

Reach Visitors | Engage Residents | Attract Newcomers

Publication Overview

Wilmington Today is the premier resource, in print and online, for visitors, residents and newcomers to Wilmington, the beaches and the entire Cape Fear Coast.

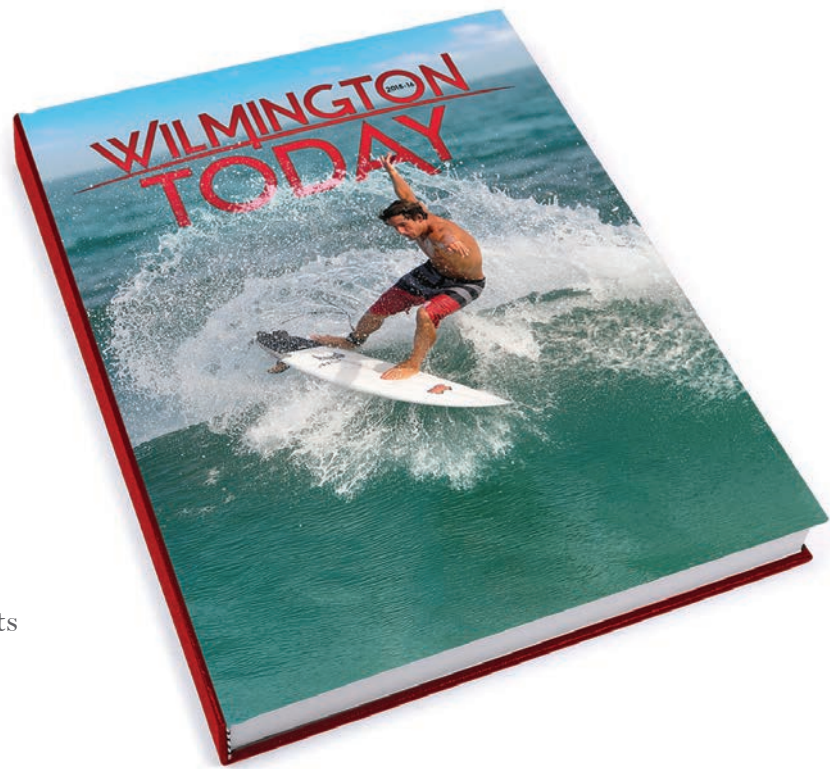
Total Circulation: 15,000 copies per year

Readership: More than 2,000,000 will read and refer to the book year round.

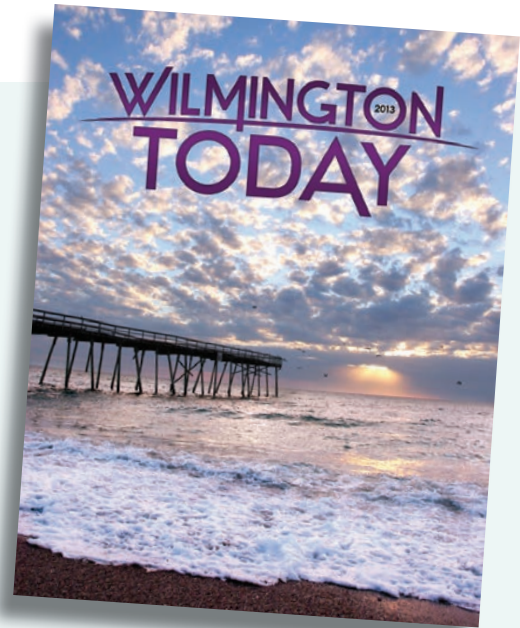
Frequency: Annually

Our Advertisers Reach:

- **An upscale market.**
Readers are affluent visitors and residents with money to spend.
- **Prospective homeowners who are deciding where to relocate.**
Our communities guide is an invaluable tool for them.
- **New and existing residents who need information about their new community.**
They are a motivated audience ready to make purchase decisions, from health care to restaurants to banks, spas, insurance companies, retail shops and financial service companies.
- **More than 2,000,000 readers who will read and refer back to the book year-round.**



Distribution & Readership



Distribution

Location	Copies*
Wilmington	
Lodging, Vacation Rentals	4,100
Wrightsville Beach	
Lodging, Vacation Rentals	1,167
Carolina Beach & Kure Beach	
Lodging, Vacation Rentals	2,216
Figure 8 Island	
Lodging, Vacation Rentals	100
Topsail Island	
Lodging, Vacation Rentals	2,132
Brunswick County	
Lodging, Vacation Rentals	606
Total rooms, cottages and condos	10,321
<i>*includes replacement copies</i>	

High-Traffic Locations	2,442
Bank branches, financial institutions, real estate offices, dental and medical offices, chiropractic offices, physical therapy offices, alternative medical centers and civic groups	
New Residents	1,364
Given to new residents by corporate human resources departments, various newcomer organizations and service clubs	
Retail Sales	510
Sales to bookstores, gift shops, real estate agents, bulk and individual orders	
Advertisers Copies and Reserve	363
Total Circulation	15,000

Readership

In-room readership is based on estimates that each copy will be read by 80 people, based on average occupancy rates and national readership statistics for hotel room guidebooks. Lobby readership is based on two readers per copy per business day. New residents and retail sales are based on three readers per copy per year.

