

SINCE 2014

Triad CityBeat

WINSTON-SALEM, HIGH POINT, GREENSBORO



2023 MEDIA KIT

ABOUT

News, culture and opinion from the Triad without fear or favor since 2014. A great paper has great readers. And nobody does it like *Triad City Beat*.

AUDIENCE Source: Quantcast September 2022

GENDER

- Female: 52.1%
- Male: 47.9%

AGES

- 18-24: 11.06%
- 25-34: 19.67%
- 35-44: 24.68%
- 45-54: 20.61%
- 55-64: 14.10%
- 65+: 9.88%

EDUCATION

- No college: 36%
- College: 46%
- Grad School: 18%

HOUSEHOLD INCOME

- \$0-\$50k: 33%
- \$50-\$100k: 34%
- \$100-\$150k: 20%
- \$150k+: 13%

ETHNICITY

- White: 74%
- Black: 19%
- Other: 7%

INTERESTS

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

PRINT REACH

- 6,000-10,000 papers at more than 225 distribution points in Greensboro (45%), Winston-Salem (40%) and High Point (15%)
- SOURCE: Google Analytics

DIGITAL REACH Source: Google Analytics

WEBSITE

- Unique Users: 444,161
- Pageviews: 1.366 million
- Ad impressions: 16.1 million
- Sitewide CTR: .05
- Domain Authority: 62

NEWSLETTER

9,800+ opt-in users and growing!
27% open rate
1.3 CTR — hundreds of clicks per week

AFFILIATIONS



SOCIAL MEDIA



[instagram.com/triad_city_beat](https://www.instagram.com/triad_city_beat)

| FOLLOWERS: 8k+



[facebook.com/triadcitybeat](https://www.facebook.com/triadcitybeat)

| FOLLOWERS: 17k+



[@triad_city_beat](https://twitter.com/triad_city_beat)

| FOLLOWERS: 7k+

EDITORIAL CALENDAR

Paper Published Weekly

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

SERVICES & RATES

BUNDLE DISCOUNTS AVAILABLE

PRINT ADS

Single Issue Pricing [discount on multiples]

- Full page: 1200
- Double-truck: 2200
- Back page: 1500
- Front-page banner: 2000
- 3/4-page: 1000
- 2/3-page: 900
- 1/2-page: 800
- 1/3-page: 600
- 1/4-page: 500
- 1/6-page: 300

WEBSITE ADS

Three-ad suite at triad-city-beat.com [400/week]

- Billboard, large tile, wide skyscraper
- CTR Reporting on demand

NEWSLETTER

Display ads on 3 weekly newsletters [250/600]

- **Monday Mix** (news), **The Weekender** (events), **TCB This Week** (news)
- 9,800+ opt-in subscribers, 23% open rate, 1.2% CTR
- Billboard ads (970x250)

SPONSORED CONTENT

Print/Digital/Social [1200]

- Print: 650-word article w/photo
- Digital: Article posted forever on triad-city-beat.com w/links
- Social: Cross-post to Facebook and Twitter

Dedicated email [650]

- 2 per week: Tuesday mornings/Wednesday evenings
- Your content/links to our master list (9,800+, 23% open rate)

Newsletter sponsorship [1200/month]

- A note about your organization at the header of all three weekly emails, w/links and a billboard ad (970x250)

DIRECT MAIL

Beyond Mail is a marketing based solution that is designed to seamlessly track the effectiveness of your direct mail campaign while enhancing results through the integration of digital platforms like Google, Facebook, Instagram and Informed Delivery. Custom quotes based on quantity.

PRESS SERVICES

Post your press releases and other content at TCB Press Services website: pressservices.triad-city-beat.com

- 85 per post
- Monthly rate (unlimited): 250
- Unlimited posts for one year: 1500

SOCIAL MEDIA



facebook.com/triadcitybeat

Facebook Sponsored Post: \$200



instagram.com/triad_city_beat

Instagram Story/Post: \$250

AUDIENCE EXTENSION

Place Web ads on sites across the internet using programmatic tactics.

Custom quote based on campaign goals.

- Geo Fencing
- Geo Targeting
- Keyword Retargeting
- Site Retargeting
- Audience Curation