

HIGH COUNTRY

WEDDING GUIDE™

2023 MEDIA KIT



A COMPREHENSIVE GUIDE TO GETTING MARRIED IN THE HIGH COUNTRY

High Country Wedding Guide is the essential resource for saying “I do” in the High Country. Published annually, each complimentary issue is full of real-life inspiration and details on top-notch vendors servicing the area. Gorgeous featured weddings, a Venue Guide, advice and ideas from local experts, and a curated Vendor Directory have helped countless brides make confident choices when planning their dream wedding in the High Country. The guide is found throughout the seven-county region of North Carolina known as the High Country and delivers to a readership that reaches far beyond.

PUBLISHED BY GULFSTREAM COMMUNICATIONS
IN A MARKETING ALLIANCE WITH HIGH COUNTRY EVENT PROFESSIONALS

(828) 210-5030 | HighCountryWeddingGuide.com

DISTRIBUTION / READERSHIP

- Minimum 2,500 copies printed.
- Distributed in more than 100 High Country businesses, including wedding venues, restaurants, hotels, resorts and tourist attractions.
- Advertisers receive a supply of guides throughout the year to provide to customers and prospective clients.
- Visitors to highcountryweddingguide.com order copies of the guide to assist in their wedding planning.
- Digital Flipbook Edition available for free download to website visitors.
- Brides-to-be and their families from all over the country use the print and digital guides to plan their High Country weddings.

High Country Wedding Guide is available online at:

HighCountryWeddingGuide.com



ENOWEN PHOTOGRAPHY

DIGITAL

In addition to the print publication, the *High Country Wedding Guide* website, **HighCountryWeddingGuide.com**, provides further exposure year-round via our beautifully curated blog. The blog expands on features from the print guide and presents fresh, must-have High Country content.

The print publication and blog work hand in hand with a growing social media presence to share beautiful imagery and content throughout the year.

HIGH COUNTRY WEDDING GUIDE SOCIAL MEDIA PLATFORMS INCLUDE:



FACEBOOK

[FACEBOOK.COM/
HIGHCOUNTRYWEDDINGGUIDE](http://FACEBOOK.COM/HIGHCOUNTRYWEDDINGGUIDE)



INSTAGRAM

[INSTAGRAM.COM/
HCWEDDINGGUIDE](http://INSTAGRAM.COM/HCWEDDINGGUIDE)
2,500+ FOLLOWERS

2,300+

AVERAGE MONTHLY PAGE VIEWS ON
HIGHCOUNTRYWEDDINGGUIDE.COM



IN EVERY ISSUE OF HIGH COUNTRY WEDDING GUIDE

INSPIRED SHOOTS

A collection of articles highlighting the latest trends created and designed by local vendors

VENUE GUIDE

A special section featuring must-have information for premier local wedding venues

REAL WEDDINGS

A collection of our favorite recent weddings in the High Country

VENDOR ADVICE

A variety of articles with pointers on cakes, flowers, food, and more

VENDOR DIRECTORY

Local wedding professionals, venues, services, and more who advertised or contributed to the issue

INTERACTIVE BRANDING

via GulfStream Communications

What can you gain from advertising with GulfStream Communications? From Western North Carolina to the South Carolina coast, you'll gain access to the most lucrative consumer markets across the Carolinas with the *High Country Wedding Guide*, *Charleston*, *Charleston Weddings*, *Grand Strand*, and *WNC* magazines. Brand your company through integrated, expert marketing strategies in print, multimedia, web, and event platforms.

GULFSTREAM PRINT TITLES



Gulfstream Communications is a leading lifestyle multi-media company in the Carolinas. With titles in Charleston, SC, Asheville, NC, and the Myrtle Beach, SC, area, Gulfstream excels in capturing the essence of these areas with relevant content and award-winning design through print, digital, video and event productions.

- City/Regional Publications
- Wedding Publications
- Contract/Specialty Publishing

GULFSTREAM SIGNATURE EVENTS

**LEXUS
CHARLESTON
FASHION
WEEK**
THE EVENTS / 2022

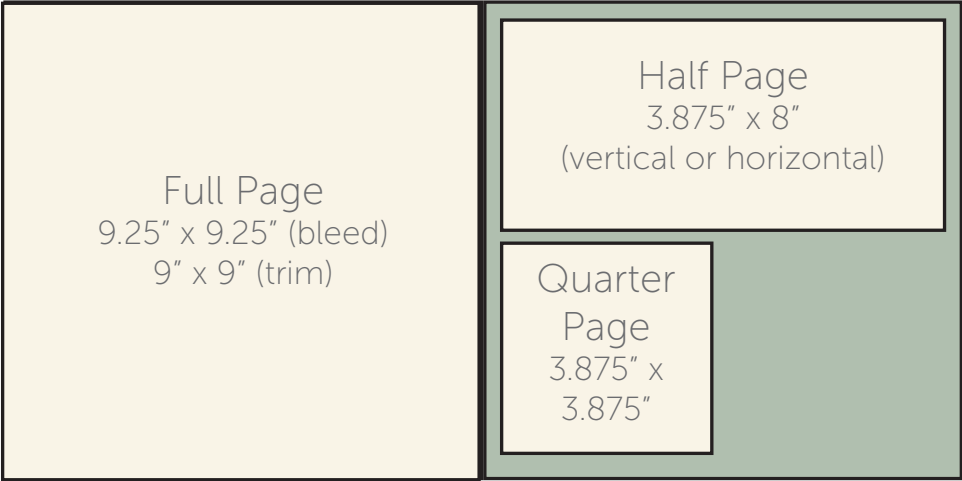
GULFSTREAM ONLINE

HighCountryWeddingGuide.com
WNCmagazine.com
CharlestonMag.com
CharlestonWeddings.com
CharlestonFashionWeek.com



ADVERTISING RATES

Back Cover	\$3,200
Inside Front or Back Cover	\$2,750
Two-Page Spread	\$1,750
Full Page	\$1,100
Venue Guide Ad Package*	\$950
Half-Page Display	\$675
Quarter-Page Display	\$450



- Current High Country Event Professionals’ members receive a complimentary enhanced print vendor directory listing.
- All advertisers receive a preferred vendor listing in the Vendor Directory and online at HighCountryWeddingGuide.com. Preferred print positions are on a space-available basis as determined by the publisher and cost an additional 10%.
- *The Venue Guide ad package includes a full-page ad in the Venue Guide section; inclusion on the Venue Guide Locator Map, Venue Guide Comparison Grid, the print Resource Guide and preferred online vendor listings.

DEADLINES

- Space reservation due by: **SEPTEMBER 15, 2022**
- Artwork due by: **OCTOBER 1, 2022**

*Payment is due within 15 days of space reservation.

AD SPECS

FILE TYPE:
pdf or jpg

COLOR & RESOLUTION:
CMYK, 300 dpi

VENUE GUIDE

For Venue Guide ads, please submit three high quality, 300 dpi images; one horizontal that is at least 9.25" x 4.6" and two verticals that are 2.25" x 2.75". We recommend photos of ceremony sites, reception locations, and beautiful scenery so the bride can envision her wedding at your location.



TO RESERVE AD SPACE: HighCountryWeddingGuide.com/reserve or 828-210-5030