



DESTINATION GUIDE MEDIA KIT

2026 ISSUE

Oh hey - get in, we're going places!

Lock in your spot in the only official destination guide for the Hickory Metro—where all eyes (and appetites) go to plan their next great adventure. Space is limited, and once it's gone, it's gone.

Each year, our destination guide dishes out the freshest finds in dining, shopping, events, and epic experiences for both locals and visitors alike. Don't miss your chance to be front and center in the area's must-have travel tool.

Bonus for our 2026 advertisers: In addition to your print ad in the guide and placement in our interactive digital edition on VisitHickoryNC.com, we'll show you off at least once on our social media (Facebook & Instagram) over the next 12 months. That's even more eyes on your business!

Here's how far your message goes:

- **20,000** printed copies
- **Distributed at all 21** NC Welcome Centers
- **16 Regional Visitor Centers** across the state
- **Mailed daily** across the U.S.
- **Live, clickable digital edition** online



TOURISM PARTNER 2026 RATES AND SPECS*

2 Page Spread	\$3,995
Full page	\$2,195
1/2	\$1,095
1/4	\$875
Inside Front Cover	\$3,295
Inside Back Cover	\$3,295
Back Cover	\$3,995

Ad Space Closes
January 15, 2026

Art Due
January 29, 2026

Publishes
March 2026

{ ADVERTISING CONTACT } **JANET McCRAY** | janet@accentcreativegroup.com or ads@accentcreativegroup.com | 770.265.4877

visit **HICKORY**
NORTH CAROLINA

DESTINATION GUIDE
MEDIA KIT



Need help with your ad? We've got you—design's on the house.

Digital Specs | Hickory's Destination Guide requires that advertising materials be sent in digital format as a high resolution (press optimized) PDF. All fonts and images must be embedded in the file. All images must be converted to CMYK. RGB images are not acceptable. Please call Accent Creative Group at 678.407.8820 with any questions regarding the creation of a high-resolution PDF. Native Quark Xpress or Adobe InDesign files are not acceptable. Fractional ads need to be set to their EXACT specs. Do not add bleed or crop marks to fractional ads.

File Submission | An upload link will be provided.

* If there are any questions regarding the specs or the submission process, please contact our design department at 678.407.8820.

PLEASE NOTE:
PMS/SPOT
COLORS ARE
NOT ACCEPTED.

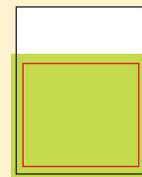
ADVERTISING SPECS

Full-page	TRIM.....	8.375" x 10.875"
	BLEED	8.5" x 11.125"
	*LIVE AREA	7.375" x 9.875"
Back Cover	TRIM.....	8.375" x 8.625"
	BLEED	8.625" x 8.75"
	*LIVE AREA	7.375" x 8"
1/2	HORIZONTAL	7.375" x 4.7434"
1/4	VERTICAL.....	3.58" x 4.78"

***NOTE:** For full-page and back cover ads, please keep text and logos within the live area specified for each size.



Full-page



Back Cover



1/2 Horizontal



1/4 Vertical

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