

A LOOK AT asheville

THE BEST IN DINING, SHOPPING & SIGHTSEEING

MEDIA KIT 2023-2024





20 YEAR ANNIVERSARY EDITION

In its 20th year, *A Look at Asheville* — the premier visitor guidebook for Asheville and its surrounding communities — continues to be a trusted resource for more than 3 million visitors and locals. Our hardbound, coffee-table quality publication is written by, photographed by, and owned by locals. We're incredibly honored to work with small businesses that inspire and allow us to create such a high-quality must-have for hotels, B&Bs, and vacation rentals.



KEY POINTS

- Partner with 70+ area hotels, resorts, B&Bs, and vacation rentals
- Featured in 4,600+ units
- More than 3,000,000 readers annually
- Annual printing with up-to-date content
- Available in print and digital format
- Online presence at alookatasheville.com
- Strong social media presence with a growing audience  

YOUR CONTACT

KENDRA PAYNE
kendra@alookatasheville.com
828.215.1765

A LOOK AT asheville

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A LOOK AT OUR PARTNERS

A Look at Asheville partners with 70+ hotels, B&Bs, vacation rentals, and gift shops to help their guests plan an unforgettable experience in WNC. It's offered as a tool to find the best shopping, dining, tours, entertainment, and experiences in the greater Asheville area.

HOTELS

Aloft - Asheville Downtown
Baymont Inn - Biltmore Village
Best Western - East
Best Western Glo - East
Brookstone Lodge - Biltmore Village
Cambria Hotel - Downtown
Clarion Inn - Asheville Airport
Comfort Inn - East
Comfort Inn - Biltmore West
Comfort Suites - Asheville Outlets
Country Inn & Suites - Asheville Mall
Country Inn & Suites - River Arts District
Crowne Plaza Resort - Asheville
Days Inn - Asheville West
Doubletree Hotel - Biltmore
Elevation Lofts Hotel -
Asheville Downtown
Fairfield Inn & Suites - Asheville Airport
Fairfield Inn & Suites - Asheville Outlets
Four Points Sheraton -
Asheville Downtown
The Grand Bohemian - Biltmore Village
Hampton Inn - Black Mountain
Hampton Inn & Suites - Biltmore Village
Hilton Asheville - Biltmore Park
Hilton Garden Inn - Asheville Downtown
Holiday Inn - Biltmore East
Holiday Inn Hotel and Suites -
Asheville Downtown
Home2Suites Asheville - Biltmore Village
The Monte Vista Hotel - Black Mountain
Princess Anne Hotel - Asheville North
Quality Inn & Suites - Biltmore East
Renaissance Hotel - Asheville Downtown
The Residences at Biltmore
Residence Inn - Asheville Biltmore

Sleep Inn - Biltmore West
Tru by Hilton - Asheville East
The Windsor Boutique Hotel -
Asheville Downtown
Wingate by Wyndham - Asheville Airport

B&Bs & VACATION RENTALS

1889 Whitegate Inn & Cottage -
Downtown
1899 Wright Inn & Carriage House -
Historic Montford
Abbington Green B&B -
Historic Montford
Albermarle Inn - North Asheville
Apple Wood Manor Inn -
Historic Montford
Arras Vacation Rentals - Downtown
Asheville Cabins of Willow Winds -
Various Locations
Asheville Four Seasons - Weaverville
Asheville Swiss Chalets
AVL Oasis - Asheville
AVL Retreat - Asheville
Beaufort House Inn - North Asheville
Bent Creek Lodge - Arden
Biltmore Village Inn - Biltmore Village
Black Bear Rentals, Inc. -
Various Locations
Black Walnut B&B - Historic Montford
Candler Hidden Gem - Candler
Carolina B&B - Historic Montford
Cedar Crest Inn - Biltmore Village
Engadine Inn and Cabins - Candler
The Golden Cat - Brevard
Graybeard Rentals - Various Locations

