

Media & Market	Q3													Q4													
	January				February				March					April				May				June					
	12/30	1/6	1/13	1/20	1/27	2/3	2/10	2/17	2/24	3/3	3/10	3/17	3/24	3/31	4/7	4/14	4/21	4/28	5/5	5/12	5/19	5/26	6/2	6/9	6/16	6/23	
Spot TV																											
Atlanta														125	125	125	125			125	125						
Raleigh														125	125	125	125			125	125						
Greensboro														125	125	125	125			125	125						
Charlotte														100	100	100	100			100	100						
Charleston														100	100	100	100			100	100						
Columbia														100	100	100	100			100	100						
Print																											
Garden & Gun																											
Nat Geo Traveler																											
Travel + Leisure																											
Cooking Light																											
Our State																											
MNI- Elle Décor, Town&Country, Real Simple, Food&Wine																											
Travel Guides																											
Digital																											
Sharethrough																											
TripAdvisor																											
Magnetic																											
Kontera																											
RocketFuel																											
TheKnot																											
Black Mountain																											
Our State																											

▶ MEDIA REACH

SPOT TV REACH

TIER	MARKET	WEEKS LIVE	WEEKLY GRPS	W25-54 POPULATION	REACH %	3+ REACH %	AVG. FREQUENCY
1	Raleigh	6	125	626,513	84.1%	63.9%	8.93
1	Greensboro	6	125	347,904	84.1%	63.9%	8.93
1	Atlanta	6	125	1,367,227	87.3%	67.6%	8.59
1	Charlotte	6	100	615,827	84.5%	61.8%	7.10
2	Charleston	6	100	165,484	81.2%	58.4%	7.38
2	Columbia	6	100	207,582	82.6%	59.8%	7.26
TOTAL				3,330,537			

PRINT REACH

PUBLICATION TITLE	IN-GEO CIRCULATION
Garden & Gun	300,000
MNI: Luxury/Travel (Elle Décor, Food & Wine, Real Simple, Town & Country)	530,040
Our State	206,676
Cooking Light	443,474
Travel & Leisure	199,730
Nat Geo Traveler	340,000
TOTAL	2,019,920

ONLINE REACH

VENDOR	ESTIMATED IMPRESSIONS
Sharethrough	3,637,771
TripAdvisor	2,650,874
Magnetic	19,444,444
Kontera	888,886
RocketFuel	24,475,524
TOTAL	51,097,500

TOTAL MEDIA REACH: 56,447,957