
CHARLOTTE LIVING

THE LIFESTYLE MAGAZINE OF THE CAROLINAS



A Timeless Treasure

Charlotte Living is a lifestyle magazine that captures the spirit of the region with breathtaking photography and uplifting stories to delight and inspire our readers. We connect our audience to the Carolinas, showcasing our unique style of living – from fabulous food and trend setting fashions to beautiful homes and gardens.

Our mission is to create an extraordinary collection of stories that touch the hearts of generous people who give back to the community. The support of our advertisers allows us the privilege of raising awareness for our charity partners.

With a publishing presence for more than a decade, we are the authority for all things Charlotte with multi-platform options including a quarterly magazine, online editions, website, digital campaigns, newsletters and social media.

We invite you to explore our pages to experience the beauty of the Carolinas.

2020 MEDIA KIT



CharlotteLivingMagazine.com

Contact Kathy Buckley at 704-641-2132 or kathy@charlottelivingmagazine.com for rates and information.

WHY ADVERTISE IN CHARLOTTE LIVING?



OUR QUALITY AND TIMELESS EDITORIAL SET US APART. Every issue of Charlotte Living remains relevant and elegant for years, with style trends reflecting the classic looks of the season.

YOU WILL MAKE A LASTING IMPRESSION. Readers appreciate the consistent quality and excellence in Charlotte Living. Issues are displayed on coffee tables in fine homes for years to come, offering ongoing branding opportunities for our advertisers.

PRESENTATION IS EVERYTHING. Attention to detail, quality paper and excellent craftsmanship make Charlotte Living a stunning publication, with its signature high gloss covers. We aim to engage and compel our readers to look through the magazine time and time again.

YOU ARE IN GOOD COMPANY. Charlotte Living's contributors, partners and advertisers are the best in their fields, bringing the finest content to every page of the magazine.

WE ARE COMMITTED TO OUR ADVERTISERS. Charlotte Living serves as an effective marketing tool for our advertisers in print and online. We enjoy meaningful relationships from our 27 years of doing business in the community that we cherish.



DISTRIBUTION & DEMOGRAPHICS

Charlotte Living's precise distribution is targeted to reach the most affluent readers in order to benefit our advertisers and gain support for our charity partners. Magazines are distributed by advertisers, select distributors and at partner events. Home delivery and direct mail to neighborhoods with the highest household income vary with each issue based on event and partner demand for the season.

- **Year established** - 2007
- **Annual frequency** - quarterly
- **All free distribution**
- **Total circulation** - 35,000 print readership
- **Median age** - 35-55
- **% male/female** - 65% female/35% male
- **Average household income for print distribution** - \$195,000
- **Zip codes for free distribution** - 28031, 28036, 28078, 28202, 28203, 28204, 28207, 28209, 28211, 28277, 29715

Free distribution of 10,000 magazines is strategically placed at exclusive distributors in preferred zip codes. Home delivery and direct mail is limited to select neighborhoods with \$250,000+ average household incomes. Magazines are distributed at partner events such as the Allegro Foundation Ambassador's Ball, Symphony Guild of Charlotte Heart of the Home Tour, Charlotte Fashion Week, Chefs' Best for Second Harvest Food Bank, The Patriot Gala and many more.

The digital edition of each quarterly print magazine will be promoted online to our email list, on our website, by our partners, and in ongoing digital/social media campaigns to our excellent audience.



THE LIFESTYLE MAGAZINE OF THE CAROLINAS

Quarterly Print Edition

Charlotte Living is a rich and colorful resource with a deep history in the Piedmont region. Our contributors bring personal insight and expertise to our stories and photo essays.

IN EVERY ISSUE

Charlotte Living celebrates the beauty of the Carolinas with the very best in food, fashion, travel, the arts and people who make our city great.

- **Food & Entertaining** – Sip, sample and savor the Charlotte culinary skyline.
- **Style & Fashion** – Look and feel fabulous in the latest fashions.
- **Home & Garden** – Be inspired by current trends in home design and outdoor living.
- **In The Community** – Get to know good people with heart and their inspiring stories.
- **Mind, Body & Soul** – Impact your health and well being from the inside out.
- **Arts & Entertainment** – Experience Charlotte’s vibrant arts community.
- **Special Features** – Enjoy feel-good stories and great getaways.



Print Display Ad Specifications

Acceptable formats: 300 dpi CMYK pdf, jpg or tif

Full page: 9" x 10.875" trim size, 9.25" x 11.125" full bleed, 8.5" x 10.375" live area

1/2 page horizontal: 8" x 4.75"

1/2 page vertical: 4" x 9.625"

1/4 page: 4" x 4.75"



2020 Editorial Calendar & Ad Deadlines

Quarterly Editorial Focus

1st Quarter Home Edition – Heart of the Home Tour. Focus on health and wellness.

2nd Quarter Food Edition – Culinary adventures and restaurant guide. Spring fashion.

3rd Quarter Arts & Travel Edition – Local artists. Fun in the city. Great getaways.

4th Quarter Style & Fashion Edition – The latest in style and fashion. Holiday entertaining.

Digital Holiday Edition – Holiday gift guide, fashion, food and traditions to release Nov. 22.

Ad space reservation Artwork due

January 24 January 28

April 24 April 28

July 24 July 28

October 23 October 27

November 6 November 9

Print release dates are not yet determined, but magazines will hit stands in 3 to 4 weeks after artwork is received.

CHARLOTTE LIVING *Online*

DIGITAL OFFERINGS



Connect with Charlotte Living's growing online audience through our newsletters, website ads and social media platforms. Promote your business or next event in Charlotte Living style to your target demographic. We deliver your message in creative eblasts, ads and posts at the right times, to the right audience, to increase your exposure and success.

CHARLOTTE LIVING DIGITAL CAMPAIGNS & SPECIFICATIONS

Charlotte Living will design a custom digital advertising package with scheduled eblasts and posts to promote your next sale, open house or event. Our experience and expertise bring added value to your digital marketing program. Total impressions will vary depending on the length of the campaign and budget for social media advertising. All newsletters and eblasts are posted on Charlotte Living social media.

CUSTOM EBLASTS

Custom eblasts - 600px wide X up to 800px (variable depth) RGB jpeg @ 144dpi

NEWSLETTER ADS

Enews ads - 600px wide X 180px deep RGB jpeg @ 144dpi

CHARLOTTE LIVING WEBSITE ADS

Vertical ad inside pages - 180px wide X 364px RGB jpeg @ 144dpi

Vertical ad on home page - 273px wide X 350px RGB jpeg @ 144dpi

Home page banner ad - 846px wide X 364px RGB jpeg @ 144dpi



SOCIAL MEDIA

Charlotte Living will create posts, share and engage in social media to get the maximum impressions for your messaging.

CREATIVE SERVICES

The Charlotte Living design team, **Spectrum Creative Graphics**, is available to create your ads or work with you on all of your marketing needs, including **websites, logos** and **presentations**.

COMMUNITY PARTNERS



**Charlotte Living Magazine
Free Distribution Zip Codes**

(approximate per quarter)

- 28031 - 500
- 28036 - 500
- 28078 - 500
- 28173 - 1000
- 28202 - 500
- 28203 - 500
- 28204 - 1000
- 28207 - 1000
- 28210 - 1000
- 28209 - 1000
- 28211 - 1000
- 28226 - 500
- 28277 - 500
- 29715 - 500