Hip Little Cabin on the Hill - Swannanoa
Inn on Main Street - Weaverville
The Lion & the Rose - Historic Montford
The Little Red Casa - Swannanoa
Lofts at Woolworth - Downtown
The Montford Oasis - Historic Montford
The Montford Retreat - Historic Montford
Mountain Laurel Hideaway - Burnsville
Mountain Spring Cabins - Candler
North Lodge on Oakland -
Biltmore Village
Oakland Cottage B&B - Biltmore Village
Pinecrest B&B - Montford
Red Rocker Inn - Black Mountain
Red Tree Property Advisors -
Various Locations
Shadow Ridge Lodge - Fletcher
Shanti Mountain Properties -
Various Locations
Sourwood Inn - Elk Mountain
Valley Green Lodge - Fletcher
The Valley Overlook - Swannanoa
Wildberry Lodge B&B - Leicester
Yonder Luxury Vacation Rentals -
Various Locations

RETAIL STORES & GIFT SHOPS

The Asheville Shop - Asheville Visitor Center
Barnes and Noble - Asheville Mall
Barnes and Noble - Biltmore Park
Blue Ridge Tavern & Gift Shop -
Asheville Airport
New Morning Gallery - Biltmore Village
Town Hardware and General Store -
Black Mountain

A LOOK AT asheville

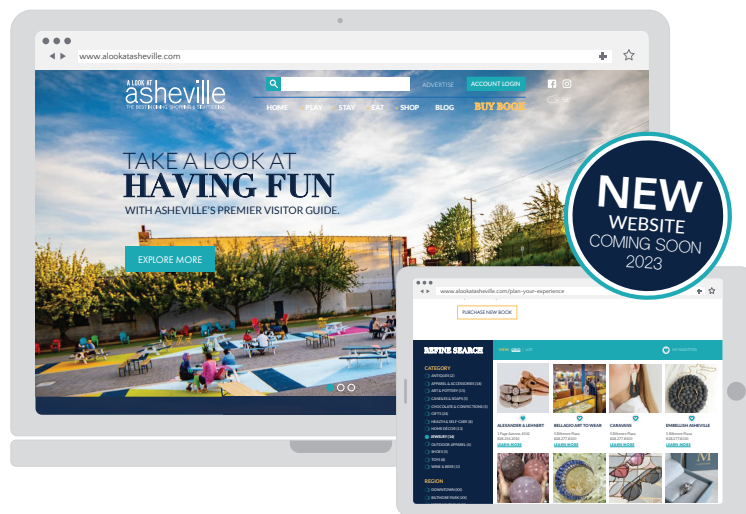
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alookatasheville.com

offers several ways for visitors to explore our city and connect with local businesses:

- Mobile-friendly site allows visitors to plan their trip from any computer, tablet or smart phone
- Explore the interactive digital version
- Read recent blog posts highlighting upcoming events and itinerary
COMING SOON 2023!
- Visitors can conveniently save their favorite businesses for connecting on the go
- Search businesses by user interest

