Appalachian Magazine
Travel, History, Life.

2018 MEDIA KIT
ABOUT US

In December 2013, West Virginia native Jeremy T.K. Farley launched a blog sharing the many stories he had heard his grandparents recount of life in the coal mining towns of Mingo County, West Virginia. Within three months of the site’s original launch, more than 3,000 people had subscribed to receive updates from the online publication and Appalachian Magazine was born.

Initially, just a blog he and his wife updated on a weekly basis, Appalachian Magazine has grown into one of the region’s premier culture, history and travel publications, showcasing the Appalachian region’s rich heritage, as well as the many businesses committed to moving our economy forward.

Today, Appalachian Magazine has over 81,000 Facebook fans and a weekly online reach of roughly a quarter-million individuals.

Our Mission & Passion

Being a native of Appalachia (Appa-LATCH-uh), Jeremy has a passion for the mountains, its people and history. This passion is felt in every article published on the website or printed in the quarterly print edition of the magazine.

“The purpose of Appalachian Magazine is to showcase the tourism opportunities, rich history and timeless lifestyle of the greater-Appalachian region, while at the same time, providing a platform for frank and honest dialogue regarding the areas where improvement is needed.”

The number of writers featured in both the online and print publication is ever growing and as the magazine moves into the next phase of its existence, we remain committed to fulfilling our mission statement.
With a weekly reach of a quarter-million people, +81,000 Facebook fans, and a loyal following throughout the region, it is clear that Appalachian Magazine is delivering a product people throughout this region crave — original stories of their history, homeland and heritage.

Online Readers
Female / Male: 63% / 37%
Average Age: 52.4 years old
Weekly Reach: 230,831
Facebook Fans: 81,042
TOP STATES: West Virginia, Tennessee, North Carolina & Virginia

AGE OF READERS
OUR REPUTATION: established & trusted

Far from the original blog post Jeremy Farley published in December 2013, Appalachian Magazine has grown into a trusted and authoritative source for all things Appalachia. Our articles have circled the globe and the following list of major news corporations and individuals (including a Presidential candidate) have referenced or cited our work... notice how diverse these organizations are!

Cited:

Huffington Post:
http://huffingtonpost.com/entry/responsible-gun-ownership_56192ee1e4b0e66ad4c82ad6
http://www.huffingtonpost.com/entry/don-blankenship-trial_us_560d425be4b076812700ea03

Mike Huckabee:
https://www.facebook.com/mikehuckabee/posts/10153333553727869?
match=dGhpcyB5b3VuZyBtYW4gd2FzIHJhaXNlZCByaWdodCxtaWtlIGh1Y2thYmVl

Mother Jones:
http://www.motherjones.com/politics/2015/09/blankenship-trial-king-coal-west-virginia

The New York Times:

National Geographic:
http://news.nationalgeographic.com/2016/06/rattlesnake-animals-science-america-snake-levin/)
ADVERTISING: Option 1 — Featured Content

We take great pride in our work and are dedicated to ensuring our customers receive the biggest bang for their buck. Over the course of our existence, we have perfected three strategies that guarantee our client’s needs are met:

Featured Content

What It Is — You pay us to feature your business, destination or event in an online article and we will do just that — sharing the piece with your target geographic audience. Rather than pay for a boring ad that no one cares about, market your business through interesting articles that people actually want to read and even share with their friends!

Who Uses It — Success stories include Virginia & North Carolina’s US 21 Road Market event, which garnered +311,000 views from the article and propelled what was initially a local event into a regional tourism spectacle.

This option is ideal for tourism destinations such as inns and entire communities.

Pricing

ONE ARTICLE $150

ONE EACH QUARTER (4 Articles Each Year) $400

ONE YEAR (12 Articles: One Each Month) $1,000

Specs & Guarantees

Length: Between 400-700 words
Views: No fewer than 10,000; typically more than 15,000; potential +300,000
Include: Backlink to the website of your choice. Client will sign-off on article prior to publishing.

