

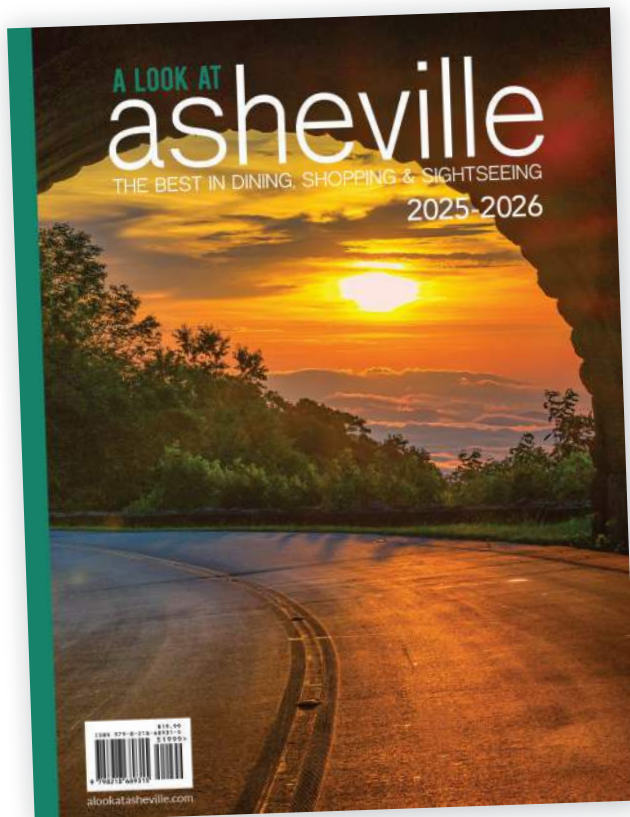
A LOOK AT asheville

THE BEST IN DINING, SHOPPING & SIGHTSEEING



MEDIA KIT



A Look at Asheville is your publication platform to target the tourist market. Strategically placed directly in-room in over 5,000+ units in hotels, B&Bs, and vacation rentals. Your business becomes a recommended destination right at the moment of active decision making on where to experience the best shopping, dining, relaxation, entertainment, tours, and adventures. You are the first to be seen by visitors as they arrive in Asheville and settle into their accommodations.



KEY POINTS

- Placed **directly in-room** in over **5,000+ units** in **100+** hotels, B&Bs, and vacation rentals
- More than **3 million readers** annually
- Your business is a **direct recommendation**
- Limited ad space so you **don't get overlooked**
- **Digital presence** on alookatasheville.com
- **Social media presence** with a growing audience  
- **First to be seen** by visitors as they arrive and settle in Asheville
- **Annual printing** with up-to-date content
- Available in print and digital format

BONUS

- **Local** readership
- For **retail** in places such as Barnes & Noble and The Asheville Shop, plus more
- **Extended reach** in North & South Carolina, Virginia, Florida, Tennessee, Georgia, plus more through online book sales

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

— ROCKETFIZZ OF ASHEVILLE

A LOOK AT asheville

THE BEST IN DINING, SHOPPING & SIGHTSEEING

"Our guests really enjoy looking through and reading the various articles and advertisements."

— BLACK WALNUT



A LOOK AT OUR PARTNERS

A Look at Asheville partners with 100+ 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
The Artful Way Hotel - River Arts District
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
Element by Marriott - Asheville Downtown
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 Biltmore - West
Holiday Inn Express and Suites -
Asheville Downtown
Holiday Inn Express - Asheville Outlets
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
Lantern Lodge - 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
Abbingdon 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

AdLib — Asheville Downtown
Asheville Visitor Center - The Asheville Shop
Barnes and Noble - Asheville Mall
Barnes and Noble - Biltmore Park
Dog & Pony Show - Asheville Downtown
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 (see next page)

AD SIZE	ANNUAL RATE
BACK COVER*	Contact Us
INSIDE COVER*	Contact Us
DOUBLE PAGE SPREAD	Contact Us
PREMIUM LEAD-IN*	Contact Us
SEGMENT LEAD-IN*	Contact Us
FULL PAGE	Contact Us
½ PAGE	Contact Us
¼ PAGE	Contact Us

"We have been advertising with A Look at Asheville since 2014, and it has been instrumental in our business's growth over the past decade. Their deep connection to the local community and the quality of their magazine align perfectly with our brand. Advertising with them feels like being part of something bigger — something that truly celebrates Asheville."

— COREY COSTANZO
 Co-owner, Stillpoint Wellness

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

PUBLICATION RELEASE

A Look at Asheville releases **August of each year.**

PAYMENTS

Total advertising investments paid in full will receive a 5% discount. 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, 828.215.1765



A LOOK AT asheville

THE BEST IN DINING, SHOPPING & SIGHTSEEING



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
ANNUAL (12 MONTHS)	Contact Us

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
12 MONTHS (ANNUAL)	Contact Us
6 MONTHS	Contact Us

BLOG POST ADVERTISING (10 available)

1200PX X 300PX

INVESTMENT	RATE
12 MONTHS (ANNUAL)	Contact Us
6 MONTHS	Contact Us

QUESTIONS

Contact us at 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
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



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
½ PAGE FORMATTED	4.8" x 4.68"	60
¼ PAGE FORMATTED	3.5" x 2.125"	50

CONTENT CATEGORIES

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



A LOOK AT asheville

THE BEST IN DINING, SHOPPING & SIGHTSEEING



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
- 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. 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 of that year**. Contact denise@alookatasheville.com for questions.

PAYMENTS

Total advertising investments paid in full will receive a 5% discount. 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 releases **August of each year**.

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.

