



milepost

STUCK HERE ON PURPOSE. OUTER BANKS, NC

Why Milepost?

We know... we know: Outer Banks locals don't use mileposts — unless it's to help visitors with a random question like, "Where's a good steamer joint?" or "What's there to do on Saturday night?" In our opinion, that makes residents the real mileposts. Stuck here on purpose. Standing tall no matter the season. Ready to offer help, but at the same time showing people how lost they really are — and grinning the whole time. And that's all Outer Banks *Milepost* aims to be: a cultural positioning system that celebrates the local way of life and lets everyone from natives to newcomers know just where they're at.

Why newsprint?

What makes the Outer Banks so special is its lack of pretense. For some people, maybe owning a second home "in the 252" is a status symbol. But for those who live here, just living here says it all. You gotta be gritty. Savvy. Humble. And most of all, committed. We're not printing *Milepost* to impress people with our glossy exterior; we want them to talk about our content and character. Because the only thing that survives, thrives and counts on this barrier island is your willingness to stay put. (Besides, websites and weeklies require 24-hour attention — and we live at the beach for a reason.)

Just plain why?

We know what you're thinking: isn't the Food Lion foyer crowded enough? Yes, there's plenty of printed matter that claims "Outer Banks." And they almost always target visitors with prefab lists of area attractions and slick sales pitches while offering little for those who actually live here. *Milepost* works to reflect Outer Banks life from an insider's perspective — and put it where residents do their real living. We inform some. Rant some. Laugh plenty. But all of it features local values and flavor. Not only telling folks what they might have missed — but celebrating the unique elements we all willingly share. Think of it as a funhouse mirror that magnifies the Outer Banks' most quirky and compelling features to the world at large. Familiar or unfamiliar — native, transplant or tourist — readers find it more fascinating each time they look. 

Who reads Outer Banks Milepost?...

Word Snobs!

"As a writer myself, I know good writing. Your articles are up there with my favorite publications, including *The New Yorker* and *The New York Times*. In fact, *Milepost* should be a satellite office for both." — **Pat L.**

O.C.D. Workaholics!

"Walked into my restaurant today, snatched up the new *Milepost* — then realized I wanted to read it thoroughly. So, I closed my copy neatly and walked it out my truck to enjoy later. Well, I just finished reading it, cover to cover. The best issue yet in my opinion, and a prime example of why I advertise: stimulating, interesting angles of our unique community." — **Michael M.**

Pushy Locals!

"How do I get this delivered to my house in KDH? I don't want to miss another ever!!!" — **Kim D.**

Wandering Murderers!

"As an itinerant musician who wanders the Banks, anytime I can kill an hour reading *Milepost* is greatly appreciated. Please sign me up for a subscription so I can kill more hours at home." — **Paul B.**

Total Slackers!

"I have been coming to the Outer Banks for 24 years and just finished my first *Milepost*. How have I missed it all this time? I enjoyed the humor and wit expressed throughout — and learned things never knew. Well done. I will look for you every time I am here from now on." — **Vicki M.**

Issues:

Issue 7.1

(Spring '18)

Ad/Money In: Jan. 8 • Mag Out: March 5

Issue 7.2

(Summer '18)

Ad/Money In: April 2 • Mag Out: May 25

Issue 7.3

(Fall '18)

Ad/Money In: July 2 • Mag Out: Aug. 27

Issue 7.4

(Winter '18)

Ad/Money In: Oct. 1 • Mag Out: Nov. 19

Price Per Issue:

Full page	\$1350.00
1/2 page	\$880.00
1/4 page	\$550.00
1/8 page	\$350.00
Back Cover	\$1,600.00
Inside Front Cover	\$1,500.00
Inside Back Cover	\$1,400.00

Distribution:

Every four months, we strategically place 10,000 to 15,000 copies in 325+ highly frequented, independent businesses to reach locals and visitors from Corolla to Hatteras. And every time we drop a new edition, we pull back fewer than 500 copies — that means at least 95% of all our magazines find happy homes. (P.S. just to make sure no one misses a page, each issue lives online forever at www.outerbanksmilepost.com.)

Sizes & Specs: (Width x Height)

Full page		10.375" x 10.125"
Half page	(V)	5.0625" x 10.125"
	(H)	10.375" x 4.875"
Quarter page	(H)	5.0625" x 4.875"
	(V)	2.4375" x 10.125"
Eighth page	(V)	2.4375" x 4.875"
	(H)	5.0625" x 2.3125"

Outer Banks *Milepost* can provide templates in all sizes.

Acceptable Formats:

300dpi. PDF or TIFF files only, please. A proof must be supplied for all ads to be 'print ready'.

No ad? No worries. *Milepost* can help you craft a compelling message. Contact us for details.

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