



# MEDIA KIT

Building community and strengthening  
democracy by serving an active,  
thoughtful readership at the local level —  
where the impact of citizen action is greatest.

*Updated January, 2024*

## Mountain Xpress has Reach!

650+ LOCATIONS • 8 COUNTIES

Arden  
Asheville  
Balsam  
Black Mountain  
Brevard  
Burnsville  
Candler  
Canton  
Clyde  
Cullowhee  
Etowah  
Fairview  
Flat Rock  
Fletcher  
Hendersonville  
Horse Shoe  
Leicester  
Maggie Valley  
Marshall  
Mars Hill  
Naples  
Pisgah Forest  
Saluda  
Swannanoa  
Sylva  
Waynesville  
Weaverville  
Webster



AVERAGE AUDITED  
NET CIRCULATION: **20,000+**

*Buy with confidence.  
We're verified!*



We proudly display the Circulation Verification Council Logo to signify that the circulation that we present to advertisers is accurate and verifiable by a reliable third-party source.

# 48,000 Weekly Readers

### DEMOGRAPHIC PROFILE\*

#### AGE

**18-24: 10%**  
**25-34: 15%**  
**35-44: 15%**  
**45-54: 17%**  
**55-64: 19%**  
**65+: 24%**

#### GENDER

**Male: 48%**  
**Female: 52%**

#### EDUCATION

**64%**  
**college educated**

#### INCOME (HOUSEHOLD)

**48%**  
**\$50K/YEAR +**

**76% of readers frequently purchase products or services from ads seen in Mountain Xpress!\***

\* Info from 2022-23 Circulation Verification Council

# Special Issue Planner



## JANUARY 2024

- 03 HUMOR ISSUE
- 10 Mountain Xpress
- 17 Mountain Xpress
- 24 Mountain Xpress
- 31 WELLNESS ISSUE, PT. 1



## FEBRUARY 2024

- 07 WELLNESS ISSUE, PT. 2
- 14 Mountain Xpress
- 21 Mountain Xpress
- 28 Mountain Xpress



## MARCH 2024

- 06 Mountain Xpress
- 13 KIDS ISSUE, PT. 1
- 20 KIDS ISSUE, PT. 2
- 27 Mountain Xpress



## APRIL 2024

- 03 SUSTAINABILITY SERIES
- 10 SUSTAINABILITY SERIES
- 17 SUSTAINABILITY SERIES
- 24 SUSTAINABILITY SERIES



## MAY 2024

- 01 Mountain Xpress
- 08 Mountain Xpress
- 15 NONPROFIT ISSUE
- 22 Mountain Xpress
- 29 Mountain Xpress



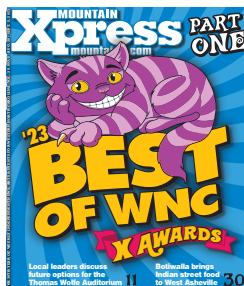
## JUNE 2024

- 05 Mountain Xpress
- 12 Mountain Xpress
- 19 OPEN FOR BUSINESS ISSUE
- 26 Mountain Xpress



## JULY 2024

- 03 VETERAN'S ISSUE
- 10 Mountain Xpress
- 17 BUSINESS-TO-BUSINESS
- 24 Mountain Xpress
- 31 Mountain Xpress



## AUGUST 2024

- 07 Mountain Xpress
- 14 Mountain Xpress
- 21 BEST OF WNC, PT. 1
- 28 BEST OF WNC, PT. 2



## SEPTEMBER 2024

- 04 Mountain Xpress
- 11 Mountain Xpress
- 18 Mountain Xpress
- 25 Mountain Xpress



## OCTOBER 2024

- 02 Mountain Xpress
- 09 WOMEN IN BUSINESS ISSUE
- 16 Mountain Xpress
- 23 Mountain Xpress
- 30 Mountain Xpress



## NOVEMBER 2024

- 06 Mountain Xpress
- 13 NONPROFIT ISSUE
- 20 Mountain Xpress
- 27 Mountain Xpress



## DECEMBER 2024

- 04 GO LOCAL / SPECIALTY SHOPS
- 11 SPIRIT ISSUE
- 18 YEAR IN REVIEW
- 25 [No Issue]



# Annual Standalone Publications

AVAILABLE AT 200+ LOCATIONS



## FIELD GUIDE TO ASHEVILLE

The insider's guide on what to do in Asheville  
and where to find it.