In-room Readership	825,680
Lobby Readership	1,221,000
New Residents, Retail Sales	5,181
Total Readers Per Year	2,051,861

Hotel/Lodging Distribution

Wrightsville Beach Hotels

Seacoast Rentals
Springhill Suites
Homewood Suites
Landfall Residence Inn
Landfall Park Hampton Inn
Holiday Vacations
Wrightsville Ave Waterway Lodges
Seascape Properties
Wrightsville Sands
Bryant Realty
Holiday Inn Resort
The Islander
Shell Island Resort
Carolina Temple
The Sandpeddler
One South Lumina Suites
Summer Sands
Surf Motel & Suites

Figure Eight Island

Figure 8 Realty
Sidbury Rd Figure 8 Properties

Eastwood / New Center / Van Campen

Jameson Inn
Country Inn & Suites
Staybridge Suites
Courtyard Marriott
Holiday Inn Express
Baymont Inn
Comfort Inn
Hampton Inn University Area
Suburban Extended
Fairfield Inn
TownePlace Suites

Wilmington B&B

KOA Wilmington
Angies
The Dames
Port City Guest House
Taylor House
French House
Camellia Cottage
Graystone Inn
Rose Hill
Homewood House
CW Worth House
City Club
Stemmerman's
Front Street Inn
Veranda's
Blue Heaven
Suites on Front

Wilmington Hotels

Best Western Plus WB
Mainstay Suites
Sleep Inn
Red Roof Inn
Rodeway Inn
Budget Inn
Comfort Suites
Travel Inn
Howard Johnson Express
America's Best Inn & Suites
America's Best Value
Carolinian Inn
Super 8 Motel
Red Carpet Inn
Days Inn
Wingate Inn

Downtown

Courtyard Marriott
Hampton Inn Downtown
Embassy Suites (new)
(Convention Center Hotel)
Hilton Wilmington Riverside
Best Western Coastline
Wilmingtonian
Hotel Riverwalk
Hampton Inn Medical Center
Property Plus Carolina

Carolina Beach Hotels

Atlantic Towers
Beach House Inn & Suites
Buccaneer Motel
Carolina beach Inn
Courtyard Marriott
Dolphin Lane Motel
Drifter's Reef Motel
Dry Dock Family Motel
Golden Sands Motel
Hampton Inn
Joy Lee Apartments
Microtel Inn & Suites
North Pier Ocean Villas
Oceaneer Motel
Russo's Motel
Savannah Inn
Sea & Sun Motel
Sea Ranch Motel
Sea Witch Motel
Surfside Motor Lodge
Carolina Beach Best Western

Carolina Beach/Kure Beach Vacation Rentals

Beau Rivage Golf
Blue Water Realty
Bullard Realty
Carolina Beach Realty/Gardner Realty
Intracoastal Vacation Rentals
Jim Rin Realty
Network Real Estate
Palm Air Vacation Rentals
ReMax Realty
SeaCoast Rentals

Kure Beach

Admiral's Quarters
blue Marlin Beach Lodging
By the Pier
Darlings by the Sea
Kure Keys Motel
Moran Motel
Sand Dunes Motel
Sandi Beach Inn
Seven Seas Inn
South Wind Motel

Topsail Island

Access Realty
Treasure Realty
Seward Inn
United Country
Topsail Shores Inn
Quality Inn
Ville Capriani
St Regis
SeaView Fishing Pier
Tiffany's Motel
Looperhead Inn
SeaScape Motel
SeaCoast Properties
Lewis Fealty Rentals
SeaShore Realty Group
TI Rentals
Island Inn
Surf City Welcome
Sea Vita Motel
Breezeway
Sea Path Realty
Starfish Rentals
A Beach Place Realty
Ward Realty
Island Realty
Century 21 Action
Lewis Realty SALES
Topsail Realty
Topsail C of C
Access Realty
Carolina Coast Properties
Seacoast Rentals

What Our Advertisers Say

“Living in a tourist area it is important to be visible and viable to those visiting our area. Thalian Hall as worked with Wilmington Today for many years and the vast majority or our out of town guests mentioned Wilmington Today as how they found out about Thalian Hall. **There is no better way to reach Wilmington visitors, and Wilmington Today is a cornerstone of our marketing effort.**”

- Gary Tucker, Thalian Hall Center for the Performing Arts

“Wilmington Today is an excellent value for year round exposure. **It has been a great resource for all out of town art lovers to find us!**”

- Mary Ann Masucci, Blue Moon Gift Shops

“For many years, **Wilmington Today has been a great value for our advertising dollar.** Their staff is very experienced in helping with your advertising needs.”

- Sherry Tregembo, Tregembo Animal Park

“Within two weeks after the distribution of the 2016 Wilmington Today book to the resort areas, we booked an event on Sanjema II for a wedding proposal. **Our client saw our ad in their suite at a Wrightsville Beach hotel.** That was quick results for our first time advertising in Wilmington Today. We will continue to advertise with them.”

- Keith Taylor, Wilmington Yacht Charters

