

2024 MEDIA KIT

SINCE 2014

The People's Paper
triad-city-beat.com

Triad CityBeat

GREENSBORO WINSTON-SALEM HIGH POINT



The People's Paper! Triad news, culture and opinion for everyone since 2014. A great paper has great readers. And nobody does it like Triad City Beat.

Triad CityBeat

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AUDIENCE

(Oct. 2022-Oct. 2023, source: WordPress stats)

625,117

Total number of unique
monthly visitors

1.83M

Total number of
pageviews

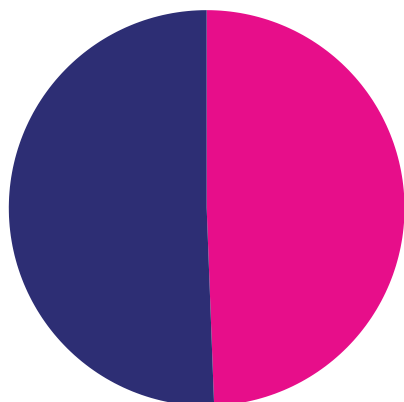
22M

Total number of ad
impressions

.06

Sitewide CTR

GENDER



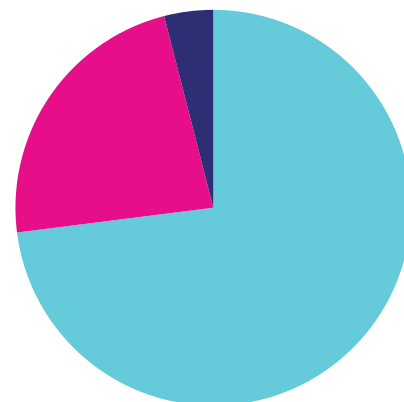
● Female: 50.6%
● Male: 49.4%

COLLEGE EDUCATION



● No college: 34%
● College: 45%
● Grad School: 21%

ETHNICITY



● White: 73%
● Black: 23%
● Other: 4%

HOUSEHOLD INCOME



● \$0-\$50k: 33%
● \$50-\$100k: 34%
● \$100-\$150k: 17%
● \$150k+: 16%

AGE



● 18-24: 8%
● 25-34: 17%
● 35-44: 27%
● 45-54: 25%
● 55-64: 15%
● 65+: 8%

Triad CityBeat

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REACH THEM IN PRINT!

For more than a century, print media has been delivering high-quality, tactile impressions to eager readers. We deliver 6,000-10,000 papers at more than 225 distribution points in Greensboro (45%), Winston-Salem (40%) and High Point (15%).

PRINT ADS*

Single-issue pricing

Full Page \$1600	Double-Truck \$3000	Back Page \$2000	Front-Page Banner \$2500	3/4 Page \$1350
2/3 Page \$1250	1/2 Page \$1200	1/3 Page \$900	1/4 Page \$750	1/6 Page \$500

EDITORIAL CALENDAR [Every Other Week]

·Jan. 11 [Legislative
Issue], 26 [Pri Guide]
·Feb. 8, 22
·March 7, 21
·April 4, 18

·May 2, 16, 30
·June 13, 27
·July 11, 25
·Aug. 8, 22
·Sept. 5, 19

·Oct. 3, 17 [Election
Guide, 31
·Nov. 14, 28
·Dec. 12, 26

REACH THEM AT OUR WEBSITE

Millions of impressions a month to a highly localized audience. Web campaigns come in a 3-ad suite: Billboard, large tile, wide skyscraper. CTR Reporting on demand.
\$800/week*

REACH THEM THROUGH EMAIL

Place a large ad on our newsletters, sponsor our weekly emails or create a dedicated email of your own

·**6,500+** opt-in users and growing!
·**38%** open rate
·**1.2 CTR** — hundreds of clicks per week

NEWSLETTER ADS

Three newsletters/week: Monday Mix (news), The Weekender (events), TCB This Week (news). 6,500+ opt-in subscribers, 38% open rate, 1.2% CTR
Billboard ads (970x250), \$400 per email/week, \$900 all three*

NEWSLETTER SPONSORSHIP

A note about your organization at the header of all three weekly emails, w/links
\$1800/month (12-15 emails)

DEDICATED EMAIL

Just your content/links to our master list (6,500+, 38% open rate)
\$800 per newsletter*



OTHER WAYS TO ADVERTISE WITH US

SPONSORED CONTENT

360 degrees of marketing with an article created to your specifications, executed by one of our writers and featured on all of our platforms

- Print:** 650-word article w/photo [\$1500 value]
- Digital:** Article posted forever on triad-city-beat.com w/outbound links [\$750 value]
- Social:** Cross-post to Facebook and Twitter [\$150 value]
- Email:** Dedicated newsletter [\$800 value]

Everything for \$2500* - \$3200 value]

SOCIAL MEDIA

Post your news through our social media channels
(Data as of Nov. 2023)

Instagram: 9.5k+ followers

\$300 per story

Facebook: 17k+ followers

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

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.

*Bundle discounts available