



Travel Guides | ASHEVILLE

**2024 SPRING ADVERTISING RATES
+ MEDIA KIT**



What is Travel Guides Asheville?

01

Travel Guides Asheville is an online travel guide for locals and visitors in Asheville and the surrounding cities! We offer digital advertising services to local businesses on all our digital marketing platforms: Instagram (94K+ followers), Facebook, Tik Tok, Pinterest and on our website.

We are known for our curated guides which feature a variety of businesses in and around Asheville (examples: The Best Vacation Rentals in Asheville, Local Makers and Artisans in and around Asheville, The Best Things To Do in and around Asheville, The Ultimate Guide to Summer in Asheville, etc).



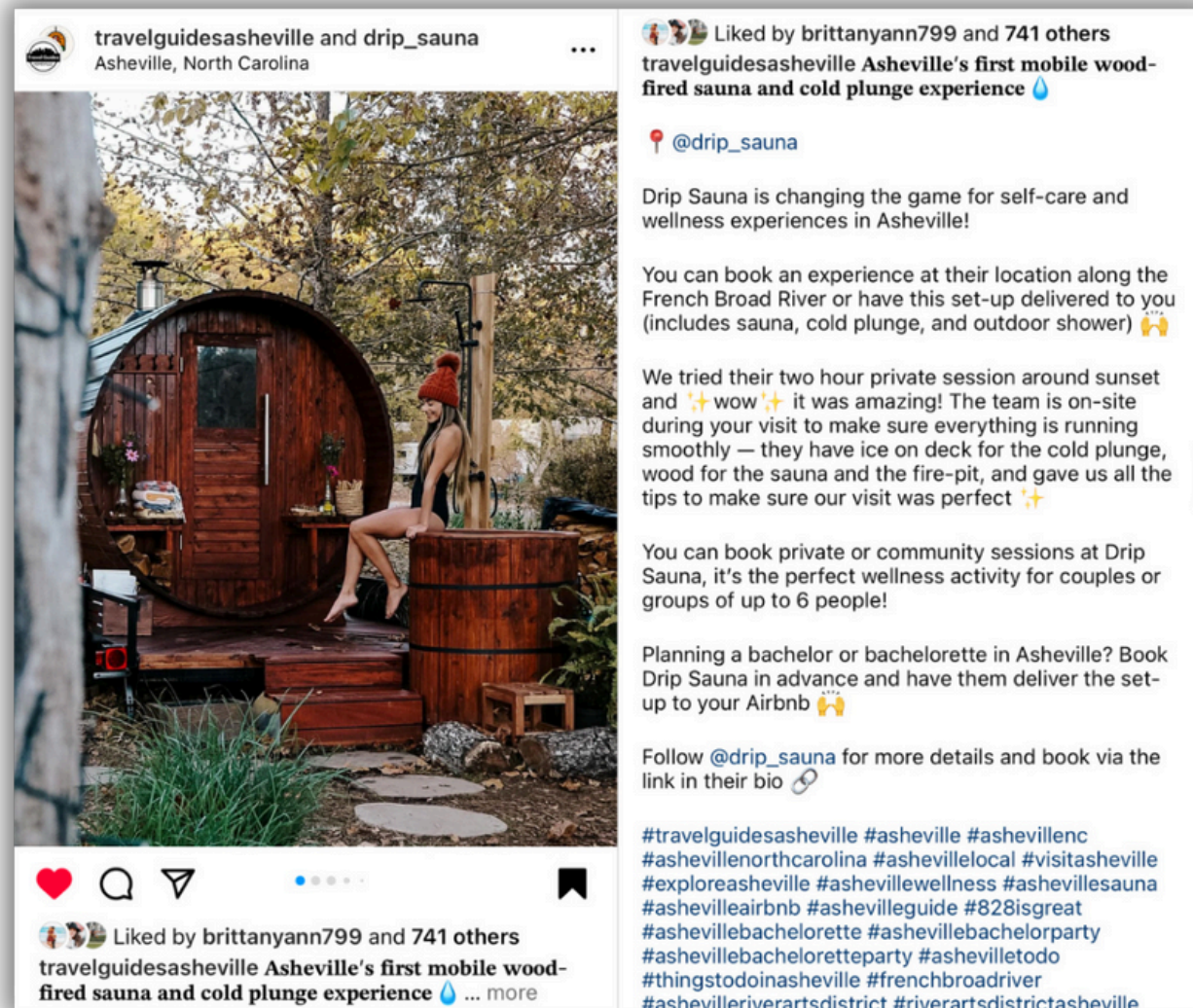


Spring Advertising Offer #1

Valid from March 4, 2024 - May 31, 2024

**One Instagram Feed Post + 7 Instagram stories
with a direct link to website/booking for \$350**

02



Instagram Feed Post Details:

- Send us up to 10 images
- Feed post will be shared into our stories for 7 days with a direct link to your website or booking page
- Submit a caption & any specific hashtags you'd like included
 - Request a date for the post to go live
- Request to be added as a collaborator on the post (this means that the post will also show on your Instagram feed)
 - Request to see insights after 14 days

CLICK HERE TO APPLY!



Spring Advertising Offer #2

Valid from March 4, 2024 - May 31, 2024

**One Instagram Reel + 7 Instagram stories
with a direct link to website/booking for \$350**

03



Instagram Reel Details:

- Send us a ready to go video or link to a reel you've posted
- Reel will be shared into our stories for 7 days with a direct link to your website or booking page
- Submit a caption & any specific hashtags you'd like included
 - Request a date for the reel to go live
- Request to be added as a collaborator on the reel (this means that the post will also show on your Instagram feed)
 - Request to see insights after 14 days

CLICK HERE TO APPLY!



