

CURRENTS

2026 Marketing Information

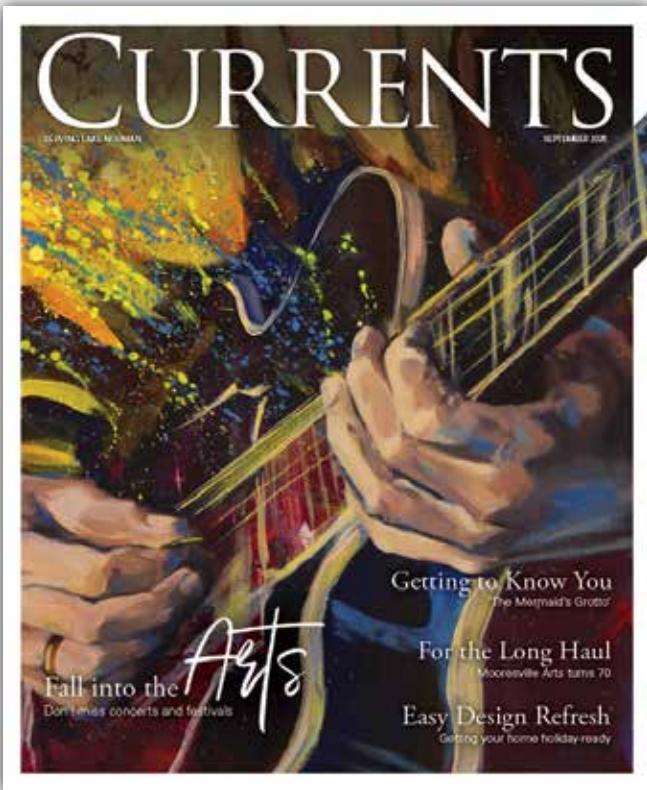
Where can you find a copy?

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 can you find us?

CURRENTS is available at over 310 locations throughout the Lake Norman area including Harris Teeter stores and Cashion's Quick Stops.

Direct home delivery is available throughout medium to upper income neighborhoods as well. You can also read every issue online at LNCURRENTS.com.

Contact Us 484.769.7445

2026 Editorial and Special Sections Calendar*

January » Home Design and Builders

February » Health & Wellness (Special Section: Wellness profiles)

March » Outdoor Living (Special Section: Summer camps)

April » Interior Design

May » Celebrating Mothers (Special Section: FACES of LKN)

June » Food & Drink

July » Freedom, fireworks & fun (Special Section: Women In Leadership)

August » Lake Norman's Best Awards / Back to School

September » Fall Arts Preview

October » Autumn Celebrations (Special Section: Private Schools)

November » Community Helpers (Special Section: Shop Local)

December » Holiday traditions and winter getaways

*Themes are subject to change.

Ad Specifications & Production Deadlines

FULL PAGE

- 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

- Trim size - **18" x 10.875"**
- Live area - **17.5" x 10.375"**
- Bleed size - **18.25" x 11.125"**

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

DEADLINE: Space Reservation » 8th of the Month
Camera Ready/Final Ads » 15th of the month

All files must be CMYK and submitted as a **high-resolution** PNG, JPG or 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 files.**

Comprehensive Advertising Packages



Spend your budget wisely with multi channel exposure for your business to enjoy the benefits of our extensive Lake Norman readership.

Platinum:

- Full Page Ad Per Issue (12 time commitment)
- One appearance on the Best of LKN poscast with Jeff Hamm
- 3 Shared social media posts per month
- Website banner with monthly e-newsletter banner
- 1 Business spotlight story
- 3 Ask the Expert articles (based on availability)

(\$1,200 Per Issue)

Gold:

- 1/2 Page Ad Per Issue (12 time commitment)
- 1 Shared social media post per month
- Website banner with monthly e-newsletter banner
- 2 Ask the Expert articles (based on availability)

(\$650 per issue)

Silver:

- 1/4 Page Ad Per Issue (12 time commitment)
- Website small banner with monthly e-newsletter small banner

(\$350 per issue)

Individual ads are available outside of the packages. Please contact your representative for pricing.

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**



Social Media Posts

As part of your multi-issue advertising package, you will receive Facebook posts on our CURRENTS page with over 13,000 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: **Small Banner:**
728px x 90px 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

185k+

Number of *CURRENTS* Views

13,000+

Number of *CURRENTS* Followers

310

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

50,000

Number of *CURRENTS* monthly dedicated readership

Contact Us

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484.769.7445