WILMINGTON TODAY

REACH VISITORS | ENGAGE RESIDENTS
ATTRACT NEWCOMERS

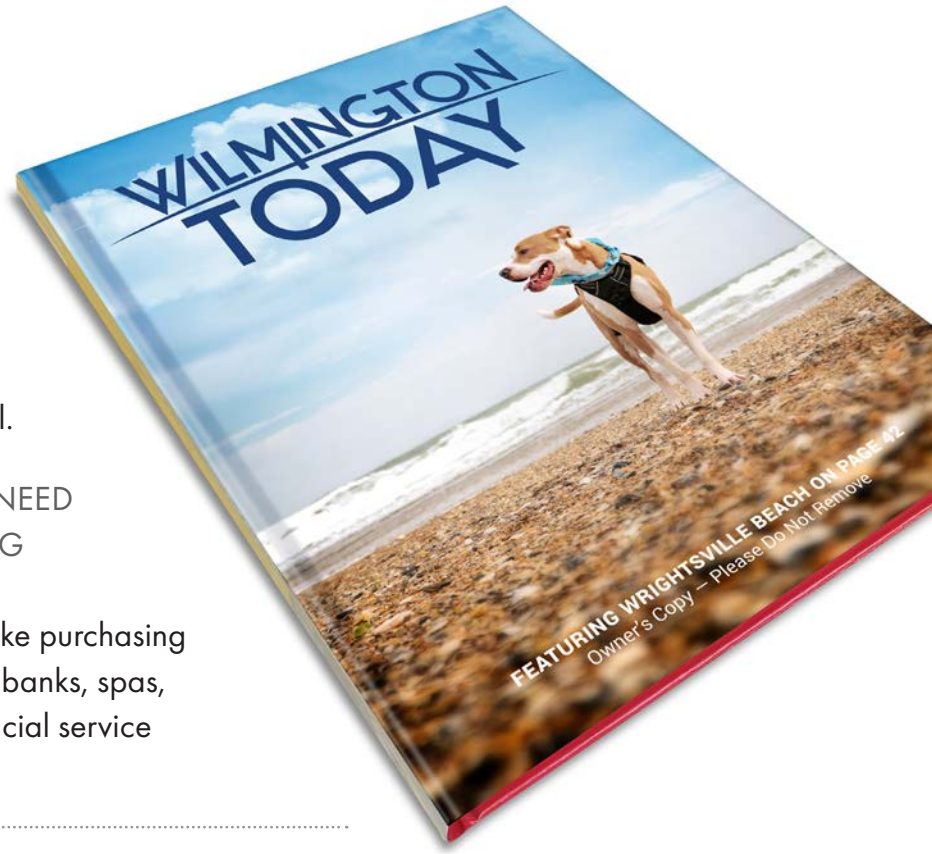
2022-23 **Media Kit**

WILMINGTON TODAY 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.

OUR ADVERTISERS REACH

- AN UPSCALE MARKET.
  Readers are affluent visitors and residents.
- PROSPECTIVE HOMEOWNERS WHO ARE DECIDING WHERE TO RELOCATE.
  Our communities guide is an invaluable tool.
- NEW AND EXISTING RESIDENTS WHO NEED INFORMATION ABOUT THEIR GROWING COMMUNITY.
  They are a motivated audience ready to make purchasing decisions, from health care to restaurants to banks, spas, insurance companies, retail shops and financial service companies.



DISTRIBUTION

CIRCULATION: 35,000 total copies per year

HARD COVER HOTEL ROOM BOOKS: 10,000

SOFT COVER MAGAZINE STYLE COPIES: 25,000

READERSHIP: More than 2,000,000 will read and refer to the book year-round

FREQUENCY: Annually

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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, Surf City & Sneads Ferry Lodging, Vacation Rentals	2,132
Brunswick County Lodging, Vacation Rentals	606
Total rooms, cottages and condos	10,321

**includes replacement copies*

High-Traffic Locations Bank branches, financial institutions, real estate offices, dental and medical offices, chiropractic offices, physical therapy offices, alternative medical centers , coffee shops, restaurants and civic groups	22,233
New Residents/RDU Airport /Tradeshows Given to new residents by corporate human resources departments, various newcomer organizations, local area Chambers of Commerce and service clubs	2,017
Retail Sales Sales to bookstores, gift shops, real estate agents, bulk and individual orders	500
Advertisers Copies and Reserve	250
Total Circulation	35,000