Designed for tourists and visitors.

Sales open Dec. 2023

## EATS & DRINKS GUIDE

Now in its 26th year, this is the go-to dining guide  
for those who seek the many treasures  
of the WNC dining scene.

Sales open Jan. 2024



## BEST OF WNC: POCKET GUIDE

This is the handy, dandy pocket version of our annual Best of WNC Reader's poll.  
In this guide you'll find the best WNC has to offer in everything from yoga instructors  
and bakeries to dentists and craft breweries.

Sales open June 2024



## GIVE!LOCAL GUIDE

This is the guide to Mountain Xpress' Give!Local project. Since its inception in 2015, this project—designed to promote end-of-year giving—has helped to raise over \$1 million for local nonprofits!

Sales open Aug. 2024



## GO LOCAL GUIDE

This joint venture with Asheville Grown highlights the businesses who participate in the Go Local card program. Card-holders can invest in their communities and receive discounts when they patronize participating local businesses.

Sales open Sept. 2024

# Print Ad Rates

(COST PER AD)

CAMPAIGN FREQUENCY	1-3x	4-9x	10x	13x	26x	39x	52x
DISCOUNT		6%	20%	25%	30%	35%	40%
SIZE							
Back Cover	\$2,550	\$2,397	\$2,040	\$1,913	\$1,785	\$1,658	\$1,530
Full Page	\$1,600	\$1,504	\$1,280	\$1,200	\$1,120	\$1,040	\$960
3/4 Page	\$1,280	\$1,203	\$1,024	\$960	\$896	\$832	\$768
Junior Page	\$1,120	\$1,053	\$896	\$840	\$784	\$728	\$672
1/2 Page	\$880	\$827	\$704	\$660	\$616	\$572	\$528
3/8 Page	\$752	\$707	\$602	\$564	\$526	\$489	\$451
1/4 Page	\$480	\$451	\$384	\$360	\$336	\$312	\$288
3/16 Page	\$400	\$376	\$320	\$300	\$280	\$260	\$240
1/8 Page	\$272	\$256	\$218	\$204	\$190	\$177	\$163
1/16 Page	\$160	\$150	\$128	\$120	\$112	\$104	\$96
Can choose Weekly/Consecutive or Bi-Weekly							

## Placement

Ask your Marketing Associate for details.  
Subject to space/layout availability.

## Nonprofits

Advertisers able to document their nonprofit tax status qualify for special rates.  
Ask your Marketing Associate for details.

## Inserts

### \$1400 Open Rate (per issue)

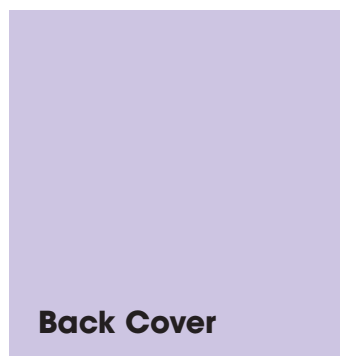
- Pricing refers to 4 tabs or fewer. Please call for pricing on larger inserts
- 26x or more, please call for discount
- 10% discount for nonprofit 501(c)(3) organizations

## Deadlines

- Space Reservation and Art Submission – Thursday, 3 p.m.
- Cancellations and Art Approval – Friday, 3 p.m.  
After cancellation deadline, advertiser is liable for cost of contracted space.
- Prepay on all ads before we go to press.

# Print Ad Sizes

S=Standard • V=vertical • H=horizontal



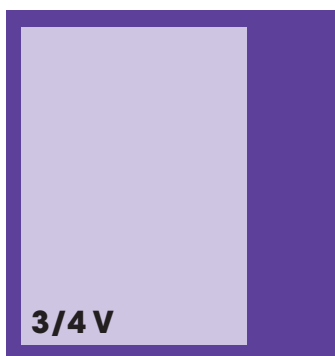
**Back Cover**

9.5" x 11"



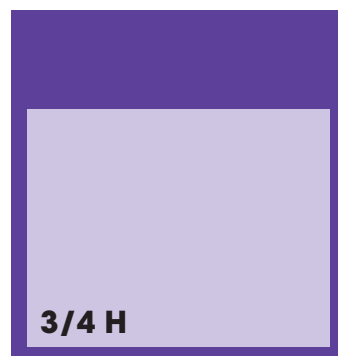
**Full Page**

9.4375" x 10.7298"



