BLUE RIDGE COUNTRY MAGAZINE PRESENTS:

BLUE RIDGE OUTBOUND



Blue Ridge Outbound is a new annual adventure and recreation supplement from the publishers of **Blue Ridge Country Magazine**. Polybagged with the **March 2027** issue of **Blue Ridge Country** and inserted into **The Roanoker Magazine**, this special publication will celebrate the outdoor experiences that define the Blue Ridge Mountains across seven states.

Editorial coverage will include such things as hiking, camping, fishing, fly fishing, whitewater rafting, kayaking, mountain biking, cycling, paddling, scenic drives, outdoor events, festivals, gear, outfitters, and travel destinations. By combining the trusted heritage of **Blue Ridge Country** with fresh, action-oriented content, **Blue Ridge Outbound** is designed to engage both long-time readers and a new generation of outdoor enthusiasts.

With the Blue Ridge region continuing to grow as a destination for recreation and adventure travel, **Blue Ridge Outbound Magazine** and **The Roanoker Magazine** will serve as a valuable resource for readers and an exceptional marketing platform for businesses seeking to reach active, experience-driven consumers.

Additionally, Outbound will be inserted into The Roanoker Magazine which covers The Roanoker Valley area and standalone copies for advertisers.



SPONSORED CONTENT OPPORTUNITIES

- **½ advertorial:** $2400
- **Full Page advertorial:** $4200
- **Double Page advertorial:** $7560

Copy professionally written by our award-winning editorial team. OR you can provide us with the copy you would like to run.

Limited number per issue:
First come, first served.

PRINT

Full Page	$4,675
2/3 Page	$3,100
1/2 Page	$2,665
1/3 Page	$2,070
1/4 Page	$1,380
1/6 Page	$1,040
Back Cover	$6,545
Inside Front Cover, page 3 + Inside back cover	$5,610

WEBSITE

BlueRidgeCountry.com
Exclusive Web Category Advertising
$4,500 per year (Billed at 375 per month)

SEE NEXT PAGE FOR OUR DIGITAL PROGRAMS >>>

All rates are Net. Agency please gross up for commission.

COMING
MAR/APR 2027

SALES CLOSE
January 15, 2027

MATERIALS DUE
February 1, 2027

DISTRIBUTION:
March, 2027

VISTA MEDIA

JAKE MYERS
Advertising & Digital Marketing Consultant
Jake@VistaMediaInc.com
704-425-1343

E-NEWSLETTER PROGRAM

BRC E-NEWSLETTER BANNER ADS

- **76,000+** highly passionate opt-in subscribers with proven interest in the Blue Ridge Mountains
- Open rate: 33%, Click-thru rate: 2.3%
- Sent weekly every Saturday

SPECS & PRICES:

**Featured Content Event: $425 *
Print Partner: $350**
Includes 40 words of copy, one image (384w x 275h) and a link.

**Banner Native Ad: $200 *
Print Partner: $175**
Banner size is 300(w) x 250(h) and links directly to your website.

**(Above) Produced based upon client supplied copy, image and client provided link.*

**Customized Email to Subscribers: $1,600
Print Partner: $1,400**
Custom email promoting your events, services and/or special announcements.
Produced to your approval.

RKR E-NEWSLETTER BANNER ADS

- **50,000+** highly passionate opt-in subscribers with proven interest in the Roanoke area
- Open rate: 30%, Click-thru rate: 2%
- Sent weekly every Wednesday

SPECS & PRICES:

**Featured Content Event: $350 *
Print Partner: $275**
Includes 40 words of copy, one image (384w x 275h) and a link.

**Banner Native Ad: $250 *
Print Partner: $225**
Banner size is 300(w) x 250(h) and links directly to your website.

**(Above) Produced based upon client supplied copy, image and client provided link.*

**Customized Email to Subscribers: $1,250
Print Partner: $1,050**
Custom email promoting your events, services and/or special announcements.
Produced to your approval.



CONSUMER DEDICATED EMAIL

- Send your own email creative to our opt-in list. You can provide the creative or we can design and program your email creative.
- Limited inventory for this popular product