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**

DISTRIBUTION – HOTEL/LODGING

Wrightsville Beach
Seacoast Rentals
Springhill Suites
Homewood Suites
Landfall Residence Inn
Landfall Park Hampton Inn
Holiday Vacations
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
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
Home 2

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
Best Western Plus
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
Holiday Inn Express Medical Center Drive
Holiday Inn Express Porters Neck

Downtown
Aloft
Arrive Hotel
Courtyard Marriott
Hampton Inn Downtown
Embassy Suites
Hilton Wilmington Riverside
Best Western Coastline
Wilmingtonian
Hotel Riverwalk
Hampton Inn Medical Center
Property Plus Carolina
Holiday Inn Express & Suites

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
Jim Ring Realty
Network Real Estate
Palm Air Vacation Rentals
SeaCoast Rentals

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

Topsail Island/Surf City/Sneads Ferry
Access Realty
Treasure Realty
Seward Inn
United Country
Topsail Shores Inn
Quality Inn
Ville Capriani
St Regis
SeaView Fishing Pier
Tiffany's Motel
Loggerhead Inn
SeaScape Motel
SeaCoast Properties
Lewis Realty Rentals
SeaShore Realty Group
TI Rentals
Island Inn
Surf City Welcome Center
Sea Vista Motel
Breezeway
Sea Path Realty
Starfish Rentals
A Beach Place Realty
Ward Realty
Island Realty
Lewis Realty
Topsail Realty
Topsail Chamber of Commerce
Carolina Coast Properties
Seacoast Rentals

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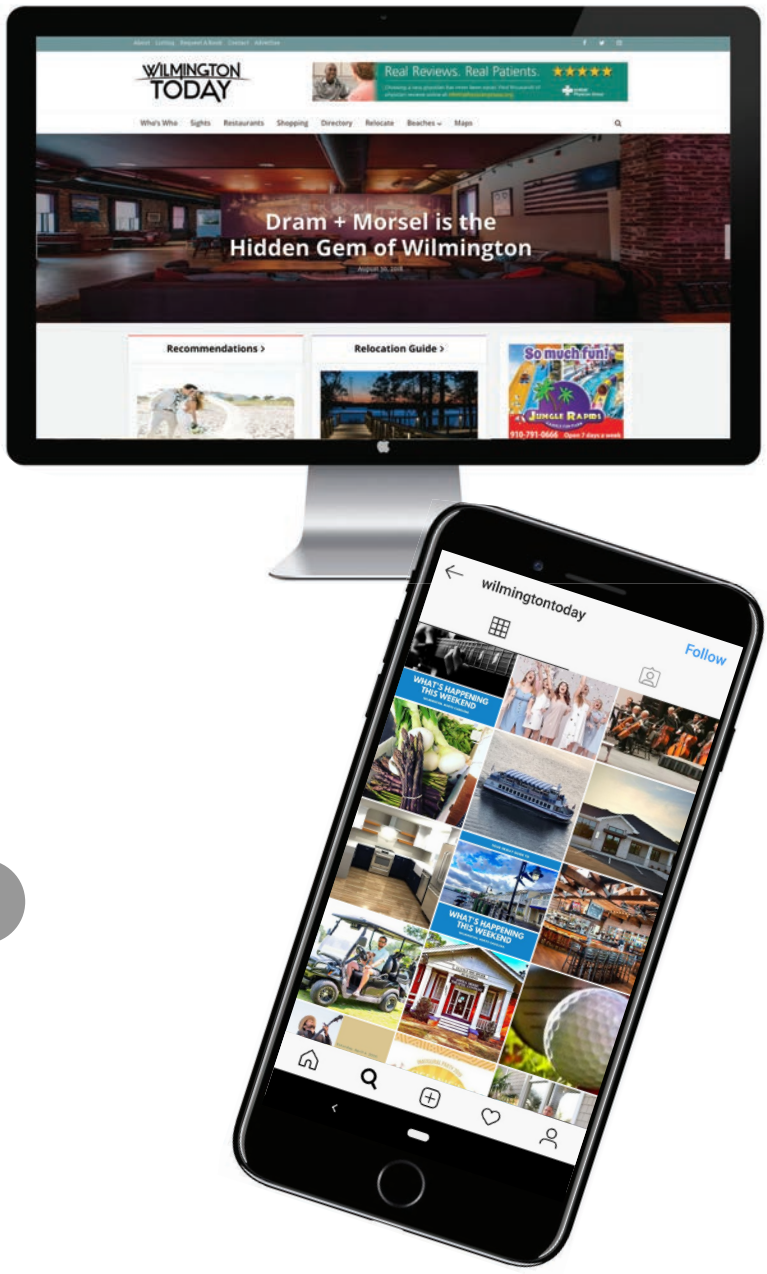
DIGITAL MEDIA