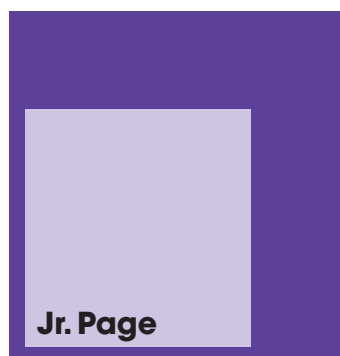
**3/4 V**

7.0469" x 10.7298"



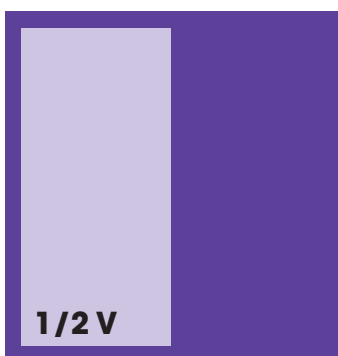
**3/4 H**

9.4375" x 8.0161"



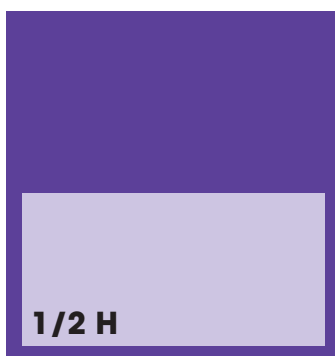
**Jr. Page**

7.0469" x 8.0161"



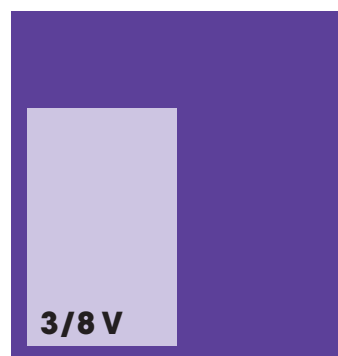
**1/2 V**

4.6563" x 10.7298"



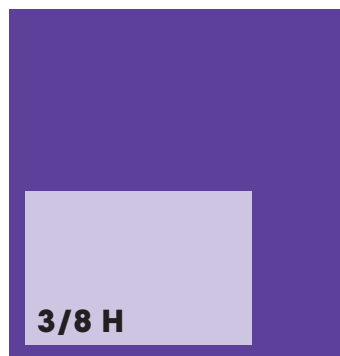
**1/2 H**

9.4375" x 5.3024"



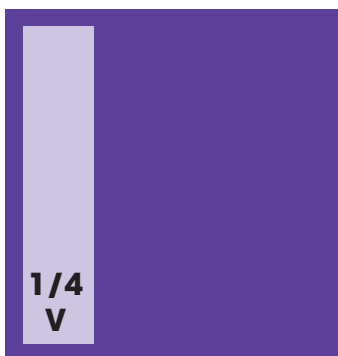
**3/8 V**

4.6563" x 8.0161"



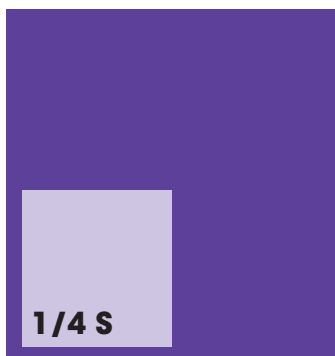
**3/8 H**

7.0469" x 5.3024"



**1/4 V**

2.2656" x 10.7298"



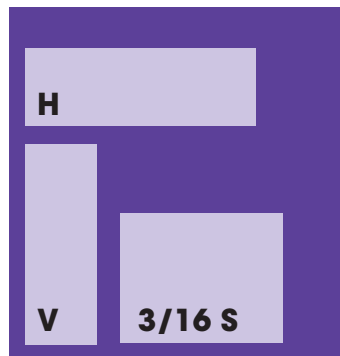
**1/4 S**

4.6563" x 5.3024"



**1/4 H**

9.4375" x 2.5887"

