

# TARGETING Outer Banks Property Owners with **DOUBLE IMPACT!**

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## 2026 Best of OBX Winner's Campaigns

Coastal Life Magazine's Readers' Choice contest ran Aug. 19-Oct. 31, 2025. Each voter was email verified and limited to 1 vote total per category.

15,036 votes were cast to determine Gold, Silver and Bronze winners in 121 categories. A full list of results will appear in the upcoming Spring issue.

### DISCOUNTED WINNERS RATE

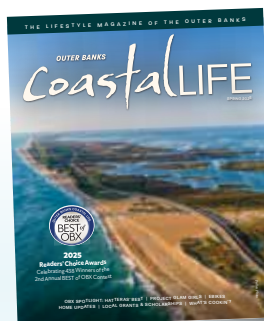
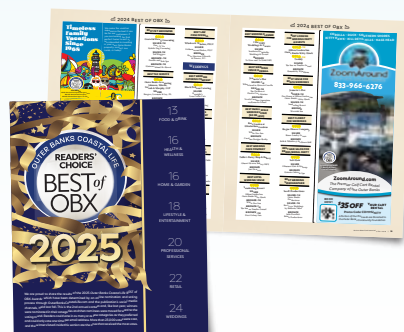
**Up to 35% Below Rate Card!** Proudly display your Reader's Choice Contest win with a discounted ad within our Best of OBX results section.

### DISPLAY YOUR WIN!

Included: Choice of Outdoor Banner **or** Laminated Plaque to promote your business.

### ENHANCED DIGITAL

Social Media "Award Announcement" via **f/OBXCoastalLife**, plus a featured listing on OuterBanksCoastalLife.com for 1 year.



### ADVERTISER SUPPORTED EDITORIAL

## 2026 Spring & Fall Home & Garden Improvement Interior & Exterior Revitalizations Spring & Fall Issues

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**EXPANDED HOME & GARDEN SECTIONS** will be featured in the **Spring & Fall 2026** issues of *Outer Banks Coastal Life*.

In addition to special print pricing, editorial references are provided to relevant advertisers as added value. Local professionals will provide home interior and exterior tips, including remodeling, design, decor, gardening, outdoor, patio.

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

### OUR REACH 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 at an average of 80 locations of advertisers and other businesses with a strong local customer base
- Mailed to "requestor" subscribers
- Unlimited virtual circulation with each issue promoted directly to Coastal Virginia Magazine's 55,000 online subscribers

### RATES

### Spring Issue "Award Winners" Discounted Program Prices

AD SIZE	PROGRAM RATES (Ad + Banner/Plaque + Enhanced Digital)	SPECIAL RATE FOR 2-4 ISSUE CURRENT ADVERTISERS	
		Normal Rate	Discounted Rate
Full Page	\$2,330	<del>\$2,825</del>	\$2,110
1/2 Page	\$1,590	<del>\$1,950</del>	\$1,440
1/4 Page	\$965	<del>\$1,465</del>	\$875

All rates are net and include complimentary ad design in "Best Of" format ads. No additional discounts available. Billing is upon publication. Invoices are mailed with net 15 day terms. If advertiser elects not to have a banner or plaque produced, subtract \$195 from rates. Enhanced Digital Value has a value of \$150. **AD RESERVATION DEADLINE: MARCH 20, 2025**

**For more information, contact:**

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