▶ ONLINE AUDIENCE

WilmingtonToday.com is generating steadily increasing traffic and search-engine referrals. Our advertisers benefit from the visibility they receive from banner ads and multiple links on our website. Additionally, editorial and advertorial content that is informative and engaging.

▶ SOCIAL MEDIA

@WilmingtonNCToday
10,000 followers and growing

@wilmingtontoday
30,000 followers and growing

@WilmingtonToday
8,100 followers and growing

WEBSITE ADVERTISING PRICING

For Book Advertisers	Per Month
Featured Advertiser (banner on home page)	
300 x 250 pixels	$300
Section and Location Banners	
300 x 250 pixels	$100
Basic Web Package	
Text Link (advertiser's name in text)	$20
Map Link	$20
Advertiser's Listing Link	$20
Website Advertisers ONLY Package	
(Real Estate and Accommodations only)	$150

Is your target demographic also online? Contact us to learn more about our digital + print packages.

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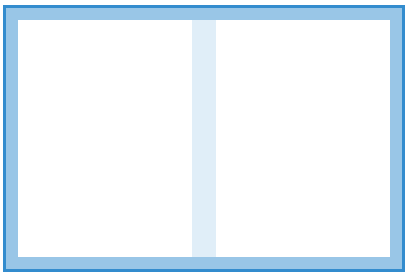
AD SIZES & RATES

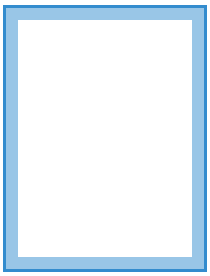


Double Truck*

Two page spread, NON BLEED ... 15.5" x 9.875"

Two page spread with BLEED ..... 17" x 11.375"
Trim Size ..... 16.5" x 10.875"
Live Area..... 15.5" x 9.875"

**Double truck specifications include a 1-inch gutter allowance. If your ad contains an image that crosses the gutter, an 1/8" image repeat on each side of the gutter is recommended.*

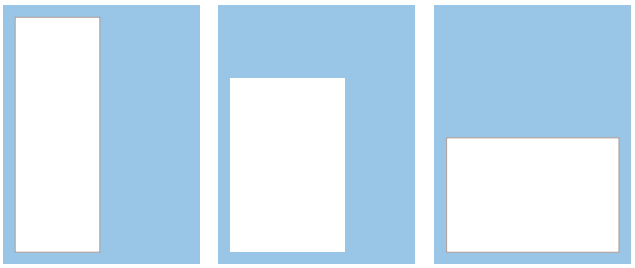


Full Page

Full page, NON BLEED .....7.25" x 9.875"

Full page with BLEED ..... 8.75" x 11.375"
Trim Size ..... 8.25" x 10.875"
Live Area.....7.25" x 9.875"

Half Page

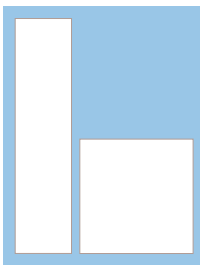


VERTICAL
3.562" x 9.875"

ISLAND
4.812" x 7.3125"

HORIZONTAL
7.25" x 4.812"

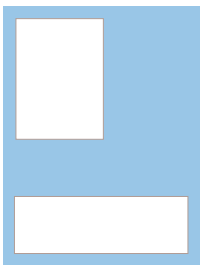
1/3 Page



VERTICAL
2.312" x 9.875"

SQUARE
4.812" X 4.812"

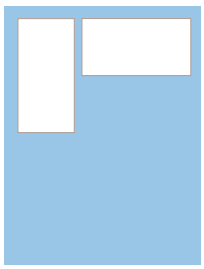
1/4 Page



VERTICAL
3.562" x 4.812"

HORIZONTAL
7.25" X 2.312"

1/6 Page



VERTICAL
4.812" x 2.312"

HORIZONTAL
2.312" X 4.812"

DISPLAY ADVERTISING RATES

Dimensions shown are width x height.

