



MEDIA KIT

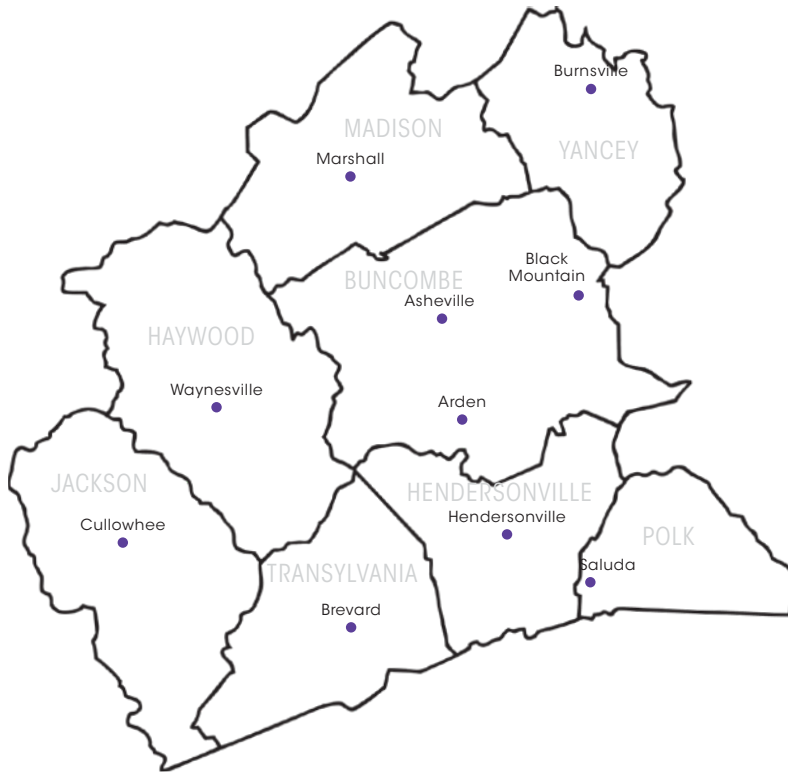
Building community and strengthening democracy by serving an active, thoughtful readership at the local level — where the impact of citizen action is greatest.

Updated 6/6/24

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



JULY 2024

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



FEBRUARY 2024

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



AUGUST 2024

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



MARCH 2024

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



SEPTEMBER 2024

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



APRIL 2024

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



OCTOBER 2024

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



MAY 2024

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



NOVEMBER 2024

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



JUNE 2024

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

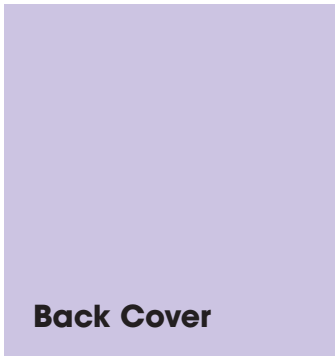
- \$1400 Open Rate (per issue)**
- Pricing refers to 4 tabs or fewer. Please call for pricing on larger inserts
 - 26x or more, please call for discount
 - 10% discount for nonprofit 501(c)(3) organizations

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



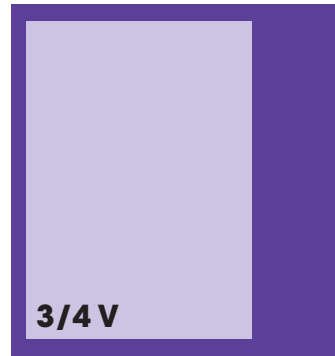
Back Cover

9.5" x 11"



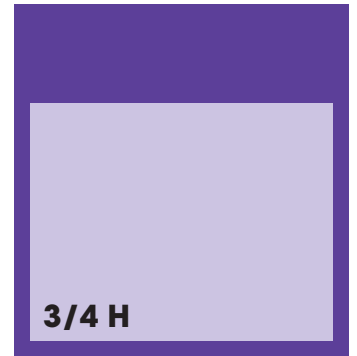
Full Page

9.4375" x 10.7298"



