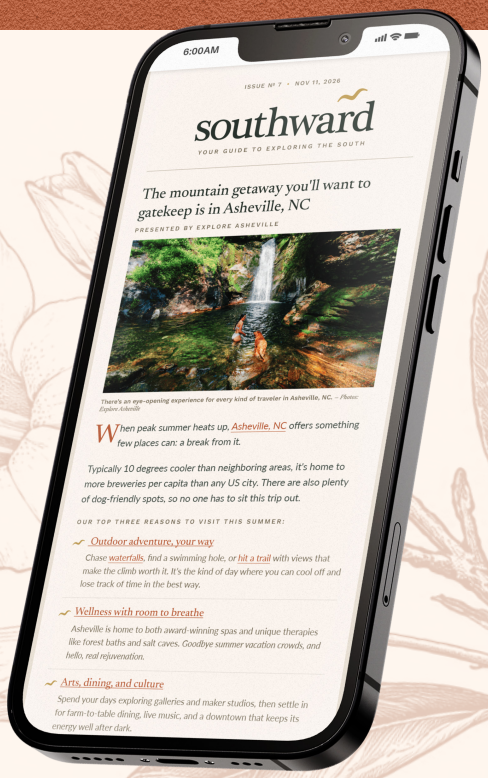
2027 MEDIA KIT

southward

Reach travelers heading South



WHAT IS SOUTHWARD

Our travel newsletter helping readers discover the best of the Southeast. Led by a network of local journalists in 20 Southern cities. Published weekly, alternating between a magazine-style discovery send and an immersive single-destination guide. Together, the two formats create natural environments for brands across the travel ecosystem.

- Fluent in the region, not parachuting in - built on a decade of relationships with local magazines, influencers, taste-makers, content creators, and small businesses.
- Weekly, curated recommendations - from weekend getaways and boutique stays to can't-miss restaurants, festivals,and hidden gems.
- The result: trusted inspiration for readers, and a new regional advertising platform for travel, tourism, hospitality, and lifestyle brands.

WHY ADVERTISE WITH US

AUDIENCE CONGRUENCY

6AM City's core readership is already our target travel audience - engaged, loyal, and planning their next trip.

A GROWING MARKET

Domestic travel is projected to reach 87% of all U.S. travel spend in 2026, and road-trip travel across the East South Central region grew 63% from 2019-2024.

AUDIENCE TRUST

6AM City is the largest lifestyle newsletter network in the Southeast. Editors across 20 local newsrooms already produce trusted recommendations on restaurants, hotels, events, and hidden gems - a library competitors can't match.

BUILT-IN REGIONAL REACH

Southward creates dedicated inventory for airlines, tourism boards, hotels, rental car companies, and other regional travel and hospitality brands.

A PROVEN CATEGORY

Tourism and Hospitality are the single largest partnership category at 6AM City

Visit Winston Salem North Carolina · Visit Central Florida · VISITLEX · Visit Pensacola · visitgreenvillesc · Alabama's Beaches · Explore Asheville · Visit the Heart of North Carolina · Jackson County North Carolina · Nashville Music City · CRVA Charlotte Regional Visitors Authority · Experience Columbia SC · Explore Charleston · Golden Isles Georgia · Amelia Island Florida · Visit Fort Worth · Chattanooga Tourism Co.

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Our captive, travel-ready audience across the Southeast.

