For 46 years, Charlotte magazine has been filled with timely features and deeply reported resources that help readers satisfy their lifestyle-driven needs. Readers rely on Charlotte magazine for information to enhance their modern lifestyles while getting the best out of what our city has to offer. In every issue, readers find information on the people, places and trends that define Charlotte.

**Demographic Profile**

- **Gender**
  - Female 57.1%
  - Male 42.9%

- **Marital Status**
  - Married 59.9%

- **Children at Home**
  - 49% have children living at home

- **Education**
  - College degree or more 58.5%
  - Market average 32.7%

- **Income**
  - Average household income $283,000

- **Home Ownership**
  - % Home Owners 87%

- **Home Value**
  - Average Home Value $560,000

**Buying Intent**

- 23% will make an **automobile purchase** in the next 12 months
- 17% plan to **remodel their home** within the next 12 months
- 29% will buy **new furniture** within the next 12 months
- 22% **flew 3+ times** in the past year
- 14% frequented restaurants **8+ times in the past month**

(source: Media Audit, 2012)
WHERE TO FIND

**Targeted Distribution Includes:**
Subscribers, Newsstands, Waiting Rooms, Select Hotels, SouthPark Mall

**Newsstands**
*Charlotte* magazine is on newsstands such as Target, Harris Teeter, Whole Foods, Publix, Barnes & Noble, Earth Fare, Park Road Books, BiLo, Food Lion, Fresh Market and at Charlotte Douglas International Airport.

**Hotels**
Capturing the affluent visitor market with distribution in over 20 hotels, including: Ballantyne Hotel, The Westin, Doubletree Suites, Hilton Charlotte & Towers, Holiday Inn Center City, and the VanLandingham Estate.

EVENTS

An important part of *Charlotte* magazine’s mission is to not only cover the community we live in, but to be involved too. Each year, we organize or partner with numerous charitable and social events. You can get involved with us. Here’s how:

**Event Partnerships:**
We partner with charity and community events throughout the year. These are our staple partner events:

- American Diabetes Association’s Father of the Year Awards
- Charlotte Restaurant Week
- Komen Race for the Cure
- Oktoberfest
- Queen City Brewers Fest
- Southern Women’s Show
- Southern Ideal Home Show
- Southern Spring Home & Garden Show
- Taste of Charlotte
- Walk MS

**Signature Events:**
Ask your sales representative how you can partner with these events.
Best of the Best (BOB) Awards
Top Doctors Reception
and more to be announced!

**DID YOU KNOW?**
*Magazines deliver more ad impressions than TV in a half-hour period*
(Source: McPheters & Co)
2014
EDITORIAL calendar

» JANUARY
Editorial:
Great Escapes: Caribbean
Private Schools Guide
Cracked Crown Awards

Special Advertising Sections:
Senior Living
Mind & Body

» MAY
Editorial:
BOB Awards
Around Towns: Concord

Event:
BOB Awards

» JUNE
Editorial:
Burgers We Love
Golf

Events:
Spa & Salon Week

» JULY
Editorial:
Top Doctors
Around Towns: Matthews

Special Advertising Section:
Physician Profiles

» AUGUST
Editorial:
50 Things Every Charlotean Must Do

Special Advertising Sections:
Restaurant Menu Guide
Senior Living

» SEPTEMBER
Editorial:
Why We’re Southern (and Why We’re Not)
Fall Shopping/Fashion
Fall Arts and Culture Preview
Fall Travel

Special Advertising Sections:
Great Getaways
Five Star Wealth Managers

Event:
Cocktail Challenge

» OCTOBER
Editorial:
Best Breakfasts
Schools
Mountain Escape

Special Advertising Sections:
School Profiles
Breast Health Awareness

» NOVEMBER
Editorial:
Secrets of the City
Top Dentists
Around Towns: Davidson

Special Advertising Section:
Dentist Profiles

» DECEMBER
Editorial:
Charlotean of the Year
Best Charities

Special Advertising Sections:
Holiday Gift Guide
Five Star Real Estate Agents
Business Leadership Profiles

Event:
Charlotean of the Year and Giving Back Awards

» JANUARY 2015
Editorial:
Restaurants
Private Schools

Special Advertising Sections:
Restaurant Menu Guide
Senior Living
Mind & Body

In Each Issue:
Arts & Culture
Travel
Food & Drink
Agenda
Business & Politics
Shopping & Style

Special Advertising Sections:
Restaurant Menu Guide
Senior Living
Mind & Body
Charlotte Home + Garden reaches thousands of homes quarterly. Our readers are sophisticated, savvy, and stylish people who enjoy the better things in life. Whether it’s shopping at a chic boutique or finding the perfect interior designer, Charlotte Home + Garden readers look to us to show them the up-to-date trends and where to go when it comes to creating their ideal home or landscape.