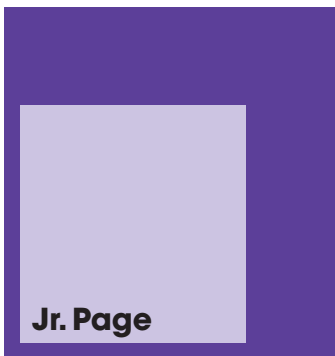
3/4 V

7.0469" x 10.7298"



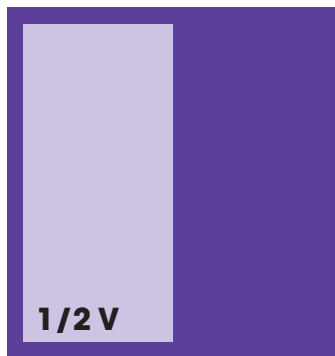
3/4 H

9.4375" x 8.0161"



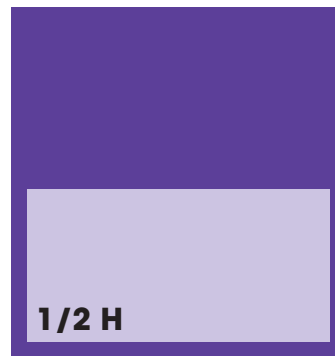
Jr. Page

7.0469" x 8.0161"



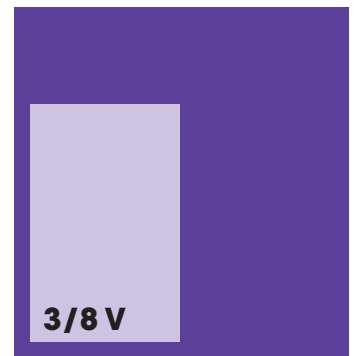
1/2 V

4.6563" x 10.7298"



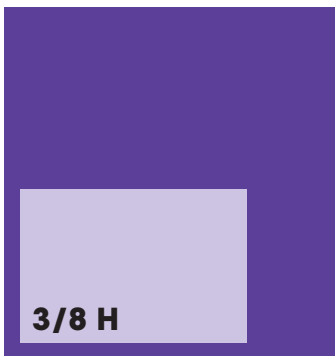
1/2 H

9.4375" x 5.3024"



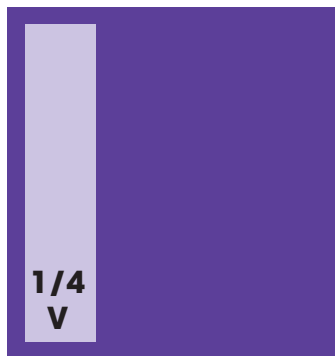
3/8 V

4.6563" x 8.0161"



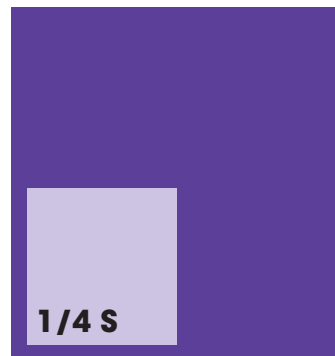
3/8 H

7.0469" x 5.3024"



1/4 V

2.2656" x 10.7298"



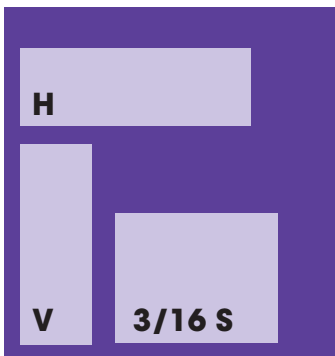
1/4 S

4.6563" x 5.3024"



1/4 H

9.4375" x 2.5887"