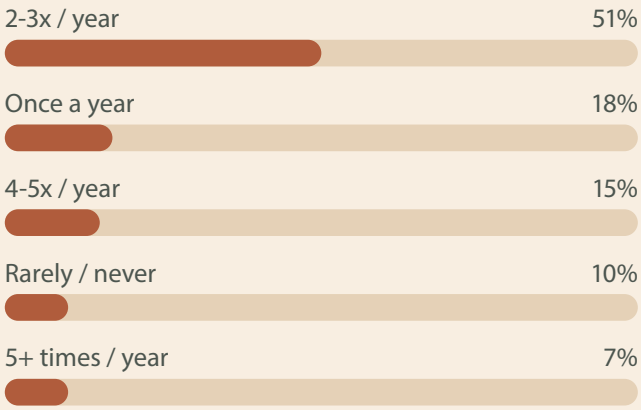
WHO'S PACKING THEIR BAGS

73%
vacation 2+ times a year

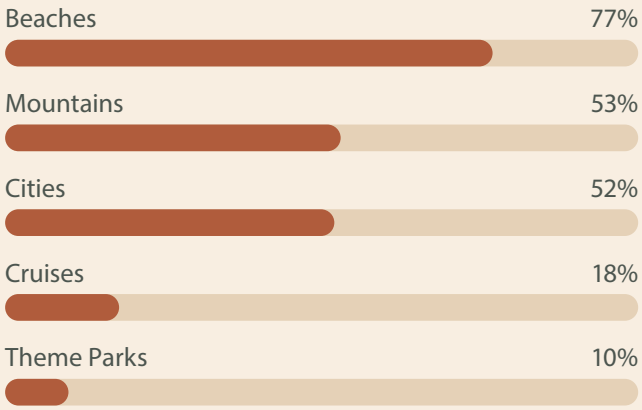
76%
say we influence their purchases

96%
travel away from home yearly

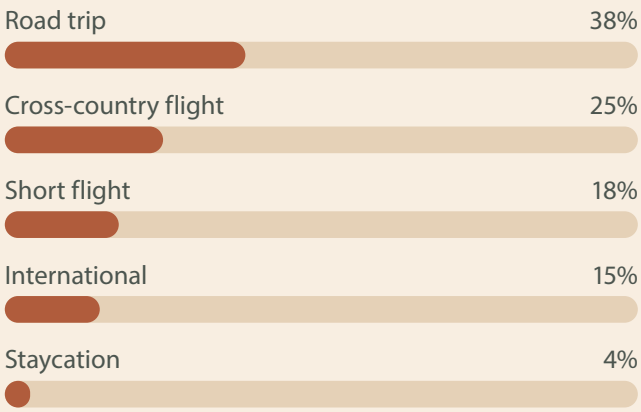
VACATION FREQUENCY



WHERE THEY VACATION



HOW FAR THEY TRAVEL



WHO THEY ARE



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ISSUE № 7 • NOV 11, 2026

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YOUR GUIDE TO EXPLORING THE SOUTH

The mountain getaway you'll want to gatekeep is in Asheville, NC

PRESENTED BY EXPLORE ASHEVILLE

There's an eye-opening experience for every kind of traveler in Asheville, NC. – *Photos: Explore Asheville*

2 When peak summer heats up, Asheville, NC offers something few places can: a break from it.

Typically 10 degrees cooler than neighboring areas, it's home to more breweries per capita than any US city. There are also plenty of dog-friendly spots, so no one has to sit this trip out.

OUR TOP THREE REASONS TO VISIT THIS SUMMER:

- Outdoor adventure, your way
  Chase waterfalls, find a swimming hole, or hit a trail with views that make the climb worth it. It's the kind of day where you can cool off and lose track of time in the best way.
- Wellness with room to breathe
  Asheville is home to both award-winning spas and unique therapies like forest baths and salt caves. Goodbye summer vacation crowds, and hello, real rejuvenation.
- Arts, dining, and culture
  Spend your days exploring galleries and maker studios, then settle in for farm-to-table dining, live music, and a downtown that keeps its energy well after dark.

PLAN YOUR VISIT →

1



THE DISPATCH

GIVEAWAY

3 Want to win a waterfront getaway for two this fall? We're giving away a $1,200 prize package that includes a boutique hotel stay, dinner, guided tours + more in NC's New Bern. Enter now on Instagram: It only takes a few seconds.*

TRAVEL

Mountain vistas. Check. Peak fall foliage. Check. Cozy small-town vibes. Check. Virginia's Blue Ridge Mountains have everything you want from a fall escape — and now, getting there is easier. Catch a new nonstop American Airlines flight from DFW to Roanoke-Blacksburg Airport (ROA) and start planning your mountain adventure.*

TRY THIS

September is Amelia Island Dining Month. Plan a getaway to the Florida barrier island to experience a full month of specialty menus at the island's diverse array of restaurants, meals that benefit local charities, and a hearty helping of sunshine + seaside views.*

LAST STOP



Dalton Anderson

EDITOR-IN-CHIEF

If you do one thing this week, take the long way between Charleston and Savannah – *Highway 17, not the interstate*. It costs you forty minutes and hands back live oaks, a boiled-peanut stand near Yemassee, and that first flat glitter of the marsh that reminds you why any of us bother heading south at all.

Dalton

UNTIL NEXT TIME, Y'ALL BE GOOD

Trusted inspiration from a network of local journalists in 20 Southern cities.

Display Content Offerings

1 PREMIUM BANNER AD

1200px x 600px, 1 link.

A bold visual placement designed to build awareness and drive traffic.

Branded Content Offerings

2 LEAD STORY

Headline, 2 images, 300-word max, up to 6 links and an engagement module.

Own the top of the newsletter with a high-visibility story designed to inform, inspire, and drive engagement.

ARTICLE

Headline, image, 150 words, and up to 4 links.

