

Media & Market	Q3			Q4		
	July	August	September	October	November	December
Spot TV + Extensions						
Atlanta						
Raleigh						
Greensboro						
Charlotte						
Charleston						
Columbia						
Nashville						
Knoxville						
Cincinnati						
Print						
Garden & Gun		Food Issue		Style & Entertainment		
Nat Geo Traveler		SE Editorial			Travel Photos	
Saveur + Extension				Culinary Travel		
The Knot + Online						
Our State						
Town & Country			Fall Fashion			
Elle Décor			25th Anniversary			
Real Simple			Style Issue			
Food & Wine			City Poll			
Black Mountain						
NC Travel Guide						
Blue Ridge Parkway Directory						

Media & Market	Q3			
	July	August	September	October
Digital				
RocketFuel				
LocalResponse				
TripAdvisor				
Criteo				
Fodors				
New York Times				
ShareThrough				
Quantcast				
RGM				
YuMe				
Yahoo				
Keyword Search (simpleview)				
Google Display (simpleview)				
You Tube TruView (simpleview)				
Facebook Advertising (CVB)				
Streaming Video				
BrightRoll				
Radio				
Radio/Metro Traffic (3.5 Hours Campaign)				
Media Contingency				
Media Contingency				
M&C/Motorcoach Media				
Print Media				

Total Estimated Media Reach: 41,747,733

SPOT TV

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			

DIGITAL

Publisher	Estimated Impressions
Rocketfuel	11,584,615
TripAdvisor	1,669,817
Criteo	N/A – Purchased on a CPC (21,429 est. clicks)
Fodors	1,557,500
New York Times	1,287,000
ShareThrough	1,888,737
Quantcast	6,000,000
RGM	2,500,000
YuMe	2,266,184
Yahoo	4,944,444
Brightroll	2,698,979
TOTAL	36,397,276

PRINT

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