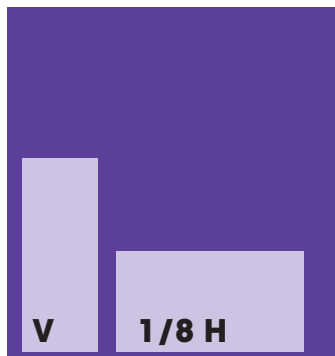


H

V

3/16 S

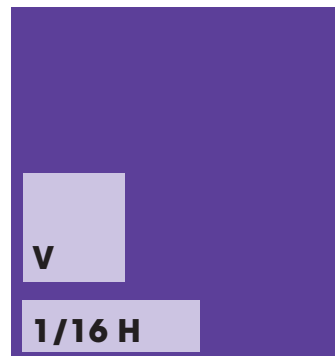
S: 4.6563" x 3.9456"
V: 2.2656" x 8.0161"
H: 7.0469" x 2.5887"



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"



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

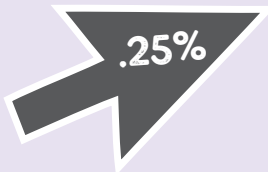
DESKTOP: 44%

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

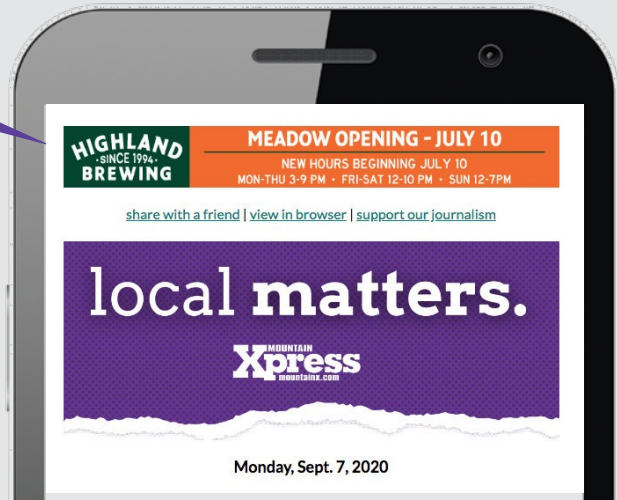
Choose your day
of the week!
Mon-Fri

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 [SOLD]	✓	728 x 90	\$1000/week
Premium Box	Right side of page	✓	300 x 250	\$1000/week
Standard Box	Right side of page, further down than the Premium Box	✓	300 x 250	\$750/week
Box Roadblock	Right side of page, serving the Premium Box and Standard Box simultaneously	✓	Two 300 x 250 ads	\$1500/week
Premium Banner	Every landing page	✓	540 x 120	\$1000/week

Mobile

	WHERE DISPLAYED	R.O.S.	SIZE (pixels)	PRICE
Mobile Leaderboard	On header of mobile site	✓	320 x 100	\$1000/week
Mobile Banner	In newsfeed of mobile site, above the Mobile Big Box		540 x 140	\$1000/week
Mobile Box	In newsfeed of mobile site	✓	300 x 250	\$1000/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

Digital Ad Sizes

Desktop & Tablet



728 x 90 pixels



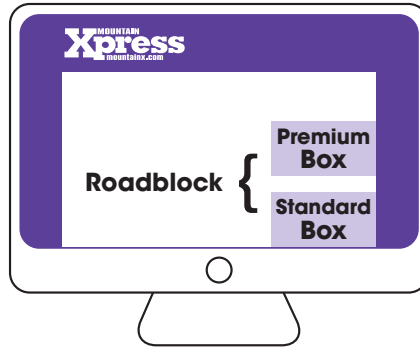
1200 x 300 pixels **homepage only**



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

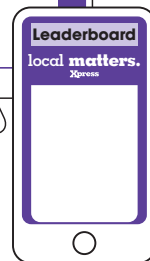


300 x 250 pixels

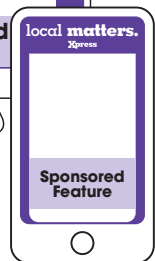
Newsletter



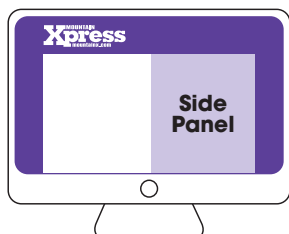
728 x 90 pixels



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

Serving WNC
since 1994