**WHERE TO FIND**

Newsstand Distribution Includes:
Charlotte Home + Garden is found on newsstands such as Target, Whole Foods, Harris Teeter, Barnes & Noble, Publix, Books-A-Million, Main Street Books, Park Road Books, Healthy Home Market, BiLo and Food Lion.

Targeted Distribution Includes:
Charlotte Home + Garden is found in over 100 locations of our distribution partners including: Abode, Blue Max Materials, California Closets, Harkey Tile & Stone, LaDonna Antiques and Interiors, Isabella, Interiors Marketplace, Post & Gray.

For a complete list of our distribution partners, visit: charlottethomeandgarden.com

**IN EVERY ISSUE**

**Dwell**
An inside look into the design scene in Charlotte and a helpful guide to entertaining, food and wine, style headliners, and decorating your home.

**Departments**
Information on the newest design trends and techniques, indoor and outdoor gardening advice from local pros, tips on entertaining, and decorating solutions for all styles of homes.

**The Guide**
Extensive listings of the area’s home and garden-related professionals.

**SURVEY**

78% own homes

57% of readers are between the ages of 26-45

**Top 5 Interests:**
Bathroom, Outdoor Living, Entertaining, Decorating and Where to Shop

DID YOU KNOW?
Since Facebook was founded, magazines gained more than one million young readers (Source: MRI)
## Advertising Rates

### Size

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page Spread</td>
<td>$7,700</td>
<td>$6,320</td>
<td>$4,940</td>
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<tr>
<td>Full Page</td>
<td>$4,250</td>
<td>$3,540</td>
<td>$2,820</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$3,280</td>
<td>$2,720</td>
<td>$2,170</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,770</td>
<td>$2,220</td>
<td>$1,800</td>
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<td>1/3 Page</td>
<td>$2,020</td>
<td>$1,630</td>
<td>$1,320</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$1,250</td>
<td>$1,020</td>
<td>$840</td>
</tr>
<tr>
<td><strong>Covers</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>$4,730</td>
<td>$4,000</td>
<td>$3,470</td>
</tr>
<tr>
<td>Inside Front/Back</td>
<td>$4,490</td>
<td>$3,880</td>
<td>$3,360</td>
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</tbody>
</table>

### Covers

- Back Cover: $4,730, $4,000, $3,470
- Inside Front/Back: $4,490, $3,880, $3,360

**Additional advertising opportunities**

Quoted on request. Materials not meeting second-class postal requirements will be charged third-class postal surcharge. All are non-commissionable.

*Gross Rates

### 2014 Deadlines

**Charlotte Magazine**

- **January**: Nov. 22
- **February**: Dec. 20
- **March**: Jan. 17
- **April**: Feb. 14
- **May**: Mar. 21
- **June**: Apr. 18
- **July**: May 23
- **August**: June 20
- **September**: July 18
- **October**: Aug. 22
- **November**: Sept. 19
- **December**: Oct. 17

**HOME+GARDEN**

- **Spring**: (April-June)
  - Jan. 24
- **Summer**: (July-September)
  - May 2
- **Fall**: (October-December)
  - Aug. 1
- **Winter**: (Jan-March)
  - Oct. 24

*Gross Rates
**PRINT AD SIZES**

<table>
<thead>
<tr>
<th>Ad Sizes (inches)</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (trim size)*</td>
<td>8.125</td>
<td>10.812</td>
</tr>
<tr>
<td>Full page (bleed)</td>
<td>8.375</td>
<td>11.062</td>
</tr>
<tr>
<td>Full page non-bleed (live area)</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>2/3 page Vertical</td>
<td>4.625</td>
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<td>1/2 page Horizontal</td>
<td>7.125</td>
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</tr>
<tr>
<td>1/6 page Vertical</td>
<td>2.171</td>
<td>4.875</td>
</tr>
<tr>
<td>Spread Trim</td>
<td>16.25</td>
<td>10.812</td>
</tr>
<tr>
<td>Spread Bleed</td>
<td>16.5</td>
<td>11.062</td>
</tr>
</tbody>
</table>

