

# A LOOK AT asheville

THE BEST IN DINING, SHOPPING & SIGHTSEEING



## MEDIA KIT 2025-2026



*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 publication is written, photographed 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

- Partners with 80+ area hotels, resorts, B&Bs and vacation rentals
- Featured in 5,000+ units
- More than 3 million readers annually
- Annual printing with up-to-date content
- Available in print and digital format
- Online presence on [alookatasheville.com](https://alookatasheville.com)
- Strong social media presence with a growing audience  

### YOUR CONTACT

[info@alookatasheville.com](mailto:info@alookatasheville.com)

828.215.1765

*"We have advertised in A Look at Asheville for several years and are always extremely pleased with the entire process."*

— ROCKETFIZZ OF ASHEVILLE



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"Wonderful publication! We reference it a lot at our front desk!"

— HOLIDAY INN EXPRESS AND SUITES



## A LOOK AT OUR PARTNERS

A Look at Asheville partners with 80+ hotels, B&Bs, vacation rentals, and gift shops to help their guests plan an unforgettable experience in WNC. It's offered as a resource 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 - Asheville Downtown  
Clarion Inn - Biltmore Village  
Comfort Inn - East  
Comfort Inn - Biltmore West  
Comfort Suites - Asheville Outlets  
Courtyard by Marriott - Asheville Airport  
Courtyard by Marriott - Biltmore Village  
Country Inn & Suites - East  
Country Inn & Suites - River Arts District  
Crowne Plaza Resort - West  
Days Inn - Asheville West  
Doubletree Hotel - Biltmore  
Elevation Lofts Hotel -  
Asheville Downtown  
Fairfield Inn & Suites - Asheville Airport  
Fairfield Inn & Suites - East  
Fairfield Inn & Suites - Asheville Outlets  
Four Points Sheraton -  
Asheville Downtown  
The Grand Bohemian - Biltmore Village  
Hampton Inn - Black Mountain  
Hampton Inn & Suites - Biltmore Village  
Haywood Park Hotel - Asheville Downtown  
Hilton Asheville - Biltmore Park  
Holiday Inn - Asheville East  
Holiday Inn Express and Suites -  
Asheville Downtown  
Home2Suites Asheville - Biltmore Village  
The Monte Vista Hotel - Black Mountain  
Moxy Asheville - Asheville Downtown  
Princess Anne Hotel - Asheville North  
Quality Inn & Suites - East  
The Radical Hotel - River Arts District  
Renaissance Hotel - Asheville Downtown  
The Residences at Biltmore -  
Biltmore Village  
Residence Inn - Asheville Biltmore  
Sleep Inn - Biltmore West

Towneplace by Marriott -  
Asheville Downtown  
Towneplace by Marriott - West  
Tru by Hilton - Asheville East  
The Windsor Boutique Hotel -  
Asheville Downtown  
Wingate by Wyndham - Asheville Airport  
Zelda Dearest Hotel - Downtown

### B&Bs & VACATION RENTALS

1899 Wright Inn & Carriage House -  
Historic Montford  
Abbingtion Green B&B -  
Historic Montford  
Albermarle Inn - North Asheville  
Apple Wood Manor Inn -  
Historic Montford  
Arras Vacation Rentals -  
Asheville Downtown  
Asheville Cabins of Willow Winds -  
Various Locations  
Asheville Four Seasons - Weaverville  
Asheville Luxury Cottages -  
Various Locations  
Asheville River Cabins-Arden  
Asheville Swiss Chalets - Weaverville  
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  
Blind Tiger-Historic Montford  
Cabin Hosts - Various Locations  
Candler Hidden Gem - Candler  
Carolina B&B - Historic Montford  
Carolina Mornings Vacation Rentals -  
Various Locations  
Engadine Inn and Cabins - Candler  
Glamp AVL - Fairview  
The Golden Cat - Brevard

Hip Little Cabin on the Hill - Swannanoa  
Homestead Hideaway - North Asheville  
Lake Eden Events - Black Mountain  
The Lighthouse - Candler  
The Lion & the Rose - Historic Montford  
The Little Red Casa - Swannanoa  
Lofts at Woolworth - Asheville 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  
PMI Blue Ridge - Various Locations  
POP Rentals - Various Locations  
Red Rocker Inn - Black Mountain  
Red Tree Property Advisors -  
Various Locations  
Resto Getaways - Various Locations  
Shadow Ridge Lodge - Fletcher  
Shanti Mountain Properties -  
Various Locations  
SoHum Mountain Healing - Elk Mountain  
Sunset Mountain Retreat - Asheville  
Valley Green Lodge - Fletcher  
The Valley Overlook - Swannanoa  
Well Bred Luxury Lodgings - Weaverville  
Wildberry Lodge B&B - Leicester  
Wrong Way River Lodge & Cabins -  
West Asheville  
Yonder Luxury Vacation Rentals -  
Various Locations

### RETAIL STORES & GIFT SHOPS

Asheville Airport - Blue Ridge Tavern  
& Gift Shop  
Asheville Visitor Center - The Asheville Shop  
Barnes and Noble - Asheville Mall  
Barnes and Noble - Biltmore Park  
New Morning Gallery - Biltmore Village





**a** A LOOK AT  
**PRINT ADVERTISING RATES**

Regardless the size of your business, advertising in *A Look of Asheville* is one of the best marketing investments you can make. We support your marketing efforts with:

