



GO EXPLORE CHARLOTTE 2024 MEDIA KIT DINING - SHOPPING - ATTRACTIONS

Go Explore Charlotte attractions map is your #1 resource to reach visitors and travelers to the greater Charlotte area. Our annual product is delivered to over 165 area hotels, the Charlotte Douglas International Airport and several state welcome centers including the I-77 Welcome Center. You can be assured your message is in the hands of visitors who spend on average 40% more on dining, shopping and fun places to visit than locals while here in the Queen City.

Our popular personalized attractions map identifies your location on our easy to read and carry map so visitors can quickly find your location while identifying known landmarks in the area.

Go Explore Charlotte is currently the only tourist and attractions map available at area hotels.

Visitors and travelers to the Charlotte area want to know where to eat, where to shop, and where to have fun. Advertising your business with **Go Explore Charlotte**, the only tourist map catering to this desirable demographic, places your message in front of potential customers in a full color, glossy format that folks carry with them all around town.



Call or email us to
**RESERVE YOUR SPACE
IN THE 2024 EDITION**
Deadline for space reservation is
December 15, 2023

INFORMATION

CIRCULATION

115,000 copies

DISTRIBUTION

Area hotels, Charlotte Douglas Airport, I-77 State Welcome Center & select welcome centers around the state, high traffic tourist areas and selected area grocery stores

PRINTED ANNUALLY

Delivered in January 2024

ONLINE & SOCIAL MEDIA COVERAGE

Your business will receive a link back to your company's website as well as year round blogging on our social media pages at no additional cost

GoExploreCharlotte.com



GO EXPLORE CHARLOTTE

2024 MEDIA KIT

DINING - SHOPPING - ATTRACTIONS

FULL PAGE AND COVERS

8.1875" W x 10.625" H

HALF PAGE
8.1875" W x 5.2" H

QUARTER
PAGE
3.9722" W
5.2" H

SIXTH PAGE
3.9722" W
2.375" H

RESTAURANT
LISTING
Your Location
Marked on the Map

- Please make sure all supplied artwork, including photos, logos and camera-ready ads, are at 300 DPI.
- Only high resolution, press-quality PDFs in CMYK format will be accepted.
- We cannot be responsible for color variations and quality of files submitted not following these guidelines.
- No advertisements may be cancelled after December 11, 2023.
- All finished art is due on or before the material deadline.
- Any ads created for **Go Explore Charlotte**, become our property and may not be used in any other publications without consent from the publisher and an additional design fee.

For front cover add

- .375" for TOP BLEED
- .125 for all other sides
- Please contact publisher for additional details on the front cover.

2024 Edition
**Go Explore
Charlotte**

AD DEADLINE: **Dec. 15, 2023**

CAMERA READY: **Dec. 27, 2023**

DELIVERY DATE: **January 2024**

ADDITIONAL INFORMATION

• FRONT COVER	\$7500	• FULL PAGE	\$4495
includes an additional 1/2 page ad			
• BACK COVER	\$6500	• HALF PAGE	\$2895
includes an additional 1/2 page ad			
• INTERIOR FULL PAGE	\$5500	• QUARTER PAGE	\$1995
left or right position includes an additional 1/4 page ad			
		• SIXTH PAGE	\$1595
		• RESTAURANT LISTING	\$595

SEND ALL MATERIALS TO
dhughes@hughespublishing.com

Ad Design is complimentary with your advertising buy.
Contact DAVID HUGHES at 704-499-4601 for more information

GoExploreCharlotte.com