

Country Roads

MEDIA KIT 2025



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WWW.COUNTRYROADSMAGAZINE.COM

Country Roads

2025 EDITORIAL

Feature Focuses and Special Advertising Section

What's Inside?

EVENTS | GETAWAYS | CUISINE | NATURE & OUTDOORS
VISUAL & PERFORMING ARTS | LITERATURE | HISTORY | FESTIVALS

January: The Good Deeds Issue

The community heroes, philanthropic triumphs, and conservation successes helping our society grow

February: The Music Issue

Stories of songwriters, music makers, and venues

March: Into the Garden

Cultivating beauty and bountiful harvests in gardens large and small

April: The Road Trip Issue

Destinations and roadside attractions worth hitting the road for

May: Into the Outdoors

Hitting trails and waterways in search of the region's unforgettable outdoor experiences

June: Visual Arts

Inspiring perspectives from Louisiana and Mississippi creatives

July: The Cuisine Issue

Destination dining, chef profiles, evolving foodways, and recipes (of course)

August: Deep South Design

Living well and finding "home" amid a shifting Southern climate

September: Performing Arts

Who's in lights, in tights, and onstage for the season to come

October: Myths & Legends

Tales of the unexpected from Mississippi and Louisiana

November: The Film Issue

Sharing stories from page to screen

December: Holiday Traditions

The ways we gather, remember, share, and celebrate

THE COUNTRY ROADS' MISSION IS TO ENRICH OUR READERS' EXPERIENCE OF LIFE IN LOUISIANA AND MISSISSIPPI BY CONNECTING THEM MORE CLOSELY WITH THEIR CULTURE.



Country Roads Offerings

In its 42nd year of publication, *Country Roads* today boasts the **largest per-issue print circulation** of any monthly publication in the capital region. With print, digital, and newsletter platforms, we continue to engage a loyal, committed audience, who cite *Country Roads* as their **primary source of cultural information**.



PRINT

- DISPLAY ADVERTISING
- MONTHLY GIVEAWAY PACKAGE
- EVENTS CALENDAR
- ADVERTORIALS
- TOPICAL MONTHLY THEMES

ONLINE

- WEBSITE ADVERTISING - countryroadsmag.com
- SPONSORED CONTENT
- DEDICATED E-NEWSLETTERS
- EDITORIAL E-NEWSLETTER ADVERTISING



A special advertising feature from Louisiana Nursery

Louisiana Nursery's Tips on Attracting Pollinators to Your Garden

Ready for a busy fall? You can boost the number of pollinating insects in your garden by planting a variety of flowers and plants that attract them. While most pollinators are active in the spring and summer, many are also active in the fall. This is a great time to plant flowers that will attract them and help them survive the winter. Here are some tips to help you get started.

Create a Pollinator-Friendly Garden
 1. Choose a variety of flowers that bloom at different times throughout the season.
 2. Avoid using pesticides, herbicides, and fungicides.
 3. Provide nesting sites, such as birdhouses, bee hotels, and insect hotels.
 4. Avoid using lawn mowers and trimmers that can harm pollinators.
 5. Avoid using fertilizers that can harm pollinators.

Plant for Specific Pollinators
 1. Different pollinators have different preferences for different types of flowers.
 2. Some pollinators, like bees, prefer flowers with a long, tubular shape.
 3. Other pollinators, like butterflies, prefer flowers with a flat, open shape.
 4. Some pollinators, like hummingbirds, prefer flowers with a long, narrow shape.
 5. Some pollinators, like moths, prefer flowers that bloom at night.

Free Garden
 1. Louisiana Nursery is offering a free garden to anyone who subscribes to our newsletter.
 2. The garden includes a variety of flowers and plants that attract pollinators.
 3. The garden is available while supplies last.

Louisiana Nursery
 1111 University Blvd.
 Baton Rouge, LA 70802
 225.343.3714



CUSTOM CONTENT

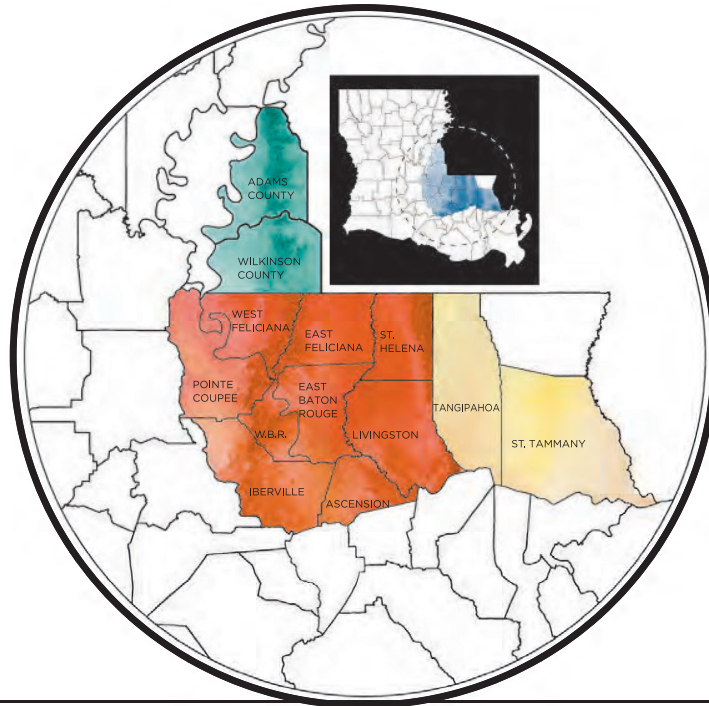
- ADVERTORIALS
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Regional Distribution

MASSIVE REACH IN THE CAPITAL REGION



The Audience

A TOP-NOTCH BUNCH



Over
75,000
LOYAL READERS

36,000+
SOCIAL MEDIA
FOLLOWERS



Over
17,000
ENEWS SUBSCRIBERS

1:19 Minute
AVERAGE TIME
PER WEB SESSION



\$73,000
MEDIAN INCOME
WITH

40%
EARNING 80K OR
MORE



76%
FEMALE

63%
ARE BETWEEN
AGES 35 & 64

30%
HAVE BEEN READING CR
FOR OVER **10 Years**

50%
HAVE BEEN READING
CR FOR OVER **6 Years**

64%
cite Country Roads as their **primary source**
for cultural information about our region.

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