Double Truck (17" x 11.375") $6,995
Full page bleed (8.75" x 11.375") $3,665
Full page non-bleed (7.25" x 9.875") $3,665
1/2 page vertical (3.562" x 9.875") $2,090
1/2 page island (4.812" x 7.3125") $2,090
1/2 page horizontal (7.25" x 4.812") ... $2,090
1/3 page vertical (2.312" x 9.875") $1,655
1/3 page horizontal (4.812" x 4.812") . $1,655
1/4 page vertical (3.562" x 4.812") $1,495
1/4 page horizontal (7.25" x 2.312") $1,495
1/6 page vertical (2.312" x 4.812") $995
1/6 page horizontal (4.812"x 2.312") $995

Premium positions (Full page only)

Inside front cover $4,150
Inside back cover $3,935
Back Cover $4,650
Guaranteed position $3,895

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AD SPECS

TERMS

50% due on contract.
Full payment earns 5% discount

DEADLINES

Space commitment ..... December 18

Completed ads received by..... January 8

Distribution begins ..... Spring

We cannot be responsible for color variations and quality of files submitted not following these guidelines. No advertisements may be canceled 60 days before press date. All finished art is due on or before the material deadline. Please make sure all supplied artwork, including photos, logos and camera-ready ads, are at 300 dpi. Only high resolution, press-quality PDFs in CMYK format with a color proof will be accepted.

SEND ALL MATERIALS TO ART@WILMINGTONTODAY.COM

WHAT OUR ADVERTISERS SAY

"Living in a tourist area it is important to be visible and viable to those visiting our area. Thalian Hall has worked with Wilmington Today for many years and the vast majority of 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

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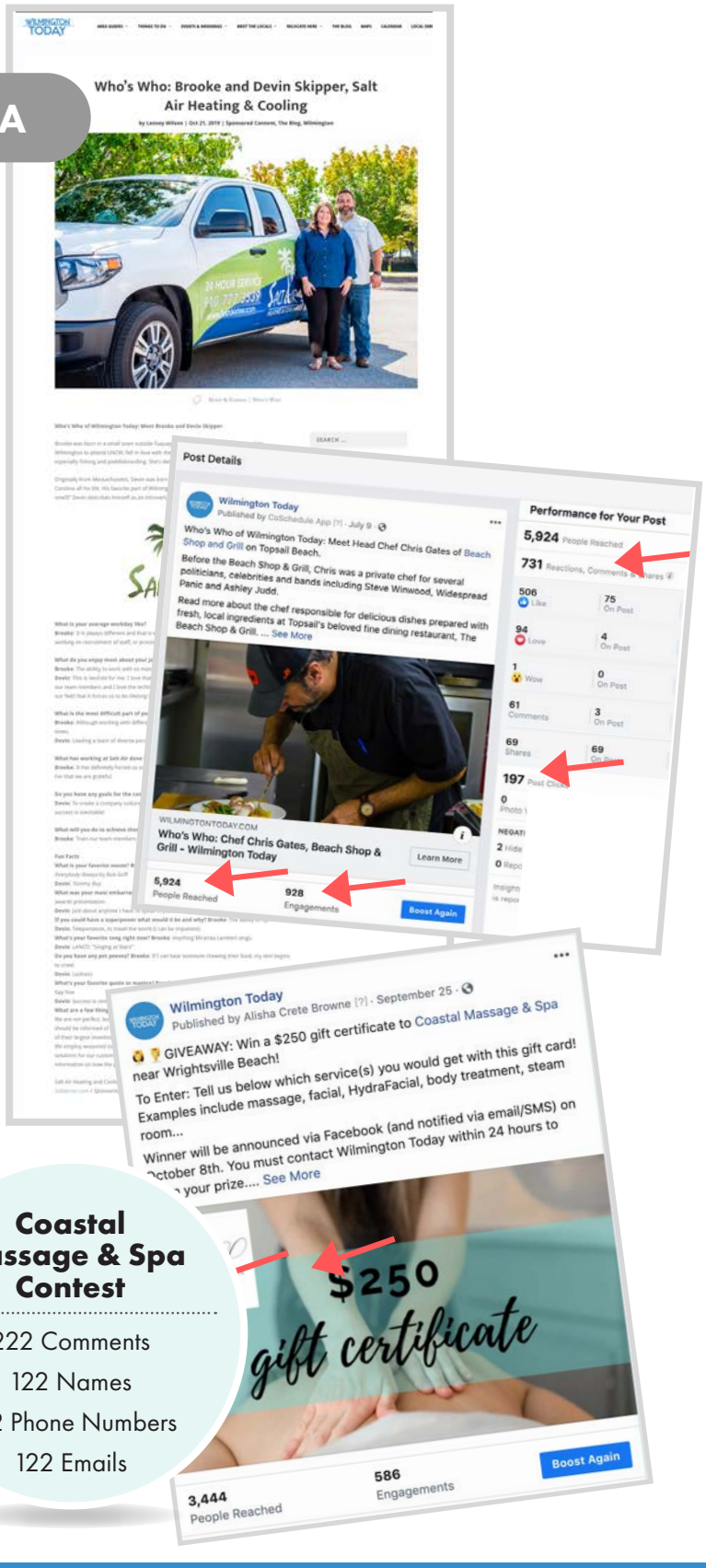
WHO'S WHO OF WILMINGTON TODA