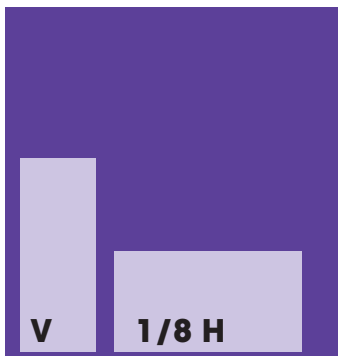


**H**

**V**

**3/16 S**

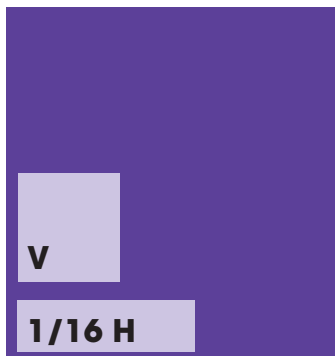
**S:** 4.6563" x 3.9456"  
**V:** 2.2656" x 8.0161"  
**H:** 7.0469" x 2.5887"



**V**

**1/8 H**

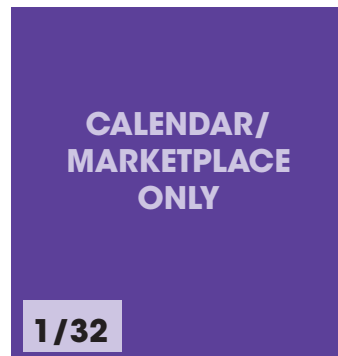
**V:** 2.2656" x 5.3024"  
**H:** 4.6563" x 2.5887"



**V**

**1/16 H**

**V:** 2.2656" x 2.5887"  
**H:** 4.6563" x 1.2318"



**CALENDAR/  
MARKETPLACE  
ONLY**

**1/32**

2.2656" x 1.2318"

# *Be in the know wherever you go.*

COMMUNITY NEWS, CULTURE, & EVENTS COVERAGE AT HOME AND ON-THE-GO

*Pageviews per month*

## 208k+

*Traffic*

**DESKTOP: 44%**

**MOBILE: 53%**

**TABLET: 3%**



*Sitewide Click-Thru*



**AVG. CLICK-THRU RATE**



*Digital Readership*

**FEMALE: 51%**

**MALE: 49%**

**AGE:**

**18-24: 14%**

**25-34: 20%**

**35-44: 23%**

**45-54: 17%**

**55-64: 15%**

**65+: 11%**





# Local Matters Daily Newsletter

18,000+  
Subscribers

40%  
Open Rate

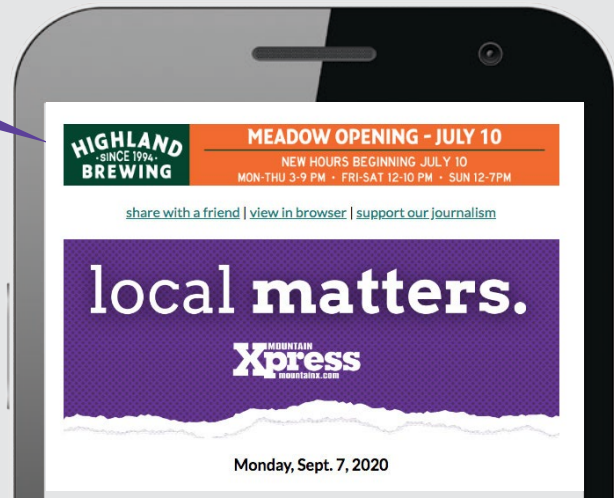
Choose your day  
of the week!  
Mon-Fri

## TOP LEADERBOARD

**\$300/DAY**

**Special: \$1000/5 days -  
the full week**

- Best Position at the top of newsletter
- Live link
- 728 x 90 pixels



## SPONSORED PHOTO FEATURE

**\$250/DAY**

- Premium slot in sponsored section of newsletter

### Option A

Includes headline (8 words),  
square photo (600 x 600 pixels, without writing),  
& description with link (up to 30 words)

### Option B

800 x 300 pixels



Contact us today!  
828-251-1333 x 1  
advertise@mountainx.com

Reservation and materials due by 12pm,  
two days prior to email date



# Digital Ad Rates

## Desktop & Tablet

	WHERE DISPLAYED	R.O.S.	SIZE (pixels)	PRICE
Leaderboard	In header	✓	728 x 90	\$520/week
Exclusive Home Page Banner	In the newsfeed on the homepage only		1200 x 300	\$500/week
Premium Box	Right side of page	✓	300 x 250	\$500/week
Standard Box	Right side of page, further down than the Premium Box	✓	300 x 250	\$250/week
Box Roadblock	Right side of page, serving the Premium Box and Standard Box simultaneously	✓	Two 300 x 250 ads	\$700/week
Premium Banner	Every landing page	✓	540 x 120	\$500/week

