It’s All About Community.

Since our launch in 1994, Mountain Xpress has been an active partner in growing Asheville from a sleepy, boarded-up mountain town to the booming mecca for small business, tourism, arts, culture, and innovative thought that it has become. Throughout that evolution, Xpress has been committed to covering what matters most locally and serving as a vibrant platform for the dialogue and idea exchange that keeps this community thriving.

Our Mission:

To build community and strengthen democracy by serving an active, thoughtful readership at the local level — where the impact of citizen action is greatest.
**Xpress Readers**

**DEMOGRAPHIC PROFILE**:

<table>
<thead>
<tr>
<th>AGE</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>12%</td>
</tr>
<tr>
<td>25-34</td>
<td>23%</td>
</tr>
<tr>
<td>35-44</td>
<td>31%</td>
</tr>
<tr>
<td>45-54</td>
<td>21%</td>
</tr>
<tr>
<td>55-64</td>
<td>11%</td>
</tr>
<tr>
<td>65-74</td>
<td>3%</td>
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</table>

<table>
<thead>
<tr>
<th>GENDER</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>51%</td>
</tr>
<tr>
<td>Female</td>
<td>49%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HOUSEHOLD INCOME</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>70%: $50K/YEAR+</td>
<td></td>
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</tbody>
</table>

77%: college educated

80% of readers frequently purchase products or services from ads seen in Mountain Xpress!*

* Info from 2018 Circulation Verification Council Survey
Mountain Xpress has Reach!

900+ LOCATIONS • 9 COUNTIES

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

AVERAGE AUDITED CIRCULATION: 22,454

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.

Jeff Fobes: Publisher
publisher@mountainx.com
828-251-1333 x109

Susan Hutchinson: Sales Manager & Acting Distribution Manager
shutchinson@mountainx.com
828-251-1333 x143

* Info from 2018-19 Circulation Verification Council
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)

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

$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)

After cancellation deadline, advertiser is liable for cost of contracted space. BILLING TERMS: All invoices are due and payable 20 days from the date of the invoice. Accounts not paid within 20 days are subject to a 1.5 percent-per-month service charge (18 percent annual rate). AGENCY COMMISSIONS: Rates are noncommissionable (net).
NEW for 2020! MX presents the insider’s guide on what to do in Asheville and where to find it. Designed for tourists and visitors.

**Eats & Drinks Guide**
100,000 copies

Now in its 21st year, this is the go-to dining guide for those who seek the many treasures of the WNC dining scene.

**The Field Guide to Asheville**
70,000 copies

NEW for 2020! MX presents the insider’s guide on what to do in Asheville and where to find it. Designed for tourists and visitors.

**Best of WNC: Pocket Guide**
55,000 copies

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.

**The Give!Local Guide**
42,000 copies

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 $200,000 for local nonprofits!

**The Go Local Guide**
55,000 copies

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

Visit mountainx.com/guides for digital guides!