A visually engaging story that connects readers with your message and encourages them to explore further.

MINI ARTICLE

Headline, image, 75 words and up to 3 links.

A concise, visually driven story designed to create a splash and drive traffic.

3 TEXT AD

50 words and up to 2 links.

A short, 1-2 sentence blurb in our "Dispatch" section that's designed to highlight your brand and push them to your website, promote recent news, or convert attendees to your event.

Branded Content Sponsorship Opportunities

Select from our signature Branded Content Sponsorship Opportunities listed below, designed to educate potential travelers on your destination, attraction, service, and more.

- CHECK IN — Exceptional hotels, resorts, and stays
- WORTH THE TRIP — Destination-worthy events and experiences
- FRESH OFF THE MENU — Buzzy restaurant openings or news
- ON VIEW — Museum exhibits worth planning around
- THE LOCAL'S LIST — Tailored favorites from a local's voice
- THE BACK ROADS — Off-the-beaten-path towns or experiences
- KEEPSAKE — Featuring a locally made item worth bringing home
- ARCHIVES — Historic images of travel destinations/travel in the south
- DEPARTURES — Flight promos, new routes, rail/transit news
- IN SEASON — Travel experiences with a limited window
- FURTHER AFIELD — Anything related to travel outside of the Southeast

DESTINATION EDITION Nº 7 • NOV 16, 2026

southward

YOUR GUIDE TO EXPLORING THE SOUTH

PRESENTED BY

VISIT SAVANNAH EST. 1733

Savannah, Georgia

Live oaks, 22 historic squares + plenty of Southern hospitality.



Azaleas bloom beneath the live oaks in Forsyth Park. – *Photo: Dominik Gryzbon*

Savannah isn't a city you rush. It's one you wander through, under canopies of Spanish moss-draped oaks, from one historic square to the next, with a stop for oysters or a scoop of ice cream. Nearly 300 years after its founding, the "Hostess City of the South" still pairs old-world charm with a modern-day food and art scene. We think it's best explored on foot, so lace up your shoes and let's go.

DAY ONE

EAT

The Grey

Start your trip with brunch in a restored 1938 art deco Greyhound bus terminal.

SEE

Forsyth Park

Stroll through the city's oldest and largest public park, which spans 30+ acres.

PRO TIP

Snag a photo in front of the fountain, one of Savannah's most photographed landmarks.

DO

Walk the Squares

Plot a walking route through a few of Savannah's 22 historic squares.

PRO TIP

Kiddos under 7 can hop on a parent-assisted pony ride.



WHERE TO STAY



The Marshall House

This four-story hotel was built in 1851 in the heart of the Historic District. It's also rumored to be haunted, with reported ghost sightings in the foyers and hallways.

BOOK YOUR STAY →



Perry Lane Hotel

This art-filled boutique hotel has chic amenities and a rooftop bar with views of the city.

BOOK YOUR STAY →

WHEN TO GO

NOW - SPRING

Oyster Season

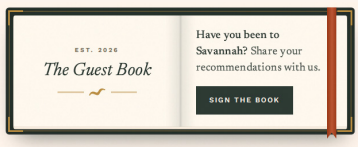
Cooler months mean oyster roasts and raw bars at their best.

LATE NOV - DEC

Holidays

Santa arrives by boat during the Savannah Lighted Boat Parade the Saturday after Thanksgiving, and the Holiday Tour of Homes opens decorated historic homes to visitors.

THE GUEST BOOK



Trusted inspiration from a network of local journalists in 20 Southern cities.

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Destination Edition

EXCLUSIVE FEATURE

Want your destination to be where our audience plans their next getaway? This newsletter puts your destination at the heart of the story with 100% share of voice. Unlike our digest newsletter, the Destination Edition is built around a custom two-day itinerary, a curated guide with specific, local recommendations that turns casual readers into bags-packed visitors. The surrounding sections make the full case for your destination to be their next trip:

- **WHAT TO EAT**
  The restaurants, markets, and local flavors no visitor should miss
- **WHAT TO SEE**
  The landmarks, views, and hidden gems that define your destination
- **WHAT TO DO**
  The experiences and activities that turn a trip into a story
- **WHERE TO STAY**
  A minimum of three unique hotels, beautiful resorts, or notable vacation rentals
- **WHEN TO GO**
  Guidance on the best time of year to visit, including the major, must-go events worth planning around
- **THE GUEST BOOK**
  An interactive space where our readers share their own recommendations and memories from your destination

LIMITED INVENTORY | 26 total sends per calendar year

*Destination Takeovers are sent to our entire subscriber list of **1,000,000+** newsletter subscribers.*