## Mobile

	WHERE DISPLAYED	R.O.S.	SIZE (pixels)	PRICE
Mobile Leaderboard	On header of mobile site	✓	320 x 100	\$500/week
Mobile Banner	In newsfeed of mobile site, above the Mobile Big Box		540 x 140	\$250/week
Mobile Box	In newsfeed of mobile site	✓	300 x 250	\$500/week

## Newsletter

	WHERE DISPLAYED	R.O.S.	SIZE (pixels)	PRICE
Top Leaderboard	Top of newsletter		728 x 90	\$300/day \$1000/week
Sponsored Photo Feature	Premium slot in sponsored section of the newsletter		Option A: Photo (264 x 264) + short description  Option B: 800 x 300 ad	\$250/day

## Calendar

	WHERE DISPLAYED	R.O.S.	SIZE (pixels)	PRICE
Side Panel	Side panel of event calendar page		600 x 1000	\$325/week

**R.O.S.** (Run of site): Ad moves with you from page to page throughout the site

## Desktop & Tablet



728 x 90 pixels



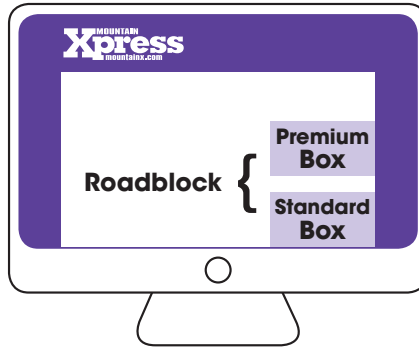
1200 x 300 pixels **homepage only**



300 x 250 pixels



300 x 250 pixels



Two 300 x 250 pixel ads



540 x 120 pixels

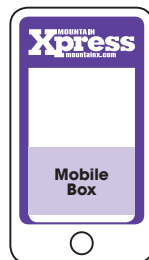
## Mobile



320 x 100 pixels



540 x 140 pixels

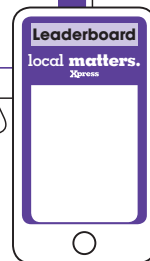


300 x 250 pixels

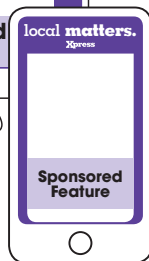
## Newsletter



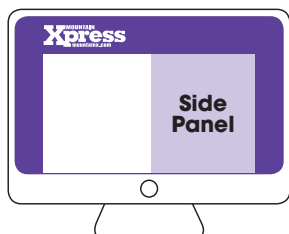
728 x 90 pixels



Sponsored  
content format  
or  
800 x 300 pixels



## Calendar



600 x 1000 pixels

# GIVE! LOCAL

## Product Donations Needed

Since its launch in 2015, Mountain Xpress' Give!Local project has helped to raise over \$1,738,000 for nonprofits in the Asheville area!

**Make your business a part of this worthy project and show your support by becoming a sponsor!**



Everyone who donates \$25 to Give!Local receives a **Coupon Voucher Book.**

**We need coupon offers to fill the book.**



**We also need donations for thank you gifts:**

### Product Samples



### Raffle Prize Items



### Gift Cards



## OUR MISSION

**To build community**  
and strengthen democracy  
**by** serving an engaged,  
thoughtful constituency at the  
local level – where the impact  
of **citizen action** is greatest.  
**We report** on local events,  
regional issues and the area's  
vibrant arts-and-culture scene –  
**independently**, fairly  
and in-depth.

**We** partner with the  
community to **create** an  
ongoing **civic dialogue**.

**We offer** exceptional  
and affordable media  
**opportunities** for local  
businesses, professionals  
and nonprofit groups  
to promote their offerings  
to the community.

## Support Free and Local Journalism

Please pitch in to keep  
**Xpress** strong.



"Honest local journalism is  
fundamental to democracy."

– Jim Samsel

Become a member at  
[SupportMountainX.com](http://SupportMountainX.com)

Serving WNC  
since 1994