Our Marketing Channels & Insights Overview

Last 90 Days: December 1, 2023 - February 28, 2024

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Instagram

Followers: 91.4K
Reach: 1.0M
Engagement: 66K



Facebook

Followers: 862
Reach: 10.8K



Website

Visits: 14K
Bounce Rate: 86%
Unique Visitors: 13K
Page Views: 17K



TikTok

Followers: 7,026
Likes: 42.6K



Pinterest

Impressions: 38.82K
Total Audience: 22.13K





Instagram Insights

Last 90 Days: December 1, 2023 - February 28, 2024

05

Insights Overview

Accounts Reached:
1.0M
Accounts Engaged:
66K
Total Followers:
91.4K

Followers Top Locations

Asheville	5.4%
Charlotte	5.4%
Raleigh	2.6%
New York	1.2%
Durham	1%

Followers Age Range

13-17	0.2%
18-24	5.6%
25-34	29.7%
35-44	29.7%
45-54	18.7%
55-64	9.3%
65+	4.1%



Facebook Insights

Last 90 Days: December 1, 2023 - February 28, 2024

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Insights Overview

Accounts Reached:
10.8K
Total Followers:
862

Top Locations

Asheville	8.2%
Hendersonville	1.2%
Leicester	1.2%
Swannanoa	1.2%
Mountain Home	0.9%

Age Range

18-24	1.5%
25-34	17.7%
35-44	32.6%
45-54	26.4%
55-64	15.4%
65+	6.4%



Website Insights

Last 90 Days: December 1, 2023 - February 28, 2024

Insights Overview

Visits: 14K

Bounce Rate: 86%

Unique Visitors: 13K

Page Views: 17K

Visits by Location

(Quick Snapshot)

North Carolina	7,020
Florida	839
Tennessee	816
South Carolina	733
Georgia	678



Pinterest Insights

Last 90 Days: December 1, 2023 - February 28, 2024

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Insights Overview

Impressions:
38.82K
Engagements:
2.97K
Total Audience:
22.13K

Top Metros

Atlanta	4.4%
Charlotte	4.3%
Raleigh-Durham	3.3%
New York	3.0%
Orlando-Daytona	2.6%
Bch-Melbrn	

Age Range

18-24	8.3%
25-34	39.5%
35-44	21.1%
45-49	7.5%
50-54	6.4%
55-64	10.7%
65+	6.0%



Contact Us

For questions or comments

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Guide Schedule

<https://www.travelguidesasheville.com/guideschedule>

