

## Why advertise with us?

Better content makes the difference. *Triad City Beat's* community-oriented mission and award-winning journalism attract the best readers — the ones with discerning tastes, higher education and income levels, a taste for culture and other aspects of city life as well as an eye on current events. They don't listen to commercial radio; they don't watch TV commercials; and they don't read other weekly newspapers. But they engage with *TCB* in print and online every day.



## Circulation/Readership

### PRINT

- 10,000 copies in more than 500 locations in Greensboro, Winston-Salem, High Point, Kernersville, Jamestown and surrounding areas.
- Guilford: 55%, Forsyth 45%
- Distributed on **Thursdays**, before sundown



### DIGITAL

Website: triad-city-beat.com  
(Source: Google Analytics 2019)

- 131,816 pageviews/month
- 35,474 unique users/month
- 2.8 pages/session
- 26.8% bounce rate
- Automated impression/click report
- **Eblasts: Two a week: The Weekender** (curated events calendar) and **TCB This Week** (headlines)
- 3,000 opt-in subscribers, 19.7% open rate
- Shortlinked ads for tracking

## Demographics

(Source: Google Analytics and Quatcast, 2017. 625,000 pageviews at triad-city-beat.com in 2017)

### AGE

18-24 — 4.91%	45-54 — 23.19%
25-34 — 21.03%	55-64 — 17.71%
35-44 — 22.73%	65+ — 10.43%

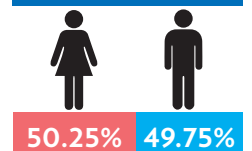
### INCOME

\$50-\$100K 33%
\$100-\$150K 14%
\$150K+ 9%

### INTERESTS

(Source: Google Analytics)  
Media, news, real estate, travel, apparel, food, pets, politics, employment, automotive, education, art, theater, books, technology, home décor, sports.

### GENDER





## PRINT DISPLAY ADVERTISING RATES

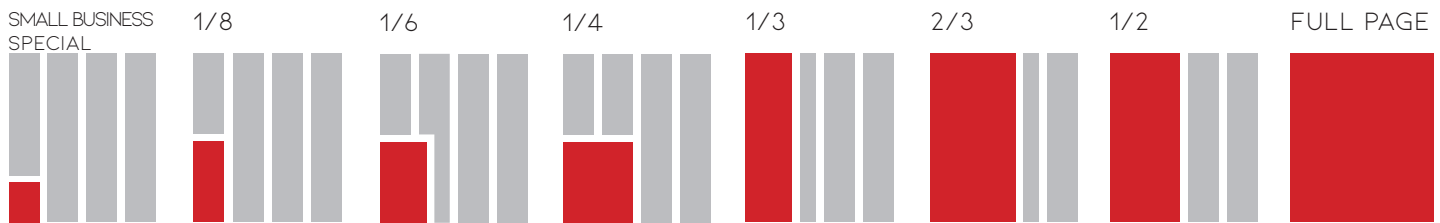
Discounts for small businesses and nonprofits. **Ask about custom ad design.**

**BEST VALUE!**

	Open rate	13 week	26 week	52 week	
Front banner	\$1750	N/A	N/A	N/A	
Back Cover	\$1250	\$1125	\$1050	\$925	<b>GREAT DEAL!</b>
Full page	\$1000	\$925	\$850	\$775	
3/4 page	\$925	\$850	\$775	\$675	
2/3 page	\$875	\$800	\$700	\$600	
1/2 page	\$750	\$650	\$550	\$450	
1/3 page	\$650	\$550	\$450	\$350	
1/4 page	\$400	\$350	\$275	\$200	
1/6 page	\$275	\$225	\$175	\$150	
1/8 page	\$200	\$150	\$100	\$75	<b>Small Business Special</b>

Prices are net, per week.

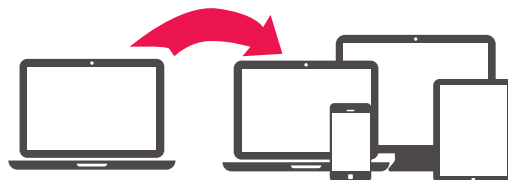
SBS Prepaid — Six week minimum \$50



### EMAIL BLAST

Two e-blasts a week, one for events and one for news, 3,000+ opt-in subscribers

Billboard: \$250 | Banner: \$175 | Large Tile: \$125



### DIGITAL ads on triad-city-beat.com

Four sizes of ads optimized for desktop and mobile, with weekly CTR reports

**\$400/week**  
**\$1000/month**

### ALSO AVAILABLE

PRESS RELEASES – GUEST POSTS – SPONSORED CONTENT

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