



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

600,000+ CHARLOTTE SOCIAL FOLLOWERS



298K

FOLLOWERS



186K

FOLLOWERS



53.3K

FOLLOWERS



6.8K

FOLLOWERS



41K

FOLLOWERS

8.4 MILLION

VIEWS LAST MONTH
ON IG

2.1 MILLION

VIEWS LAST MONTH
ON FB

29 MILLION

TIKTOK VIEWS ON
#CLTGUIDE

6,501

ACTIVE EMAIL
SUBSCRIPTIONS
(47% OPEN RATE)

(704)386-8705 • cltguide@gmail.com

7845 Colony Rd, Ste C4, Charlotte, NC 28226

AUDIENCE REACH



36.4% MALE

63.6% FEMALE

5.5% (18-24 YEARS) 33.8% (35-44 YEARS)

30.7% (25-34 YEARS) 18.6% (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...

1,289,430

ACCOUNTS REACHED

18.5 MILLION

IMPRESSIONS

232K

POST INTERACTIONS

224K

REEL INTERACTIONS

♥ **130K** LIKES

🔖 **26K** SAVES

📌 **64K** SHARES

♥ **93K** LIKES

🔖 **45K** SAVES

📌 **80K** SHARES

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f IN THE LAST 90 DAYS...

2.6 MILLION

ACCOUNTS REACHED

10 MILLION

IMPRESSIONS

232K

CONTENT INTERACTIONS

10M

REEL VIEWS

12.4K

LINK CLICKS

87.9K

VISITS

69K REACTIONS

10K SHARES

4.7K COMMENTS & REPLIES

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