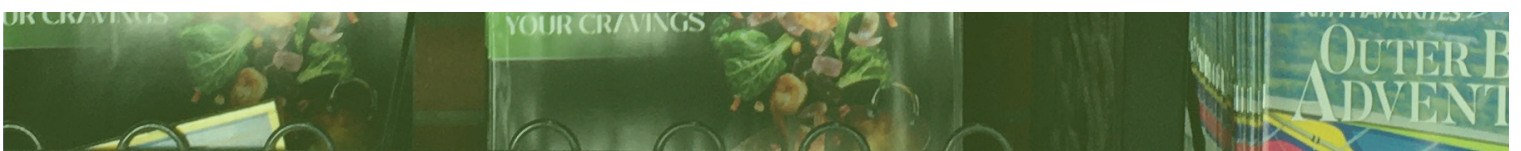




ONE OF THESE MAGS AIN'T LIKE THE OTHERS...



IT COMES WITH LESS GLOSS. More grit. And a driving commitment to making sure each issue stands apart from the pack — and alone on its merits — through inspired imagery, creative copy, and drop-dead design. (Plus the occasional smart-ass cartoon and curse word.) The result is a more honest take on Outer Banks life. One that celebrates our wild local culture in brand new ways — and reaches all readers, whether they're "Stuck Here on Purpose" or "just passing through." That's why, 13 years later, we've got something else nobody can copy: a loyal audience that picks up nearly every damn issue. 📖



Who Reads Outer Banks Milepost?...

ONE-WEEK STANDS!

"I only come down to the Outer Banks for one week each year. Each time I visit I look forward to reading your wonderful newspaper. Thanks for all the work you do, it's a worthwhile effort." — **Emily A.**

WORD SNOBS!

"*Milepost* is the only periodical on the Outer Banks that I actually read. Cover-to-cover good to great writing on relevant and pertinent topics, with a tasteful smattering of ads. Kudos!" — **Ed C.**

LOVEABLE DRUNKS!

"I grab *Milepost* anytime I go south. And then it's always there; at our campground, killing time waiting for the ferry, nursing an almost obligatory hangover, and of course chilling at the beach, etc. Then, it comes home with us as a great souvenir." — **Marc B.**

REFRESHED FLATTERERS

"I must tell you that I think your publication is the most refreshing, insightful and relevant on the Outer Banks. It puts all others to shame (including print AND online). You da best." — **Denise D.**

TIME-TRAVELING ARBITORS OF TASTE!

"Thank you all for providing such an amazing magazine every single issue. To me, it embodies what I first fell in love with when I moved here 28 years ago. In a time where it seems like things are changing at lightspeed, it means everything to be able to find pieces of it here and there — reminders of who I was and where I was going. Thanks for keeping it real!" — **Valerie S.**

SHORT-AND-SWEET DOWN-SOUTHERS

"I LOVE this mag." — **April C.**

Don't just take their word for it. Since 2019, Milepost has received 32 NC Press Association awards, including top honors for Community Coverage, Feature Writing, Photography, Illustrations, and Appearance & Design.

Issues:

Issue 13.1 (Spring)

Ad/Money In: Jan. 5 • Mag Out: March 1

Issue 13.2 (Summer)

Ad/Money In: April 5 • Mag Out: May 22

Issue 13.3 (Fall)

Ad/Money In: July 8 • Mag Out: Aug. 28

Issue 13.4 (Winter)

Ad/Money In: Sept. 25 • Mag Out: Nov. 20

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.

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