

Local since 2014

# Triad CityBeat

WINSTON-SALEM, HIGH POINT, GREENSBORO



## 2022 MEDIA KIT

<https://triad-city-beat.com/>

## ABOUT

News from an informed perspective. Relevant cultural coverage. Opinion that pushes back. A great paper attracts great readers. And nobody does it like *Triad City Beat*.

## AUDIENCE

### GENDER

- Male — 49%
- Female — 51%

### AGES

- 18-20 — 5%
- 21-24 — 8%
- 25-29 — 13%
- 30-34 — 10%
- 35-39 — 11%
- 40-44 — 12%
- 45-49 — 10%
- 50-54 — 11%
- 55-59 — 6%
- 60-64 — 6%
- 65+ — 8%

### HOUSEHOLD INCOME

- \$0-\$50k — 32%
- \$50-\$100k — 35%
- \$100-\$150k — 18%
- \$150k+ — 15%

### ETHNICITY

- White — 71%
- Black — 25%
- Other — 4%

### INTERESTS

- News, business, education, food & drink, arts & entertainment, government, careers

## PRINT REACH

- 6,000 papers at more than 200 distribution points in Greensboro (45%), Winston-Salem (40%), High Point (15%).

## DIGITAL REACH

- Users: 473,244
- Pageviews: 1,368,882
- Bounce rate: 1.56%
- Ad impressions: 11.82 million
- Sitewide CTR: .12
- Domain authority: 62

## SOCIAL MEDIA



[instagram.com/triad\\_city\\_beat](https://www.instagram.com/triad_city_beat)  
| FOLLOWERS: 7,568 (Feb. 2022)



[facebook.com/triadcitybeat](https://www.facebook.com/triadcitybeat)  
| FOLLOWERS: 16,853 (Feb. 2022)



[@triad\\_city\\_beat](https://twitter.com/triad_city_beat)  
| FOLLOWERS: 6,855 (Feb. 2022)

## AFFILIATIONS



## EDITORIAL CALENDAR

Paper Published Weekly

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1/6/22	2/3/22	3/3/22	4/7/22	5/5/22	6/2/22	7/7/22	8/4/22	9/1/22	10/6/22	11/3/22	12/1/22
1/13/22	2/10/22	3/10/22	4/14/22	5/12/22	6/9/22	7/14/22	8/11/22	9/9/22	10/13/22	11/10/22	12/8/22
1/20/22	2/17/22	3/17/22	4/21/22	5/19/22	6/16/22	7/21/22	8/18/22	9/15/22	10/20/22	11/17/22	12/15/22
1/27/22	2/24/22	3/24/22	4/28/22	5/26/22	6/23/22	7/28/22	8/25/22	9/22/22	10/27/22	11/23/22	12/22/22
		3/31/22			6/30/22			9/29/22			12/29/22

## Our Readers Say:

" fun lil quote "  
-READER NAME

" fun lil quote "  
-READER NAME

" fun lil quote "  
-READER NAME

" fun lil quote "  
-READER NAME

" fun lil quote "  
-READER NAME

# SERVICES & RATES

## PRINT ADS

**Single Issue Pricing** (Bundle and volume discounts available)

- Full page: \$950
- 3/4 page: \$750
- 2/3 page: \$675
- Half page: \$600
- 1/3 page: \$400
- 1/4 page: \$250
- 1/6-page: \$200
- Back page: \$1200
- Front-page banner: \$650
- Double-truck: \$1800

## DIGITAL ADS

- **All digital campaigns include a 3-ad suite:** large tile, billboard, wide skyscraper, with weekly CTR reporting.
- **Digital Suite Price: \$200/week.\***

## SPONSORED CONTENT

**Print/Digital/Social for \$995**

- Print: 650-word "sponsored content" story in the paper w/photo
- Digital: Article posted forever on triad-city-beat.com
- Social: Cross posted to Facebook and Instagram

## PRESS SERVICES

Post your press releases, guest posts and content at TCB Press Services website (pressservices.com)

- Unlimited posts for one year: \$1500
- Monthly rate, unlimited: \$200
- Individual post: \$50

## NEWSLETTERS

**The Weekender and TCB This Week:** 8,000+ opt-in subscribers, 15% open rate

- **Newsletter Display Advertising:** Billboard ad, \$250/week (includes both emails)
- **Newsletter Sponsorship:** Display ad plus sponsor content, \$850/month
- **Sponsored Email:** Just your content (Tuesdays only), \$650

## SOCIAL MEDIA



**facebook.com/triadcitybeat**

Facebook Sponsored Post: \$100



**instagram.com/triad\_city\_beat**

Instagram Story/Post: \$150