

SOMEWHERE IN THE SOUTH



HENDERSONVILLE, NORTH CAROLINA

Cheers! Trail in Hendersonville, NC



In Hendersonville, where craftsmen have drawn inspiration from the surrounding Blue Ridge Mountains for centuries, a new era has emerged of handmade, locally sourced products.

Nowadays, breweries, hard cideries and wineries produce small-batch beverages prized for their quality and originality. The easiest way to find these treasures is via the [Cheers! Trail](#), which connects 16 craft beverage destinations throughout this scenic region of North Carolina.

Wine. Cider. Beer. Mead. This trail provides a wealth of tasting experiences.



[Watch Now | Hendersonville Cheers! Trail](#)

EXAMPLES OF "SITS":

- ▷ [Cheers! Trail in Hendersonville, NC](#)
- ▷ [Books Along the Teche Literary Festival](#)
- ▷ [NCHC Smithsonian Art Exhibition](#)
- ▷ [Experience Bowling Green, KY](#)

Because of the popularity of our weekly e-newsletter, *Oxford American* also offers the **Somewhere in the South** sponsored edition, which goes out monthly and is open to select advertisers.

Somewhere in the South offers advertisers an exclusive opportunity to reach an audience of attentive and interested *Oxford American* readers. It's a perfect platform for showcasing your destination, attractions, product, or experience.

- 1x rate is **\$1,450** | 2x+ rate is **\$1,200**
- Reaches approximately **34,000 opt-in subscribers**
- Goes out on select **Thursdays each month** (ask your rep for available dates)
- Full **analytic reports available** to Sponsored Edition e-Newsletter advertisers upon request

SPONSORED EDITION SPECS:

- 200-400 total words of copy
- 2-3 high-res images for the header (300 dpi or higher)
- 1 video to be embedded
- OR-
- 1 additional high-res image

MATERIALS DEADLINE:

At least one [1] week before the scheduled send date