



Media Kit for the 2026 Upcountry Visitors Guide

Overview

The ***Upcountry Visitors Guide*** is one of the primary tools used by our organization to attract visitors to this six-county region of South Carolina. Advertising in the guide will put your message in front of approximately 200,000 individuals! Our readers save their copies of the visitors guide, and it becomes valuable reference material that is not discarded like general interest or advertising-heavy publications. We always have more content than ads so that you won't get lost in the crowd. The guide is also available online as an interactive resource, so your ad will be featured there as well, accompanied by a hyperlink to your website. The guide contains information on attractions, points of interest, recreation opportunities, shopping, entertainment, dining, accommodations, real estate & relocation, and more.

Net Advertising Rates for 2026 Upcountry Visitors Guide

Inside Cover – Front or Back	\$2,725
Page 1 (Opposite Inside Front Cover)	\$2,725
Center Spread	\$5,575
Back Cover	\$3,095
Full-Page	\$2,445
1/2-Page	\$1,755
1/3-Page	\$1,395
1/6-Page	\$795

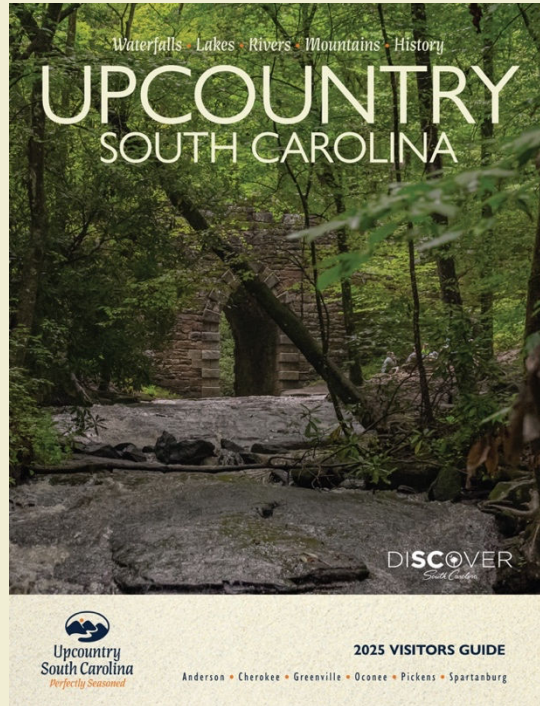
Deadlines

Space: October 3, 2025 | **Materials:** October 28, 2025 | **Publish Date:** February 2026

Contact

For questions, more information, and to sign up for your advertisement in the ***2026 Upcountry Visitors Guide***, please contact Joe Mullinax at **864-233-2690** or **Joe@UpcountrySC.com**.

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Distribution

A minimum of 60,000 copies of the guide will be produced and distributed via:

1. The SC Welcome Centers (38%)
2. Chambers of Commerce and Visitors Centers throughout the region (7%)
3. State, national, and local parks, campgrounds, and attractions (14%)
4. Regional, national, and international travel and trade shows (6%)
5. Fulfillment to individuals responding to our advertising and marketing campaigns (35%)

The top 6 states of inquiry are NC, SC, GA, FL, TN, and AL.

Added Value – *Reach even more visitors!*

The **2026 Upcountry Visitors Guide** is a cost-effective avenue to market your business or organization to potential visitors. The rates are listed on the previous page. We also include digital deliverables for half- and full-page advertisers at **no additional charge!**

Ad Size	Facebook Boosted Posts	E-Newsletter Feature/Sponsor	Enhanced Website Listing	Website Banner	Value
Full	2	Sponsor & Feature	Yes	1 year	\$1825
Half	1	Feature	Yes	1 year	\$995

Our website, UpcountrySC.com, receives approximately **300,000** unique visitors annually. Our Facebook page has over **145,000** fans, and boosted posts reach approximately 10 times the audience of a regular post. Our newsletter reaches around **55,000** subscribers who have expressed interest in the area.