$995 ONLINE / $1795 PRINT

- Photo shoot for website write up and social media posts
- 600+ word write up for website in "Who's Who Section" (interview style)
- Minimum 4 Shares on social media
- Article lives on website indefinitely

REACH PER ARTICLE EXPECTATIONS

- 1,183+ Online Page Views
- 10,000+ Instagram Impressions
- 10,000+ Facebook Impressions



Coastal Massage & Spa Contest

222 Comments
122 Names
122 Phone Numbers
122 Emails

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WILMINGTON TODAY PACKAGES

Advocate Package $2,000

1/3 page ad	$1,665
Advocate bonus	$1,445
Total	~~$3,110~~

SAVINGS: 36%

Payment Options:

Total Paid in Full: $2,000 **(savings of $1,110)**
2 payments of $1,000 within 90 days
4 payments of $555 per month for 4 months
6 payments of $386.67 per month for 6 months
12 payments of $200 per month for 12 months

Influencer Package $3,000

1/2 page ad	$2,090
1/3 page ad in separate section	$1,665
Advocate Bonus	$1,445
Whos Who Article with 6 shares between FB, IG and Twitter	$795
Who's Who Photo Shoot	$200
Total	~~$6,195~~

SAVINGS: 52%

Payment Options:

Total Paid in Full: $3,000 **(savings of $3,195)**
2 payments of $1,500 within 90 days
4 payments of $832.50 per month for 4 months
6 payments of $580 per month for 6 months
12 payments of $300 per month for 12 months

Champion Package $5,000

Full page ad	$3,665
1/2 page ad	$2,090
1/6 page ad	$995
Advocate Bonus	$1,445
Whos Who Article with 6 shares between FB, IG and Twitter	$795
Who's Who Photo Shoot	$200
Blog on site or Instagram story	$695
6 or more social media posits	$600
Total	~~$10,485~~

SAVINGS: 52%

Payment Options:

Total Paid in Full: $5,000 **(savings of $5,485)**
2 payments of $2,500 within 90 days
4 payments of $1,387.50 per month for 4 months
6 payments of $966.67 per month for 6 months
12 payments of $500 per month for 12 months

Mover & Shaker Package $9,000

Double Truck (2 full page ads)	$6,995
1/3 page ad in separate section	$1,665
1/3 page ad in separate section	$1,665
Advocate Bonus	$1,445
Whos Who Article with 6 shares between FB, IG and Twitter	$795
Who's Who Photo Shoot	$200
Blog on site or Instagram story	$695
6 or more social media posts	$600
Social Media Contest	$1,000
12 month rotating banner on home page	$3,600
12 month rotating banner on category page	$1,200
Total	~~$19,860~~

SAVINGS: 55%

Payment Options:

Total Paid in Full: $9,000 **(savings of $10,860)**
2 payments of $4,500 within 90 days
4 payments of $2,497.50 per month for 4 months
6 payments of $1,740 per month for 6 months
12 payments of $900 per month for 12 months

Advocate Bonus — $1,445 value

- Ad Design – 2 rounds of revisions, with supplied photos ($250 value)
- 6 Social Media shares per year across FB, IG, TW. This could be used for events, announcements, etc ($600 value)
- 300 word business write up on WilmingtonToday.com/Directory ($395 value)
- 100 word business write up in Wilmington Today 2020 Edition ($200 value)
- 1 copy of Wilmington Today Book ($18.95 value)

Total value of the above bonus: $1,445