- The ability to drive customers to your business through our high-quality and widely read print and online visitor’s guide
- Showcasing your business in front of 3 million+ tourists and locals
- Our professional ad design and production
- Advertiser index in each issue
- Your print advertising investment includes a FREE Business Profile page on [alookatasheville.com](http://alookatasheville.com) (see next page)

AD SIZE	ANNUAL RATE	40% DISASTER RELIEF DISCOUNT
<b>BACK COVER*</b>	\$8,000	\$4,800
<b>INSIDE COVER*</b>	\$6,500	\$3,900
<b>DOUBLE PAGE SPREAD</b>	\$6,300	\$3,780
<b>PREMIUM LEAD-IN*</b>	\$5,800	\$3,480
<b>SEGMENT LEAD-IN*</b>	\$5,200	\$3,120
<b>FULL PAGE</b>	\$4,600	\$2,760
<b>½ PAGE</b>	\$2,800	\$1,680
<b>¼ PAGE</b>	\$1,500	\$900

\*Premium ad placement has first-right refusal for future editions.

**PUBLICATION RELEASE**

*A Look at Asheville* comes out **August 2025**.

**PAYMENTS**

A quarterly or monthly payment cycle, up to ten months, can be set up for your advertising investment. Ask your sales representative for more information.

**CONTENT CATEGORIES**

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

**QUESTIONS**

Contact us at [info@alookatasheville.com](mailto:info@alookatasheville.com), 828.215.1765



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## A LOOK AT DIGITAL RATES

Advertising on **alookatasheville.com** is a great way to market your business to a highly targeted audience who uses our website as an online planning resource. We add value to your digital marketing efforts by:

- Allowing your business to increase it's reach locally and beyond
- Targeting and increasing audience engagement
- Improving brand awareness

## BUSINESS PROFILE PAGE

(All print advertisements get a FREE annual Business Profile page)

Invest with an annual **Business Profile page** on **alookatasheville.com**. Choose an online category to showcase your business — PLAY, EAT, SHOP or STAY — to better suit your visibility.

INVESTMENT	RATE
<b>ANNUAL</b> (12 MONTHS)	\$360

### 40% DISASTER RELIEF DISCOUNT

<b>ANNUAL</b> (12 MONTHS)	\$216
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### INCLUDES:

(Businesses are placed alphabetically)

- Photography: Up to 5 images for profile & slider
- Business bio/description (400 words)
- Business contact information

Address (connects to Google Maps), phone number, website and social media links (FB, IG, Twitter)



SCAN TO VIEW A  
Business Profile page.

## ROTATING DISPLAY ADVERTISING

(Only available with purchase of a Business Profile page or print advertisement)

Give your business the highest visibility rate with each click by advertising on **alookatasheville.com** **home page** or **blog posts**. Your ad will be placed in an ad rotation with each new page load, giving your business multiple visibility opportunities while keeping your ad fresh and engaging with every visit.

### HOME PAGE ADVERTISING (5 available)

1200PX X 300PX

INVESTMENT	RATE	40% DISASTER RELIEF DISCOUNT
<b>12 MONTHS</b> (ANNUAL)	\$3,050	\$1,830
<b>6 MONTHS</b>	\$1,680	\$1,008

### BLOG POST ADVERTISING (10 available)

1200PX X 300PX

INVESTMENT	RATE	40% DISASTER RELIEF DISCOUNT
<b>12 MONTHS</b> (ANNUAL)	\$1,750	\$1,050
<b>6 MONTHS</b>	\$960	\$576

## QUESTIONS

Contact us at [info@alookatasheville.com](mailto:info@alookatasheville.com), 828.215.1765





## A LOOK AT DESIGNED AD SPECIFICATIONS

**DESIGNED ADS** are a great way to capture the audience's attention while fully representing your brand's messaging and aesthetics. Designed ads are submitted by the advertiser or *A Look at Asheville* can assist in creating your ad for a design fee of \$100, which includes two rounds of revisions. For any revisions beyond two, an additional hourly fee will be applied.

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



## A LOOK AT FORMATTED AD SPECIFICATIONS

**FORMATTED ADS** are designed with a clean and sophisticated look that grabs the reader's attention and allows them to learn more about your business. Formatted ads include your logo (PNG, PDF or TIFF), business messaging and photo.

No design fee is associated.

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

### CONTENT CATEGORIES

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





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## A LOOK AT FILE SPECIFICATIONS

### 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 (*see previous page*). Please indicate crop marks and bleed\* when applicable.

### FILE DELIVERY

- Email [denise@alookatasheville.com](mailto:denise@alookatasheville.com)
- Upload via Google Drive

### 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](mailto:denise@alookatasheville.com). A design fee of \$100 will be applied, which includes two rounds of revisions. For 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

Ad materials are due **April 2025**. Contact [denise@alookatasheville.com](mailto:denise@alookatasheville.com) for questions.

### PAYMENTS

A quarterly or monthly payment cycle, up to ten months, can be set up for your advertising investment. Ask your sales representative for more information.

### PUBLICATION RELEASE

*A Look at Asheville* comes out **August 2025**.

### QUESTIONS

Contact us at [info@alookatasheville.com](mailto:info@alookatasheville.com), 828.215.1765

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\*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.