Due to the fact that the content of your ad will be featured as an article, Appalachian Magazine will work with businesses to honestly determine if this is a good option for them, as well as for us.

You’ll find that we’re very honest and if we feel that this will not be a wise option, we’ll be the first to tell you... We want return customers!

Virginia & North Carolina Partner to Create +100 Mile Long Yard Sale

Tourism officials in Virginia and North Carolina have joined forces to create a multi-state +100 mile long road market and the results are proving incredible for local residents and small businesses in the rural western regions of North Carolina and Virginia.

Launched in 2014, the multi-state event which encompasses more than 100 miles of Historic U.S. Route 31 now runs from Wytheville, Galax in Virginia to Marion, Waynesville in North Carolina.
ADVERTISING: Option 2 — Travel Appalachia Feature

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- **Featured Content**
  - **What It Is** — Specifically designed to highlight tourism destinations! Rather than simply write about your destination, as is the case with “Option 1”, in “Option 2” we travel to your site, video, take photos, conduct extensive interviews and then work to maximize your reach on several mediums, including online and print articles, as well as through our online video channel!
  - This is aimed at getting you noticed on a state and national level.

- **Pricing**
  - **ONE FEATURE** (includes article, video, & photos) $300
  - **ONE EACH QUARTER** (4 Features—1/quarter) $800
  - **ONE YEAR** (12 Features—1/month) $2,000

- **Specs & Guarantees**
  - All article specs & guarantees listed in Option 1, plus...
  - 3-5 minute fun and exciting “Vlog” video—will be shared with our 81,000+ Facebook fans.
  - We will pitch the written article to the social media teams of your state’s respective tourism promotion organization, for share via their social media platforms.
  - We will capture +50 professional photographs of your destination and will make them available to you free of any copyright charge.
  - Each article with multiple photos will appear in future print editions of Appalachian Magazine.
We take great pride in our work and are dedicated to ensuring our customers receive the biggest bang for their buck. Over the course of our existence, we have perfected two strategies that guarantee our client’s needs are met:

Other Services provided by Jeremy TK Farley — Contact for Prices

- Writing & Distributing Press Releases
- Media Relations & On-Camera Interviews
- Marketing & Public Relations Assistance
- Special Event Speaker
  - Appalachian History & Culture
  - Tourism & Marketing
  - Business Etiquette
- Website Design

Qualifications & Highlights of Jeremy TK Farley

- Founder of Appalachian Magazine, 81,000+ Facebook fans & weekly reach of 200,000
- Wythe County Tourism Director & Public Information Officer
- Public Relations Specialist for NASCAR Driver Eric McClure
- Recognized by US Forest Service for providing “Exceptional support” during a FEMA emergency
- NASA Social Media Credentials
- Winner: NASCAR Sanctioned Social Media Contest
- CNN: Editor’s Choice Designation
- FEMA Certified: National Incident Management
- Weekly public speaker at events
Dear Potential Partner,

I never could have imagined the exciting opportunities that awaited me the morning I clicked the “publish” button on my Appalachian blog for the first time. The stories I shared were tales of the only people and places my grandparents ever knew and they were incredible.

It saddens me that my grandparents never lived to see the day the stories of them ringing the outside dinner bell to warn their cousins that the revenuers were in town, or that pictures of the family’s century old cemetery would be viewed by millions of people around the globe.

They were proud of the place they called home and so am I.

As the publication has taken wings of its own, we fully recognize the incredible responsibility that has been thrust upon us — a responsibility to use our reach for the betterment of the thousands of map dots from Georgia to Pennsylvania which make up our region.

With this understanding in mind, we offer all potential partners a simple pledge: To approach each new advertising conversation in an honest manner, refusing to ever sell a product we are not fully persuaded will offer a sizeable return on investment.

We look forward to getting to know you better!

Thank you,

Jeremy & Allison Farley