

THE LIFESTYLE MAGAZINE OF THE OUTER BANKS

OUTER BANKS

Coastal LIFE

SPRING 2025



2025

Readers' Choice Awards

Celebrating 438 Winners of the
2nd Annual BEST of OBX Contest

2025 MEDIA KIT

Published by

VISTAMEDIA

digital marketing | publishing | studio services

Pullen Photo

ABOUT OUR READERS

LOCALS • HOMEOWNERS • OUT-OF-TOWN PROPERTY OWNERS

A dedicated community of readers look to this quarterly magazine to enhance the lifestyle we all enjoy. They are passionate consumers of all things local, knowing that no one brings "local" to life better than *Outer Banks Coastal Life*.

***Highly relevant to all locals . . .
and those that want to be.***

"I just received Outer Banks Coastal Life in the mail and have to say it is one of the best magazines I've seen in a long time. Loved the photography, layout and graphics...plus the topics were engaging. I'm ready to read it again!"

—Jodie Herman, Englewood, FL
(Former OBX Resident)

"Had to reach out after getting the winter issue of Coastal Life. The photography and articles were so much better than other local magazines because of the eye-opening topics. As a local, it's exciting to have a lifestyle magazine made just for us!"

—Elizabeth Blair, Kill Devil Hills, NC

"Wanted to say congratulations on taking over Outer Banks Coastal Life! The first issue looks awesome with very interesting information. Nice move by Vista Graphics to acquire this upscale magazine."

—Judy Hahs, Kill Devil Hills, NC

"I thoroughly enjoyed the winter issue of Coastal Life. The Matthew Quick feature was very well-written. Also, the article about Outer Banks Firsts was fascinating!"

—Shelly Reed Thieman, West Des Moines, IA

DISTRIBUTION

EVERY ISSUE

- An average of 16,000 copies mailed to select local resident household physical addresses. This includes both the Dare and Currituck County areas, via USPS Every Door Direct
- An average of 2,000 copies are mailed to out-of-town property owners. This list is derived and cleansed each issue via Currituck and Dare County government records
- Local distribution averaging 120+ locations consisting of advertisers and other businesses with a strong local customer base

80,000 Annual Circulation
(20,000 per issue 4x)

DEPARTMENTS

OUR PILLARS OF SUCCESS

When it comes to editorial content, our goal is clear:

APPEAL TO LOCALS AND OUT-OF-TOWN HOMEOWNERS.

At *Outer Banks Coastal Life*, we work to create editorial and layout that will entice the public to view each issue from cover-to-cover. ***Our major editorial pillars of success that drive all editorial content include:***

CULTURE & EVENTS

Local art, performing arts and events.

LIFE & WELLNESS

Healthy living, medical and wellness.

FOOD & DRINK

Food trends, recipes from restaurants and the overall dining scene.

PEOPLE & COMMUNITY

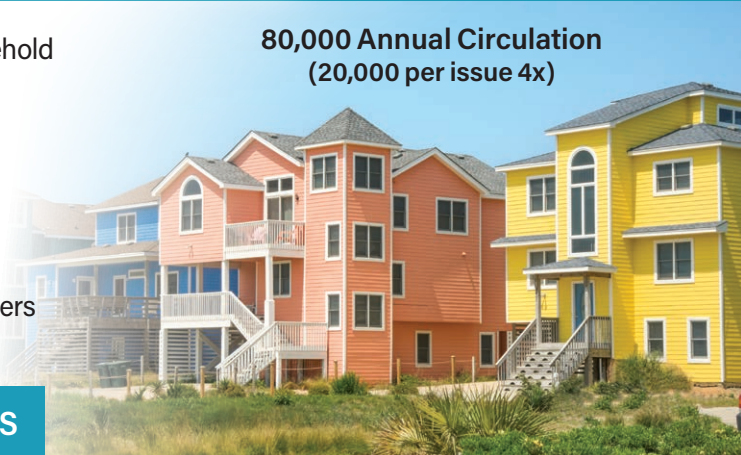
History, legends & educators.

REAL ESTATE/HOME & GARDEN

Developments, relocation, homeownership, outside living and all things home.

OUTDOORS **ALL NEW!**

From adrenaline sports to hunting and fishing.



RATES

PLACEMENT & INCLUSION

- Complimentary ad design.
- Ad placement in our online, digital magazine.
- Featured web listing in one resource category on *OuterBanksCoastalLife.com*.
- Inclusion in Outer Banks Scene Newsletter. Choice of Featured Event or 2 Banner ads. Reduced rate/value of \$100 is included in rates per issue.

*Advertiser Upgraded Listing on *OuterBanks.com*. *Available only to 4x advertisers.*

AD SIZE width x height	1x	2x	4x*
Full Page 9.0" x 10.875" (plus .125" bleed around)	\$2,610	\$2,575	\$2,810
Inside Front Cover Inside Back Cover Page 3 & Page 5 9.0" x 10.875" (plus .125" bleed around)	\$3,280	\$3,275	\$3,410
Back Cover 9.0" x 10.875" (plus .125" bleed around)	\$3,415	\$3,425	\$3,530
1/2 Page Horizontal or Vertical 7.625" x 4.7" horizontal 3.7" x 9.625" vertical	\$1,800	\$1,720	\$2,080
1/4 Page 3.7" x 4.7"	\$1,375	\$1,250	\$1,660

Prices per issue.

For multiple issue discounts, ads must run consecutively.

All premiums require consecutive issue placement. They also receive first right of refusal up until 30 days prior to renewal posted sales deadline.

Billing is upon publication with net 15-day terms.

