



CLT Guide

MEDIA KIT

WWW.CLTGUIDE.COM

About Us

CLTGuide is a locally owned media company that aims to provide a full resource guide for the city of Charlotte. We believe valuable news, information, guides, and resources shouldn't be hidden behind a paywall. We love exploring and creating content for this amazing city and diversity is important to us when highlighting some of the best businesses and restaurants across all parts of Charlotte! Providing value to our residents, businesses, and city will always be at the forefront of all of our decision-making!

SOCIAL MEDIA STATISTICS

550,000+ CHARLOTTE SOCIAL FOLLOWERS



273K

FOLLOWERS



158K

FOLLOWERS



50.1K

FOLLOWERS



6.8K

FOLLOWERS



39.6K

FOLLOWERS

6.4 MILLION

VIEWS LAST MONTH
ON IG

5.1 MILLION

VIEWS LAST MONTH
ON FB

29 MILLION

TIKTOK VIEWS ON
#CLTGUIDE

6,449

ACTIVE EMAIL
SUBSCRIPTIONS
(47% OPEN RATE)

(704)386-8705 • cltguide@gmail.com

7845 Colony Rd, Ste C4, Charlotte, NC 28226

AUDIENCE REACH



30% MALE
70% FEMALE

13.6% (18-24 YEARS) 27.3% (35-44 YEARS)
41% (25-34 YEARS) 9.7% (45-54 YEARS)
AGES

Advertising, Partnerships & Other Pricing Options

We offer a variety of advertising, partnership, and other pricing options. We will be more than happy to talk with you and workout a plan that is beneficial for all involved!



IN THE LAST 90 DAYS...

5,490,545

ACCOUNTS REACHED

23.9 MILLION

IMPRESSIONS

176,665

POST INTERACTIONS

955,551

REEL INTERACTIONS

♥ **123,501** LIKES

🔖 **10,595** SAVES

📄 **35,974** SHARES

♥ **635,858** LIKES

🔖 **82,679** SAVES

📄 **198,601** SHARES

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f IN THE LAST 90 DAYS...

3.8 MILLION

ACCOUNTS REACHED

18.6 MILLION

IMPRESSIONS

150.4K

CONTENT INTERACTIONS

10.3M

REEL VIEWS

12.4K

LINK CLICKS

87.9K

VISITS

124K REACTIONS

17K SHARES

9.3K COMMENTS & REPLIES

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