*ALL BLEEDS MUST EXTEND 1/8" BEYOND THE TRIM*

**PRINT MECHANICAL REQUIREMENTS**

**Printing Process:** Web Offset  
**Binding Method:** Perfect  
**Trim Size:** 8.125 x 10.812

**Submitting your ad:**  
Please send all ads to cari.urbanik@morris.com on or before ad close. All ads submitted must be print quality, CMYK and 300 dpi. Ads that come in with spot color, pantone or RGB will be converted. Ads sent that are not print quality may be refused. Make sure all fonts, logos and images are included with the file.

**Acceptable files:**  
JPG, PDF and TIFF files. If you are sending an InDesign file, please make sure it’s saved as CS3 or lower. If you are sending an Illustrator file, please make sure you convert all text to outlines and make sure it’s saved as a CS3 file or lower. Do not send files over 10MB. Large files may be submitted on a CD or through internet file shares such as yousendit, sharefile, DropBox, etc.

**Note:**  
Presentation software such as Microsoft Publisher and Microsoft Powerpoint are not usable and will not be accepted. GIF, PNG and BMP are not acceptable files. Images will not be accepted from a Word document.

**We do not guarantee color quality if a color SWOP is not received.**

**Ad Creation:**  
Ad creation is included with your advertising contract. Photos and text/copy must be supplied. Submit all elements and ideas for your ad to cari.urbanik@morris.com on or before ad close to ensure a proper proofing process. All images and logos submitted must be print quality, CMYK and 300 dpi. Images/logos that come in with spot color, pantone or RGB will be converted. Any images/logos received that are not print quality may be refused. Acceptable files are JPEG, PDF, EPS and TIFF files.

**Where to Send Print Ad Materials**  
Charlotte magazine  
Attn: Cari Urbanik  
309 E. Morehead St. Suite 50  
Charlotte, NC 28202  
e-mail materials to:  
cari.urbanik@morris.com  
704-335-7181 ext. 120
AWARDS

57 GAMMA Awards
The GAMMA Awards are awarded annually by the Magazine Association of Georgia and the Southeast. It is the Southeast’s largest and most prestigious magazine industry awards competition. Since 2006, we have won 57 GAMMA Awards.

4 National City and Regional Magazine Association Awards or Nominations
The CRMA Awards are the highest honor for regional magazines, akin to an Emmy or Oscar. We won in 2010 for Best Personality Profile.

4 Clarion Awards
The Clarions honor excellence across all communications disciplines from across the country. We have won four in the past four years.

10 Green Eyeshade Awards
The Green Eyeshade Awards recognize print excellence in 11 Southern states and are conducted by the Society for Professional Journalists. The organization is the nation’s most broad-based journalism organization, dedicated to encouraging the free practice of journalism and stimulation high standards of ethical behavior.

MEMBERSHIPS

CRMA
City and Regional Magazine Association

MAGS
Magazine Association of Georgia and the Southeast

WHY ADVERTISE IN MAGAZINES?

• **Magazines enhance advertising impact:** Strong consumer experiences with magazines boost magazine advertising impact.

• **Magazine ads last:** Consumers refer to magazines multiple times – even saving them, giving advertisers the opportunity for added exposures.

• **Magazines supply credibility:** Consumers trust and believe magazine advertising more than advertising in other media.

• **Magazine creative connects:** Magazine ad content makes consumers laugh, cry, think, desire, ponder, smile and more. In short, magazine ads make people react – and connect with advertisers’ brands.

• **Magazines target efficiently:** With a range of titles that appeal to specificdemographics, lifestyles and interests, advertisers can hone in on the targets that fit their needs.

• **Magazines sell:** Multiple studies have demonstrated that allocating more money to magazines in the media mix improves marketing and advertising ROI across a broad range of product categories.

• **Magazines engage:** 90% of magazine readers pay full and complete attention when reading magazines. Magazine readers demonstrate the lowest level of multitasking when compared with multitasking rates for other media.

Source: The Magazine Handbook

DID YOU KNOW?
The average magazine reader spends 43 minutes reading each issue
(Source: MRI)
To request a media kit for Charlotte Wedding, please contact Amy T. Wiegand, amy@cltwedding.com, ext 125