

Our State

CELEBRATING NORTH CAROLINA

MEDIA KIT



Our State



Our State magazine celebrates the very best of North Carolina from the mountains to the coast through lively storytelling and stunning photography. In everything we do, *Our State* reflects the state’s natural beauty, nature, nostalgia, food, and destinations—along with the people who bring it all to life. Our stories are always positive, uplifting, and engaging. *Our State* is the perfect source of information for those who’ve lived in North Carolina all their lives, those just becoming acquainted with the state, or those looking to visit or relocate.

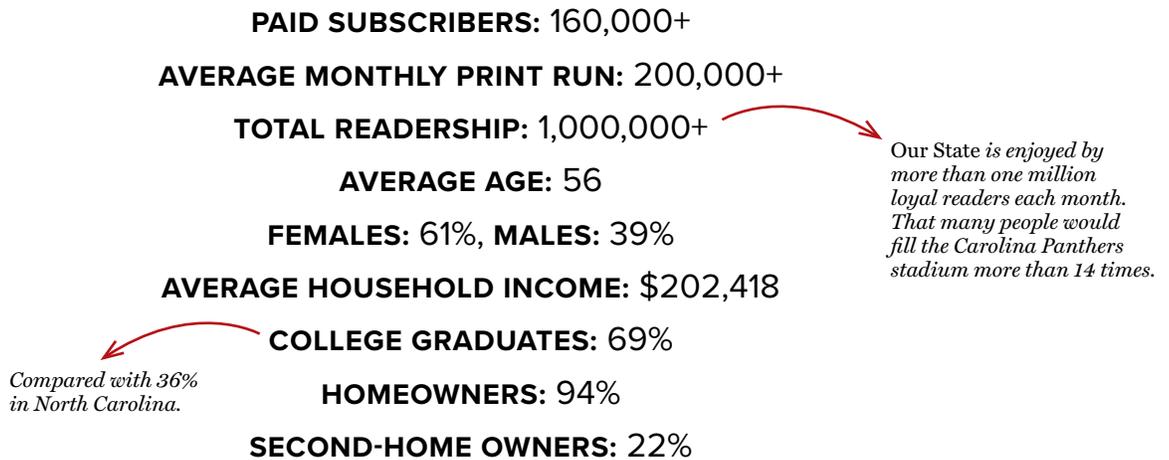
Our State is a legacy brand, and that’s something that doesn’t happen overnight. Since 1933, *Our State* has been the trusted source for all things North Carolina. When you align your brand with *Our State*, you are supported by a culture of intense subscriber loyalty and adoration. This passion translates into an atmosphere of credibility, trust, and belief in *Our State* and, by association, your company.

The *Our State* brand goes beyond the award-winning pages of the magazine with travel opportunities, special events, the Our State Store, and our multimedia presence.



AUDIENCE

Our State readers are affluent, well-educated, and loyal.



CIRCULATION & DISTRIBUTION

Our State has the largest paid circulation of any North Carolina magazine and the second-largest paid circulation of any privately published magazine in the U.S. *Our State's* consistently strong subscriber renewal rate far exceeds the national average and reflects our readers' loyalty to and trust in the *Our State* brand.

TARGETED DISTRIBUTION

Subscribers, select hotels, waiting rooms, festivals, and events around North Carolina.

DIGITAL SUBSCRIPTIONS

In addition to the printed version, *Our State* subscribers enjoy the convenience of receiving a digital issue directly to their email each month. For those who prefer a paper-free option, a digital-only subscription is also available. All subscribers have access to a library of past issues dating back to January 2023.

Our browser-based format ensures seamless access on any device, without downloading an app or creating an account. It is optimized for mobile viewing but also formatted to provide an excellent reading experience on tablets and computers. An audio feature with narration is also available.

NEWSSTANDS

Our State is sold on more than 2,300 newsstands across North Carolina, including in grocery stores, bookstores, drugstores, airport gift shops, and more.

- *Our State* continues to grow and prosper as one of the highest-selling newsstand magazines in North Carolina, outselling high-profile national magazines within the state.
- *Our State* is in the top 3.7% nationwide for all of the city/state and regional magazines available to consumers at Barnes & Noble. It is the No. 1 seller in North Carolina Barnes & Noble stores.
- *Our State* is the No. 1 selling regional title in all Harris Teeter stores. Newsstand circulation for *Our State* continues to grow, with checkout displays in all major supermarkets, bookstores, and natural food retailers.



