

## Circulation

# Statewide Penetration, 98% Paid

Quality, not quantity, is the hallmark of *North Carolina's* circulation. Our 16,200 circulation represents a targeted media buy that allows our advertisers to reach executives, professionals and managers who own and manage more than 2,200 companies across the state. In total,

our circulation translates into 50,000 readers each month.

Ninety-eight percent of our circulation is paid and we have subscribers in each of the state's 100 counties.

Complimentary subscriptions are sent to the state's opinion leaders,

including the governor and his Cabinet, members of the General Assembly, the Council of State, and justices of the N.C. Supreme Court.

*North Carolina* is a member of BPA, and audited circulation statements are available upon request.

## Circulation Breakdown by Regions

### **TRIANGLE ..... 25.4 percent**

- ◆ Cary
- ◆ Chapel Hill
- ◆ Durham
- ◆ Raleigh

### **TRIAD ..... 17.5 percent**

- ◆ Burlington
- ◆ Greensboro
- ◆ High Point
- ◆ Winston-Salem

### **METROLINA ..... 19.6 percent**

- ◆ Charlotte
- ◆ Gastonia
- ◆ Kannapolis
- ◆ Monroe
- ◆ Salisbury

### **NORTHEAST ..... 11.9 percent**

- ◆ Greenville
- ◆ Rocky Mount

### **SOUTHEAST ..... 9.4 percent**

- ◆ Fayetteville
- ◆ Wilmington
- ◆ Jacksonville

### **NORTHERN**

### **MOUNTAINS ..... 6.5 percent**

- ◆ Boone
- ◆ Hickory
- ◆ Morganton

### **OUT-OF-STATE ..... 5.1 percent**

- ◆ Atlantic Seaboard

### **WESTERN**

### **MOUNTAINS ..... 4.6 percent**

- ◆ Asheville