

Circulation

Statewide Penetration, 98% Paid

Quality, not quantity, is the hallmark of *North Carolina's* circulation. Our 15,300 circulation represents a targeted media buy that allows our advertisers to reach executives, professionals and managers who own and manage operate 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 23.9 percent

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

TRIAD 19.0 percent

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

METROLINA 20.7 percent

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

NORTHEAST 12.7 percent

- ◆ Greenville
- ◆ Rocky Mount

SOUTHEAST 9.7 percent

- ◆ Fayetteville
- ◆ Wilmington
- ◆ Jacksonville

NORTHERN

MOUNTAINS 5.6 percent

- ◆ Boone
- ◆ Hickory
- ◆ Morganton

OUT-OF-STATE 4.1 percent

- ◆ Atlantic Seaboard

WESTERN

MOUNTAINS 4.2 percent

- ◆ Asheville