

Country Roads

MEDIA KIT



Print | Online | E-Newsletters
Custom Content | Event Ticketing

WWW.COUNTRYROADSMAGAZINE.COM

Country Roads

2023 EDITORIAL

Feature Focuses and Special Advertising Section

What's Inside?

EVENTS | GETAWAYS | CUISINE | NATURE & OUTDOORS
VISUAL & PERFORMING ARTS | LITERATURE | HISTORY | FESTIVALS

January: The Analog Issue

Home-grown, hands-on, in-person pursuits

SPECIAL ADVERTISING SECTION: HEALTH AND WELLNESS

February: The Music Issue

Stories of songwriters, music makers, and vibrant venues

March: Outdoors & Gardening Issue

A springtime guide to making the most of the great outdoors

April: The Road Trips Issue

Destinations near & far, and the art of getting there

May: Embrace Your Place

A heartfelt celebration of all things local

June: Our Natural World

Stirring stories of Louisiana's fragile, resilient ecosystems

July: The Cuisine Issue

Destination dining, chef profiles, unique foodways, & recipes (of course)

August: Deep South Design

Reimagining "Home" for a shifting Southern climate

September: **The 40th Anniversary Issue**

1983-2023: Forty years of Adventures Close to Home

October: Myths & Legends

Tales of the unexpected from across Mississippi and Louisiana

November: The Film Issue

Exploring how our region is reflected on big screens and small

December: The Holiday Traditions Issue

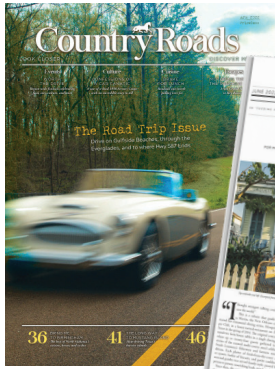
The ways we gather, to remember, share, and celebrate

THE COUNTRY ROADS' MISSION IS TO ENRICH OUR READERS' EXPERIENCE OF LIFE IN LOUISIANA AND MISSISSIPPI BY CONNECTING THEM MORE CLOSELY WITH THEIR CULTURE.



Country Roads Offerings

In its 40th year of publication, *Country Roads* today boasts the **largest per-issue print circulation** of any monthly publication in the capital region. With print, digital, and newsletter platforms, we continue to engage a loyal, committed audience, who cite *Country Roads* as their **primary source of cultural information**.



PRINT

- DISPLAY ADVERTISING
- MONTHLY GIVEAWAY PACKAGE
- EVENTS CALENDAR
- ADVERTORIALS
- TOPICAL MONTHLY THEMES

ONLINE

- WEBSITE ADVERTISING - countryroadsmag.com
- SPONSORED CONTENT
- DEDICATED E-NEWSLETTERS
- EDITORIAL E-NEWSLETTER ADVERTISING



Fight Together, Win Together

A Special Advertising Feature from Mary Bird Perkins Cancer Center

Photos by Kristinley Haskins

Mary Bird Perkins Cancer Center has locations throughout southeast Louisiana and western Mississippi. For more information, please visit Marybird.org.

MARY BIRD PERKINS CANCER CENTER

Overnight

The Mississippi Delta: Welcome to the Most Southern Place on Earth

Birthplace of the Blues

CUSTOM CONTENT

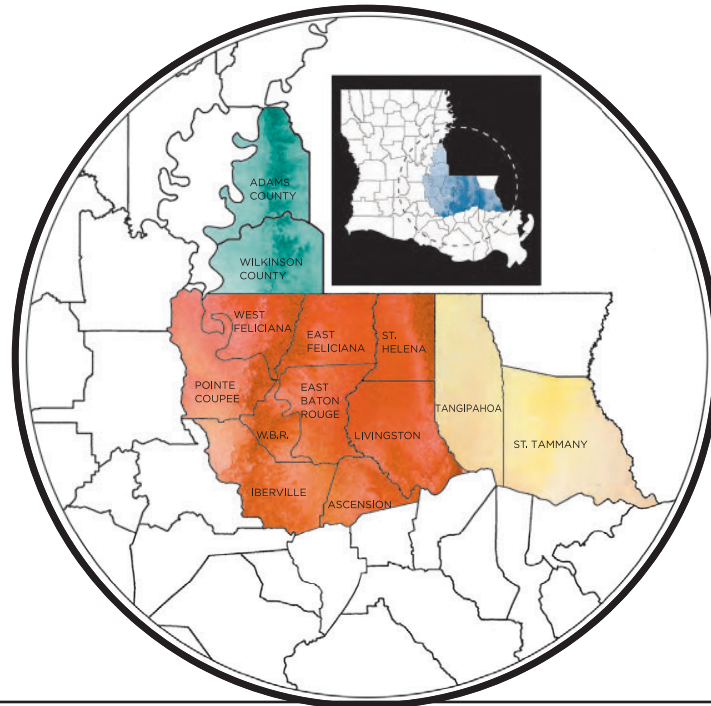
- ADVERTORIALS
- EMAIL MARKETING
- E-NEWSLETTERS
- DESTINATION SHOWCASES

ADVERTISE IN COUNTRY ROADS MAGAZINE
225.343.3714 | SALES@COUNTRYROADSMAG.COM



Regional Distribution

MASSIVE REACH IN THE CAPITAL REGION



The Audience

A TOP-NOTCH BUNCH



Over

75,000

LOYAL READERS



Over

13,000

ENEWS SUBSCRIBERS



\$73,000

MEDIAN INCOME WITH



76%

FEMALE

20,000+

SOCIAL MEDIA FOLLOWERS



2+ Minutes

AVERAGE TIME PER WEB SESSION

40%

EARNING 80K OR MORE

63%

ARE BETWEEN AGES 35 & 64

30%

HAVE BEEN READING CR FOR OVER **10 Years**

50%

HAVE BEEN READING CR FOR OVER **6 Years**

64%

CITE CR AS THEIR **PRIMARY SOURCE** FOR CULTURAL INFORMATION ABOUT OUR REGION.

ADVERTISE IN COUNTRY ROADS MAGAZINE
225.343.3714 | SALES@COUNTRYROADSMAG.COM