PHOTOGRAPH BY EMILY CHAPLIN & CHRIS COUNCIL

ACCOLADES

- 17 Emmy Awards for the *Our State* television show
- 2019 Friends of the UNC Greensboro Libraries Literary Award
- 2019 FOLIO: Eddie Award for “City & Regional Podcast” for *Our State’s Away Message*
- 2017 City and Regional Magazine Association (CRMA) Award for Multiplatform Storytelling for the writing, behind-the-scenes photography, and videography for “A Long Way to the Sea”
- 2017 FOLIO: Ozzie Award Honorable Mention for “Consumer App (Native)” for the BEER NC app
- 2013 FOLIO: & min Award Honorable Mention for “Best Regional Magazine Event” for the Best of Our State
- 2012 FOLIO: Eddie Award for “Best Full Issue: Regional Magazine”
- 2011 FOLIO: Eddie Award for “Best Full Issue: Regional Magazine”

Bernie Mann, publisher

- 2022 recipient of the CRMA’s Milton W. Jones Lifetime Achievement Award
- 2012 recipient of the Order of the Long Leaf Pine
- 2006 Winners Circle Award for his contribution to North Carolina’s travel and tourism industry
- 2005 Award for Service to the Arts Industry from the North Carolina Presenters Consortium
- 2003 Charles Kuralt Award from the North Carolina Travel Industry Association for his promotion of North Carolina

Elizabeth Hudson, editor in chief

- 2021 Book Award of Excellence from the North Carolina Society of Historians for her published collection of columns, *Silver Linings*
- 2020 Historical Book Award from the North Carolina Society of Historians for her published collection of columns
- 2019 inductee to the North Caroliniana Society
- 2019 Professional Achievement Award from UNC Greensboro
- 2016 Charles Kuralt Award from the North Carolina Travel Industry Association for her outstanding efforts to bring positive public attention to North Carolina
- 2014 Ethel N. Fortner Writer and Community Award, which celebrates contributions to the literary arts of North Carolina



ELIZABETH HUDSON

PORTRAIT BY SARA BRENNAN; PHOTOGRAPH BY THOMAS MOORS



Our State



TRAVEL & EVENTS

FESTIVAL AND EVENT PARTNERSHIPS

Throughout the year, *Our State* partners with festivals and events across North Carolina to reach new readers, strengthen current reader relationships, and support North Carolina communities and organizations.

SPONSORSHIP OPPORTUNITIES

Our State's signature events and the Our State Travel Club provide sponsorship and engagement opportunities for *Our State* advertisers. Sponsorships can be tailored to meet your marketing goals and provide unique engagement opportunities with *Our State's* audience.

OUR STATE SPECIAL EVENTS AND TRAVEL CLUB

Our State produces special events and Travel Club excursions to engage readers. From the large-scale annual Best of Our State weekend in January to smaller, boutique events and weekend trips in North Carolina to weeklong tours across the U.S. and beyond, *Our State* connects and engages with readers. These often sold-out experiences strengthen reader loyalty, involvement, and passion — not only for the *Our State* brand, but for *Our State's* advertisers and partners as well.



OPPOSITE: TIM ROBISON, EMILY CHAPLIN & CHRIS COUNCIL, REVIVAL CREATIVES.
THIS PAGE: EMILY CHAPLIN & CHRIS COUNCIL

DIGITAL

Our State has a strong digital footprint with robust offerings and an active and engaging social media presence. *Our State's* various digital platforms allow us to connect with readers on a daily basis and bring them beyond the pages of the magazine through online articles, videos, recipes, travel and event information, quizzes, and more. From email newsletters and paid content to contests and display advertising, *Our State* offers numerous opportunities for advertisers to associate themselves with our extraordinary and trusted brand online.



EMAIL NEWSLETTERS

- Sunday Morning Read
- Recipe Box
- Weekend Watch
- Most Popular
- This is NC
- Travel & Events
- Arts & Culture
- Home & Garden
- Outdoors
- Dining Out
- Let's Explore
- Exclusive emails
- Our State Travel Club



ourstate.com

- Paid content articles and videos
- Contests and promotions
- Custom projects
- Display advertising



SOCIAL MEDIA

Find great stories, photos, and videos across *Our State's* social media channels.





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