you're paying attention.)

ELEVEN 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 — and see how advertising in *Milepost* can help your Outer Banks business.

Who Reads Outer Banks Milepost?...

FUTURE HOARDERS!

"Every year when I visit, I rummage through local stores with hopes of finding different/multiple issues of Milepost. It's honestly one of my favorite things about my vacation." — **Christine A.**

JADED LOCALS!

"Nice new issue! I can totally relate to those fond memories coming here as a groom. 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.**

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 90% ads and 10% content, I discovered a collection of well-written, entertaining and informative articles with some tastefully intertwined ads. I could not put it down. And for once I actually looked at some ads, too." — **Ed C.**

JUDGY PRESS AWARDS PEOPLE!

"One of the most enjoyable pieces I've ever seen. At first I was like, 'No way are they actually using 'WTF.' But then I discovered I was in for a treat! Awesome section! I love walking that fine line sometimes, and this — *this* — is how it's done." — **1st Place, Community Coverage, NCPA, 2021-22**

Issues:

Issue 12.1 (Spring)

Ad/Money In: Jan. 2 • Mag Out: March 1

Issue 12.2 (Summer)

Ad/Money In: April 3 • Mag Out: May 24

Issue 12.3 (Fall)

Ad/Money In: July 3 • Mag Out: Aug. 30

Issue 12.4 (Winter)

Ad/Money In: Sept. 25 • Mag Out: Nov. 15

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.)

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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Find us on Facebook

www.outerbanksmilepost.com

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