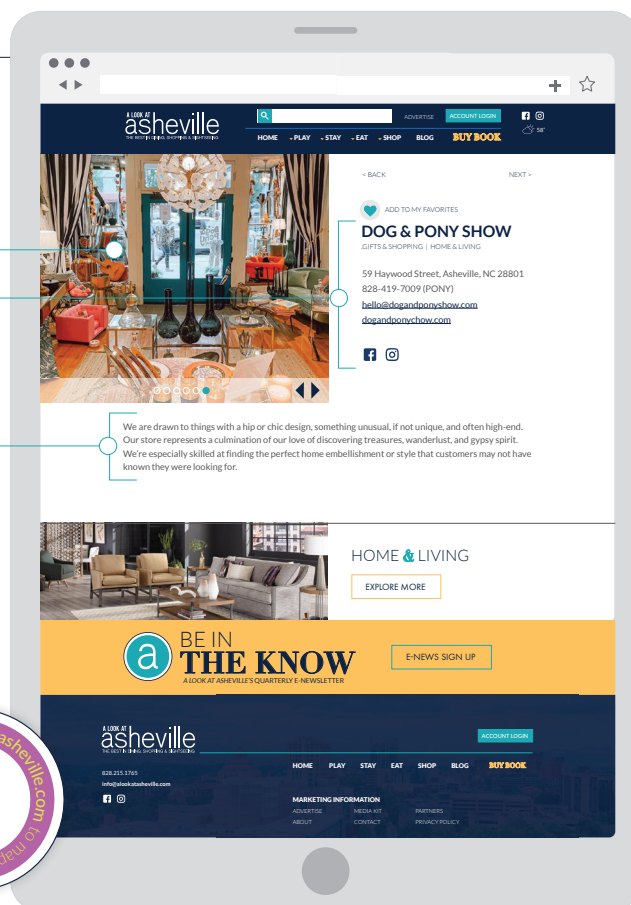


ALOOKATASHEVILLE.COM BUSINESS PROFILE PAGE

- Photography: Up to 10 images for slider
- Business contact information
 - Address (connects to Google Maps)
 - Phone number
 - Website
 - Social media links (FB, IG, Twitter)



- Business bio/description (400 words)



alookatasheville.com icon placed throughout the book for easy visibility and to intrigue visitors to visit the website and create their ♥ My Favorites account.





GUIDELINES

- Save all artwork as a high resolution (300dpi) four-color process CMYK only (no spot colors)
- File format must be PDF or flattened TIFF
- Outline ALL fonts
- All ads must conform to the dimensions listed on the specification sheet. Please indicate crop marks and bleed* when applicable.

FILE DELIVERY

- Email denise@alookatasheville.com
- Upload via Google Drive
- Upload via Dropbox

ADVERTISING DESIGN

If you need assistance in creating your ad for A Look at Asheville, please call us at 828.215.1765 or email Denise Szakaly at denise@alookatasheville.com. A design fee of \$100, which includes two rounds of revisions will be applied. Any revisions beyond two, an additional hourly fee will be applied.

PROOFS

All proofs will be submitted to the advertiser via email. Approvals and changes may be returned by email (please attach proof to email stating your approval). Each advertiser will be allowed up to two proofs.

PICK-UP AD

A pick-up ad is an exact reprint of a previous A Look at Asheville ad. A proof will **not** be submitted to the advertiser, unless requested.

MATERIALS DEADLINE

Contact denise@alookatasheville.com for material deadline dates, as they fluctuate year to year.

DEPOSITS & PAYMENTS

A deposit is due upon reserving advertising space. Total advertising investments paid in full will receive a 5% discount. A monthly payment cycle can be set up for your advertising investment. Ask your sales representative for more information.

PUBLICATION RELEASE

A Look at Asheville comes out late Summer 2023.

QUESTIONS

Contact us at info@alookatasheville.com, 828.215.1765

*Bleed is a printing term that refers to printing beyond the edge of the page for trimming. Images, background images, and fills which are intended to extend to the edge of the page must be extended beyond the trim size.



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A LOOK AT DESIGNED ADS

DESIGNED ADS are a great way to capture our audiences attention while fully representing your brand messaging and aesthetics. We can design your ad for a design fee of \$100, which includes two rounds of revisions. Any revisions beyond two, an additional hourly fee will be applied.

AD SIZE	TRIM	BLEED*
DOUBLE PAGE SPREAD	17" x 10.875"	17.25" x 11.125"
FULL PAGE	8.5" x 10.875"	8.75" x 11.125"
½ PAGE	7.25" x 4.68"	N/A
¼ PAGE	3.5" x 4.68"	N/A

CONTENT CATEGORIES

- Health & Wellness
- Home & Living
- Gifts & Shopping
- Arts & Crafts
- Dining & Nightlife
- Adventure & Attractions

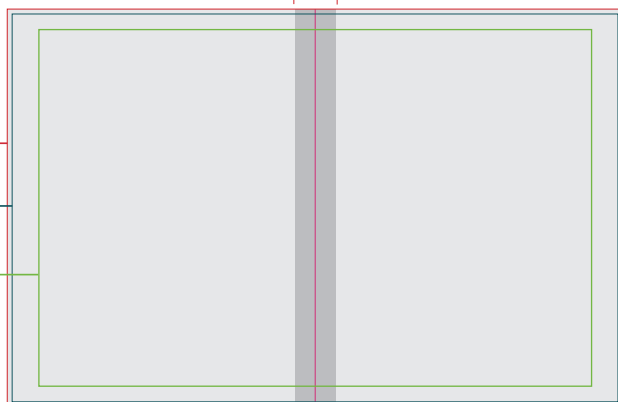
DOUBLE PAGE SPREAD

Gutter: Give 0.5" on each side

BLEED: .125"

