

The background of the image is a scenic view of the Asheville mountains. The foreground is filled with lush green trees, including several tall, thin evergreens. In the middle ground, there are rolling hills and valleys covered in dense green forest. The background shows a range of blue-toned mountains under a clear, light sky. In the top right corner, there are three small, dark red dots.

# 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 (91K+ 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).



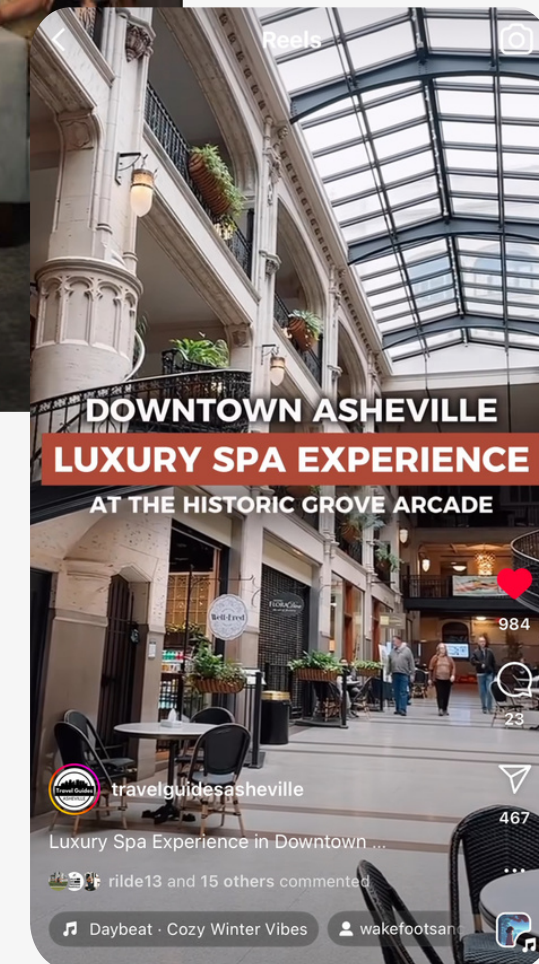
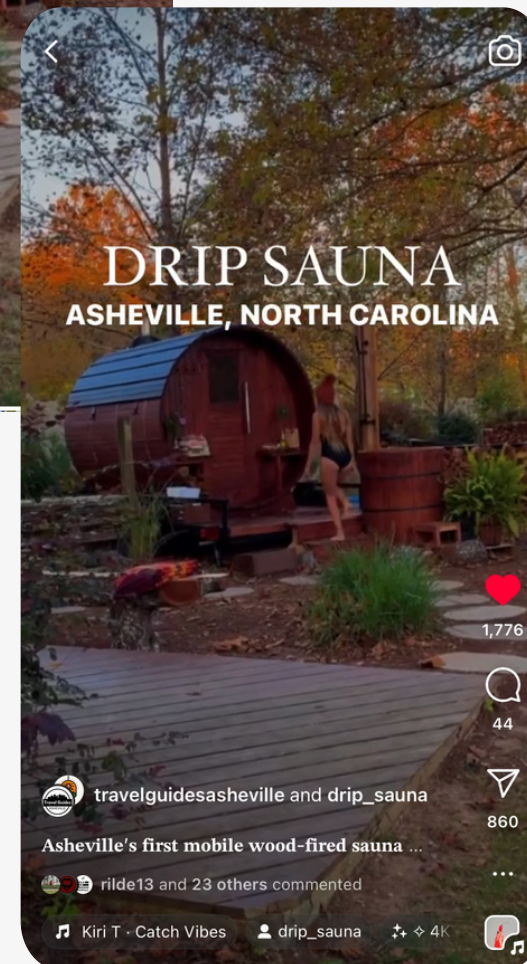


