

CURRENTS

2024 Marketing Information

Where can you find a copy?

Advantages of Advertising in CURRENTS

Reach one of the most affluent and fastest growing markets in the country.



About us



Lake Norman CURRENTS Magazine embodies the character, the voice and the spirit of its readers, its leaders and its advertisers. It connects the people of Lake Norman through inspiring, entertaining and informative content, photography and design, all of which capture the elements of a life well lived on and around our community known as Lake Norman.

Where you can find us!

In addition to 310 drop locations where CURRENTS is available for free, we also offer direct delivery to homes in neighborhoods throughout the Lake Norman area. These neighborhoods include:

Cornelius

100 Norman Place
Norman Island
Bailey Glen
Forest Glen
Bethel Church Area
Jetton Cove
Peninsula
Sterling Point
Torrence Chapel Area

Denver

Sailview
Trilogy
Verdict Ridge

Davidson

River Run

Huntersville

Birkdale Glen
Birkdale Golf Side
Caldwell Station
Northstone
Olmsted
Skybrook

Mooresville

Alexander Island
Langtree Area
Anniston
Cherry Grove
Northbridge
The Farms 1&2
The Harbor
The Point

Our 310 locations throughout the Lake Norman area include Harris Teeter stores and Cashion's Quick Stops.

2024 Editorial and Special Sections Calendar*

JANUARY – The Home Design Issue.

FEBRUARY – Health and Wellness issue. *Special Advertising Section: Wellness/medical profiles.*

MARCH – Outdoor Living. *Special Advertising: Summer Camp Section.*

APRIL – Interior Design. Featuring decorating tips from area designers and stagers

MAY – Celebrating Mothers. *Special Advertising Section: FACES of Lake Norman.*

JUNE – Dedicated to Dads and Grads.

JULY – Celebrating Freedom, Fireworks and Fun!

AUGUST – Best of the Lake Issue.

SEPTEMBER – Fall Arts Preview.

OCTOBER – Showcasing Women in Leadership and Minority-owned businesses.

NOVEMBER – Community Helpers. *Special Advertising Section: Shop Local, Private Schools*

DECEMBER – Holiday Traditions and Winter Getaways.

**Themes are subject to change.*

Contact Us

Publisher: MacAdam Smith, Mac@LNCURRENTS.COM
Advertising Director: Sharon Simpson, Sharon@LNCURRENTS.COM
Editorial: Lori Helms, Lori@LNCURRENTS.COM

704.677.9159

Ad specs & production

FULL PAGE <ul style="list-style-type: none"> • Trim size (blue area, elements outside this will be trimmed) - 9" x 10.875" • Live area (within white line), no critical elements outside this line or they may be trimmed - 8.5" x 10.375" • Bleed size (gray area - allows for the trim of the magazine) - 9.25" x 11.125" 	TWO PAGE SPREAD <ul style="list-style-type: none"> • Trim size - 18" x 10.875" • Live area - 17.5" x 10.375" • Bleed size - 18.25" x 11.125" 	1/3 Page Square 4.93 x 4.84	1/6 Page 2.479 x 4.84	1/2 Page Vertical 3.65 x 9.875	1/2 Page Horizontal 7.5 x 4.84	1/4 Page 3.65 x 4.84
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Ad production

All ads must be submitted in digital format. All files must be CMYK and submitted as a high-resolution PDF. Ads that are not press ready will not be accepted or will incur additional charges to prepare for print. PDF file and all embedded graphics should be 300 dpi. All fonts must be embedded. All colors are CMYK no spot colors or RGB colors. Ads containing colors other than CMYK will be converted and resaved as CMYK PDF files. Please see information above for proper ad sizes and specs for bleed ads.

Deadlines for Space & Ad submission



Space reservation deadline:
The 8th of each month



Camera ready ads and all ads finalized:
The 15th of each month

Rates

Ad Size »»»»	Full Page	1/2 V	1/2 H	1/3 H	1/3 Square	1/4 Page	1/6 Page	2-Page Spread	IFC	Back Cover
NUMBER OF TIMES										
12	\$1,235	\$825	\$700	\$555	\$495	\$390	\$290	\$2,395	\$1,650	\$2,060
6	\$1,320	\$880	\$750	\$595	\$530	\$420	\$310	\$2,550	\$1,760	\$2,200
3	\$1,400	\$935	\$850	\$630	\$560	\$445	\$325	\$2,770	\$1,870	\$2,335
1	\$1,650	\$1,100	\$935	\$740	\$660	\$525	\$385	\$3,190	\$2,200	\$2,700

Feature Page Sponsorships: Horizontal banner ad at bottom of pages of interest that guarantee added visibility. \$500

Packages

Expand your market reach by combining print advertising with website, social media & email marketing!

Facebook posts
(\$200 value)

website banner
Small \$250 value (monthly)
Large \$350 value (monthly)

email newsletter banner
(\$250 monthly, small)
(\$350 monthly, large)

business profile
(full page \$1500 value)

Package	Advertising Agreement	Facebook posts (\$200 value)	Website banner	Email newsletter banner	Business profile (full page \$1500 value)
Bronze	• 3 issue advertising agreement*				
Silver	• 6 issue advertising agreement*	✓	✓ small banner		
Gold	• 12 issue advertising agreement*	✓	✓ large banner	✓ 2 months	
Platinum	• 12 issue advertising agreement • Half page minimum size	✓	✓ large banner	✓ 6 months	✓
Platinum Plus	• 12 issue advertising agreement • Full page, premium position	✓	✓ large banner	✓ all 12 months	✓

*Minimum 1/4 page ad size. Credit card on file required. Early contract cancellation will be subject to a shortrate based on the number of issues you have advertised in. All advertorial pieces will be placed at our discretion and no later than 6 months after completion of contract

Expand your audience through online, social media, and email advertising

Let our social media department handle your Facebook marketing and take advantage of our weekly email marketing opportunities through Constant Contact!

Website Advertising

Affordable website advertising is available on our website assuring you added exposure through our unique visitors daily. All of our publications are available in an online version and provide a link from your ad to your website with just one click!

Banner size:

Wide banner size is 728px x 90px: **\$350 per month**

Short banner size is 287px x 90px: **\$250 per month**



Facebook posts

As part of your multi-issue advertising package, you will receive Facebook posts on our CURRENTS page with over 12,000 followers. Take advantage of this opportunity to expand your market reach through social media! Rate with no advertising package is **\$250 per post**.

Weekly & Monthly E-news

Each month more than 12,000 readers and advertisers get a sneak peak into our upcoming issue with our E-newsletter.

Banner advertising is available at the top of our E-newsletter for \$165 per month.

Large Banner: 728px x 90px
Small Banner: 287px x 90px

72 DPI, no animated gifs, smallest file sizes possible.



Exclusive Direct Email Blast

Let us create an email blast specifically for your business for \$385.

You'll reach 12,000+ Lake Norman residents and businesses who want to know about your products and services!

Contact your sales executive for details on how we can customize a digital advertising program to meet your needs.

OUR CURRENT NUMBERS

12,000+

Number of *CURRENTS*' virtual views on all devices and through the website

33

Number of neighborhoods where *CURRENTS* is delivered directly to the community.

310

Number of locations where *CURRENTS* is available for free to the reader in their community.

50,000

Number of *CURRENTS*' monthly dedicated readership

12,000+

Number of likes on *CURRENTS*' very active Facebook page.

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