TRIM SIZE: 17" x 10.875"

SAFE AREA:**
Text safe zone: 15.5" x 10"

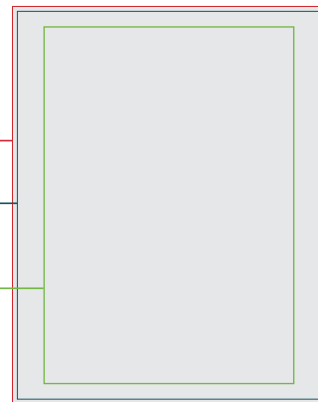


FULL PAGE

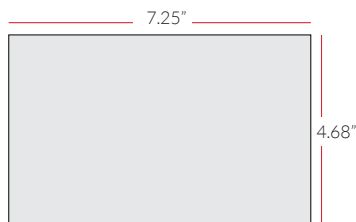
BLEED: .125"

TRIM SIZE: 8.5" x 10.875"

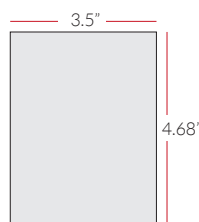
SAFE AREA:**
Text safe zone: 7" x 10"



½ PAGE



¼ PAGE



**Safe area is a safe zone for all important content and images that are safe from gutters, cropping, and trimming.





A LOOK AT FORMATTED ADS

FORMATTED ADS are designed to flow well with the editorial features. They have a clean and sophisticated look that grabs our reader's attention and allows them to learn more about your business. Formatted ads are designed for easy participation. No design fee is associated with formatted ads.

FORMATTED AD SIZE	PHOTO SIZE	WORD COUNT
½ PAGE FORMATTED	4.8" x 4.68"	60
¼ PAGE FORMATTED	3.5" x 2.125"	50

CONTENT CATEGORIES

- Health & Wellness
- Home & Living
- Gifts & Shopping
- Arts & Crafts
- Dining & Nightlife
- Adventure & Attractions

½ PAGE FORMATTED

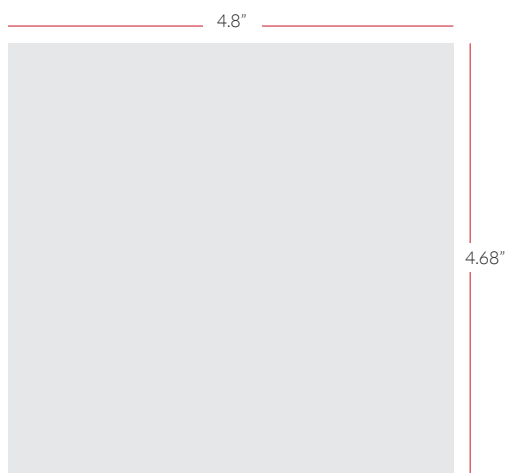


PHOTO SIZE: 4.8"x 4.68" at 300dpi

LOGO: EPS (preferred) or TIFF file

AREA: (i.e., Downtown, West Asheville, Biltmore Village, South Slope)

BUSINESS NAME

WORD COUNT: 60

CONTACT INFO: Address, phone number, and website

SOCIAL MEDIA ICONS

¼ PAGE FORMATTED

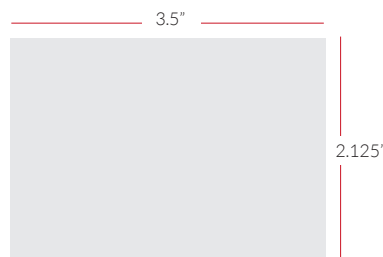


PHOTO SIZE: 3.5"x 2.125" at 300dpi

AREA: (i.e., Downtown, West Asheville, Biltmore Village, South Slope)

BUSINESS NAME

WORD COUNT: 50

CONTACT INFO: Address, phone number, and website

SOCIAL MEDIA ICONS

