

T R A V E L C A L E N D A R 2 0 1 1



IMAGINE THE PLACES YOU CAN TAKE OUR **READERS!**

:: carolina outdoors

:: cruise

:: romantic places

:: georgia

:: southeast golf

:: myrtle beach

:: nc mountains/tennessee

:: florida

:: coastal south carolina

:: coastal north carolina

:: winter retreats

The News & Observer is the best source for reaching the highly desired markets in central North Carolina known as the Triangle. Each day, every day.

WIDESPREAD EXPOSURE & READERSHIP

News & Observer Readership*
 353,500 weekday readers
 543,700 Sunday readers

Chapel Hill News Distribution:
 39,000 Wednesday
 40,900 Sunday

Triangle Online Network:**
 101,500 daily unique visitors

*Scarborough Research, Raleigh-Durham DMS, April 2009-March 2010
 ** Omniture Site Catalyst, 2010



TRAVEL DEAL OF THE WEEK E-NEWSLETTER

Travel Deal of the Week is sent out to an average of 5,000 weekly subscribers.

- Co-op placement is also available for 2 advertisers per region.
- Travel Deal of the Week needs to include an offer, special, deal or price point.

- RATES:**
- 1-5 weeks: \$370 per week
 - 6 -12 weeks: \$345 per week
 - 13-plus weeks: \$300 per week

- * Weeks bought do not have to be consecutive
- * Maximum 2 week consecutive schedule
- * If consecutive, advertiser must change out creative

E-MAIL BLASTS

E-mail Blasts help your business deliver relevant, informative and personalized messages to your targeted audience. All of our E-mail blasts are sent only to online registered readers who have opted in to this service.

- Newsobserver.com has over 280,600 registered users.
- E-mail Blast contains ONE EXCLUSIVE advertiser, so all eyes on your product or service.
- E-mail recipients are selected by ZIP code, so advertisers can target geographically or by the median household income of a ZIP.
- Limited inventory available each month. Some ZIP codes sell out quickly, so book early!
- We will send your e-mail-ready blast or create one for you.
 (Please allow five business days for production)
- Price is \$60 cpm (cost per thousand) with a minimum purchase of 25,000 targeted recipients per launch. \$250 production/delivery fee per launch.



PUB. DATE	FEATURE	RESERVATION DEADLINE	FORMAT
MARCH			
20	Destination Crystal Coast	3/15/2011	Destinations Shared Page
27	Road Trips & Getaways 2011 Vacation Guide	2/22/2011	Magazine insert
30	Outer Banks E-mail Blast	3/15/2011	Shared Email Blast
APRIL			
3	Destination Cape Fear Coast	3/29/2011	Destinations Shared Page
10	Insert - NC Coast Host	3/8/2011	Shared Insert
10	Destination Myrtle Beach	4/5/2011	Destinations Shared Page
17	Destination Outer Banks	4/12/2011	Destinations Shared Page
24	Destination Crystal Coast	4/19/2011	Destinations Shared Page
26	Outer Banks E-mail Blast	4/12/2011	Shared Email Blast
MAY			
8	Destination Outer Banks!	5/3/2011	Destinations Shared Page
10	National Tourism Week - Visit NC 1st!	5/4/2011	Shared Page
15	Insert - NC Coast Host	3/8/2011	Shared Insert
15	Destination Crystal Coast	5/10/2011	Destinations Shared Page
22	Destination Cape Fear Coast	5/17/2011	Destinations Shared Page
29	Destination Myrtle Beach	5/24/2011	Destinations Shared Page
31	Outer Banks E-mail Blast	5/17/2011	Shared Email Blast
JUNE			
12	Destination Cape Fear Coast	6/7/2011	Destinations Shared Page
19	Destination Myrtle Beach	6/14/2011	Destinations Shared Page
21	Outer Banks E-mail Blast	6/7/2011	Shared Email Blast
JULY			
12	Outer Banks E-mail Blast	6/28/2011	Shared Email Blast
17	Destination Myrtle Beach	7/12/2011	Destinations Shared Page
24	Destination Cape Fear Coast	7/19/2011	Destinations Shared Page
AUGUST			
7	Insert - NC Coast Host	7/7/2011	Shared Insert
14	Destination Outer Banks	8/9/2011	Destinations Shared Page
21	Destination Myrtle Beach	8/16/2011	Destinations Shared Page
SEPTEMBER			
11	Insert - NC Coast Host	7/7/2011	Shared Insert
11	Destination Crystal Coast	9/6/2011	Destinations Shared Page
13	Outer Banks E-mail Blast	8/30/2011	Shared Email Blast
OCTOBER			
9	Destination Crystal Coast	10/4/2011	Destinations Shared Page
NOVEMBER			
13	Holiday Destinations	11/8/2011	Shared Page
DECEMBER			
9	Celebrate New Years!	12/2/2011	Shared Page



IMAGINE THE PLACES YOU CAN TAKE OUR READERS!

In print and online, The News & Observer and The Chapel Hill News reach 668,100 adults. These readers are an attractive audience and love to travel.

51% are men; 49% are women

67% are age 18-54

69% have a household income of \$50,000 or more

75% have a college education

In the past 12 months:

581,700 have taken a domestic overnight trip.

514,000 have stayed at a hotel or motel.

337,300 have taken a domestic air round-trip.

290,900 have visited a museum.

266,900 have attended a professional sports event.

169,600 have attended live theater.

343,200 have visited the North Carolina shore.

206,800 have visited the North Carolina mountains.

194,500 have visited Virginia.

170,400 have visited a theme park.

164,500 have visited Myrtle Beach.

131,500 have visited Charlotte.

122,500 have visited Washington, D.C.

116,800 have visited Florida.

81,800 have visited a casino.

79,800 have visited New York City.

75,800 have visited Atlanta.

63,200 have visited Charleston.

35,300 have visited West Virginia.

16,900 have visited Las Vegas.

~ Scarborough Research, Raleigh-Durham DMA, April 2009-March 2010

DESTINATIONS

A shared page with editorial content about your area.

SHARED INSERT

A preprinted insert shared among advertisers with a common theme

MAGAZINE

Magazine-style periodical publication

SHARED PAGE

A page shared among advertisers incorporating a theme, such as location (ex. Blue Ridge Mountains) or type of product (ex. beach vacation rentals).

FOR MORE INFORMATION

Contact your account executive at 800-849-5389