# Recent IG Reel Views



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

06



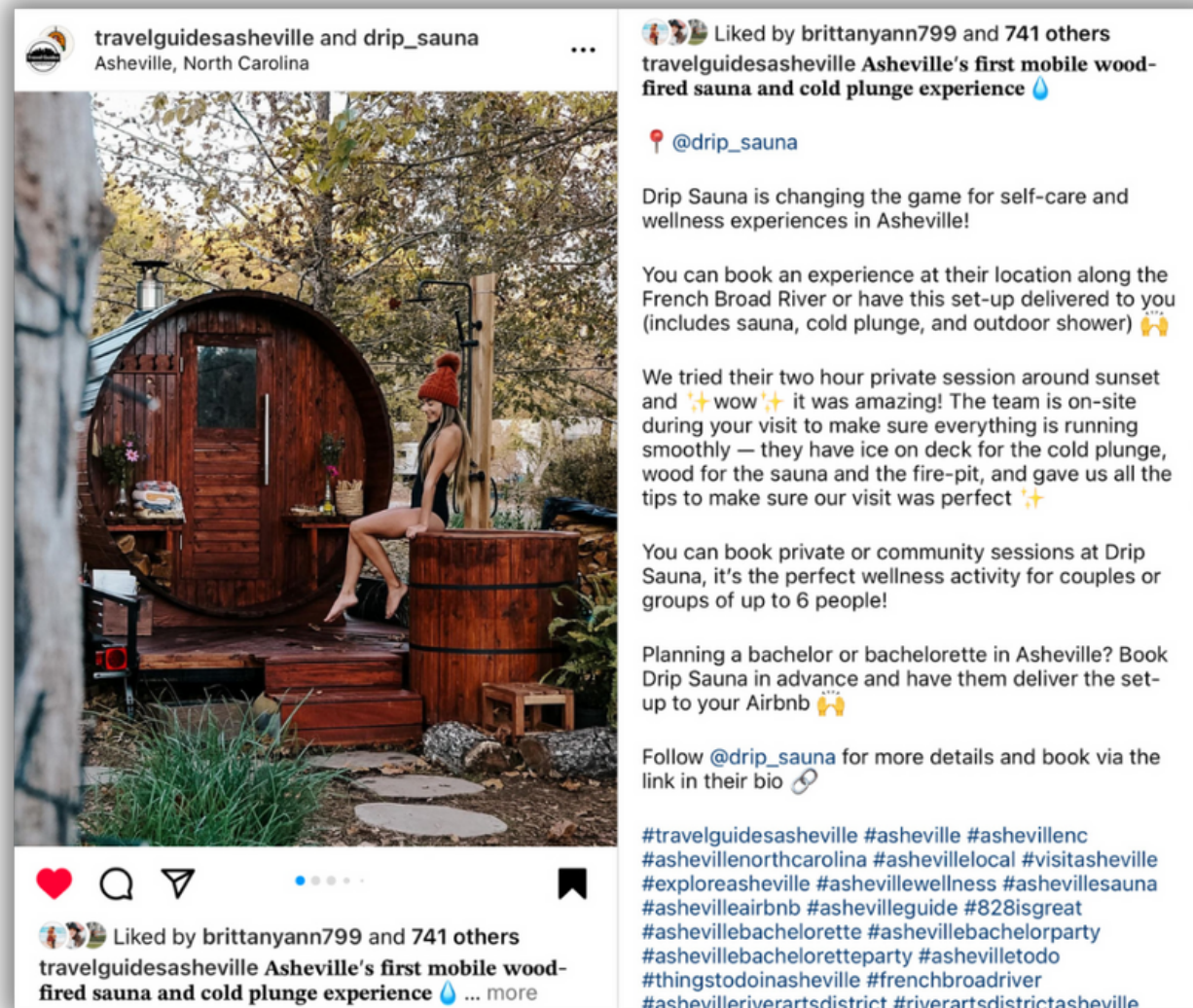


# Spring Advertising Offer #1

Valid from March 4, 2024 - May 31, 2024

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

06



## 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**

06



## 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

02



## Instagram

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



## Facebook

Followers: 862  
Reach: 10.8K



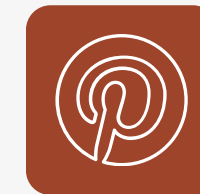
## Website

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

03

## 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

04

## 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

05

## 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

06

## 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

## Email Address

hello@travelguidesasheville.com

## Website

[www.travelguidesasheville.com](http://www.travelguidesasheville.com)

## Our Services

[www.travelguidesasheville.com/services](http://www.travelguidesasheville.com/services)

