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

301K
FOLLOWERS

188K
FOLLOWERS

53.7K
FOLLOWERS

6.8K
FOLLOWERS

41.1K
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!

CLTGuide

IN THE LAST 90 DAYS...

1,289,430
ACCOUNTS REACHED

18.5 MILLION
IMPRESSIONS

232K
POST INTERACTIONS

- **130K** LIKES
- **26K** SAVES
- **64K** SHARES

224K
REEL INTERACTIONS

- **93K** LIKES
- **45K** SAVES
- **80K** SHARES

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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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