ARTWORK:
Digital-ready, high resolution PDF

RESOLUTION:
300 dpi. minimum

COLORS:
CMYK only; No RGB or spot colors

EMAIL COMPLETED ADS TO:

Mercedes Bethune

757-422-8979 ext. 125 | mbethune@vgnet.com



DIGITAL

OuterBanksCoastalLife.com

ANNUAL FEATURED LISTING

\$500 Value (Included w/Magazine Ad Buy - \$1450 w/out Print Ad)

- Placement within "Resources" tab on one vendor category
- Profile page including logo, 5 photos & 300-word business description
- Links to website, email and map locator

SPONSORED CONTENT

Your advertorial to live on *OuterBanksCoastalLife.com* for 1 year. Annual Rate \$500.

INDUSTRY EXCLUSIVE OPTION

Your banner ads will appear throughout the site in rotation on the side bar and in-article.

Annual Rate (12 months): \$2,750 (\$3,750 w/out Print Ad Buy)

Category Exclusivity with a limit of 6 total advertisers throughout site.

Annual exclusive category banner ads throughout site:
300 x 250, 300 x 600, 728 x 90

INCLUDED! **OuterBanks.com**

OVER 1 MILLION REASONS TO ADVERTISE!

Appearing on *page one* of most Google searches, advertisers get 1,000's of clicks/referrals from *OuterBanks.com*!

Traffic Overview as of 7/9/2025

Sessions: 1,107,094 Users: 1,004,229

Page Views: 1,895,224 Advertiser Interactions: 2,028,980

(click-thrus, map clicks, video views, coupon clicks, coupon prints and phone clicks)

Automated Advertiser Traffic Results Provided Regularly

WEBSITE ADVERTISING PACKAGES *OuterBanks.com*

ADVERTISING UPGRADED LISTING

\$550 Value (Included w/Magazine Ad/4x Buy - \$1500 w/out Print Ad)

- Profile page including photo, unlimited/updatable text, web link + map locator feature

SILVER PACKAGE—\$1,930 (\$2900 w/out Print Ad Buy)

- 2nd highest tier ad, above Upgraded Listing with click-thru ability from category page.
- Profile page includes 4 photos. 50,000 guaranteed Run-of-Site Impressions annually.

GOLD PACKAGE—\$2,820 (\$3850 w/out Print Ad Buy)

- Highest tier ad, featuring click-thru ability from category page and video placement.
- Profile page includes 6 photos. 100,000 guaranteed Run-of-Site Impressions annually.

Content Page Sponsorships & Events Packages Also Available.

**Above pricing applies to all segments except Vacation Rentals, Real Estate & Hotels.*

OUTER BANKS SCENE E-NEWSLETTER

Deployed to our subscribed audience biweekly on Wednesdays.

FEATURED EVENT—\$150.

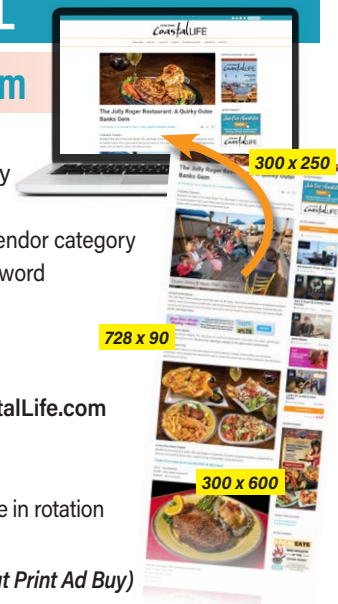
40 words of copy, a link, and image sized to 384w x 275h (no proofs).

BANNER AD—\$75.

A link and an image sized to 300w x 250h (proof available for in-house design).

CUSTOM EMAIL—\$500.

Built to client directive and proofed out for approval.



CONTESTS AND DATES

Reader's Choice *BEST of OBX*

August 18–October 31, 2025

Results in Spring '26 issue

2025 Giving Back Awards

August 6–November 6, 2025

Results in Winter '26 issue

Cutest Pets of the OBX

December 2–February 13, 2026

Results in Summer '26 issue

All contests & Issues are promoted on Coastal Life's Facebook and Instagram, providing an additional 15,000+ followings.

IMPORTANT DATES & DEADLINES BY ISSUE

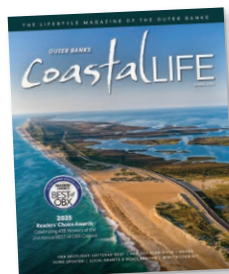


Winter Issue

GIVING BACK ISSUE

Special Sections:

- Faces of OBX
- Home & Garden
- Local Eats



Spring Issue

BEST OF OBX ISSUE

Special Sections:

- Home & Garden Expanded
- 2026 BEST OF OBX Reader's Choice Contest Winner Packages



2026 Reader's Choice Awards

Space Deadline:

Dec 2

Ad Approval Deadline:

Dec 9

Publishing:

January

Space Deadline:

March 20

Ad Approval Deadline:

April 1

Publishing:

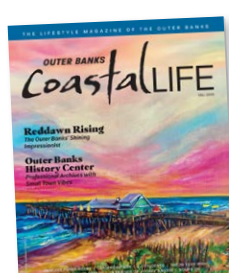
April



Summer Issue

Special Sections:

- Top Real Estate Agents
- Cutest Pets of the OBX
- Home & Garden



Fall Issue

Special Sections:

- Home & Garden Expanded
- Local Eats



Space Deadline:

June 2

Ad Approval Deadline:

June 11

Publishing:

July

Space Deadline:

September 3

Ad Approval Deadline:

September 12

Publishing:

October



WEDDING GUIDE TO THE OUTER BANKS

Annual Issue
Published January



OUTER BANKS VISITORS GUIDE

+

OUTERBANKS.COM



OuterBanks.com



CUSTOM DIGITAL

Programmatic Target Display, Web Visitor ID,
Ad Messenger, Email Marketing, Web Marketing Services

