

L A K E N O R M A N

# CURRENTS

**2017**  
Marketing  
Information

Who is reading  
*CURRENTS*  
and Why?

Where can you  
find a copy?

Advantages of  
Advertising in  
*CURRENTS*

Making the Most  
of your Marketing  
Investment

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



# About Us



Lake Norman CURRENTS Magazine will embody the character, the voice and the spirit of its readers, its leaders and its advertisers. It will connect 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.

## ● What makes **CURRENTS** different?

CURRENTS is only about Lake Norman. We pride ourselves in featuring editorial content exclusively by and for the people who call Lake Norman home. We only cover local events, local people and local places. If it's about Lake Norman, you'll find it inside CURRENTS. That's why CURRENTS is Lake Norman's #1 choice for keeping up with what's happening at the lake.

## ● **CURRENTS** Gives back to the community

Since our launch in November 2008, CURRENTS has been a vital part of giving back over \$350,000 to the Lake Norman community through fundraisers, special events, sponsorships, etc. We believe that supporting our business community promotes growth and prosperity and creates a healthy economy.

## ● Where to find us

CURRENTS' selective distribution includes the largest home delivery of any lifestyle magazine in the Lake Norman area. Direct delivery to neighborhoods throughout the Lake Norman area. We are also available at over 125 locations throughout the Lake Norman area including Harris Teeter stores and Cashion's Quick Stops.

## ● Honors and Awards

**2013 Platinum MarCom Award** for 50th Anniversary of the Lake issue in the Magazine/Special Editions category.

**2013 Lake Norman Small Business of the Year**, awarded by the Lake Norman Chamber of Commerce.

**2012 Silver ADDY Award** for Creative Excellence, awarded by the Charlotte Chapter of the American Advertising Club.

**2010 & 2011 Gold MarCom Award** for Best Consumer Magazine, awarded by the Association of Marketing and Communication Professionals.

**2009 APEX Award for Best New Magazine**, awarded by the Association for Awards for Publication Excellence.

## Editorial Schedule 2017

**January** | Homebuilder's Best of the Lake winners

**February** | Love/Health issue

**March** | The Great Outdoors

**April** | Spring Fashion/ Lake Norman Nuptials

**May** | Classic Cars

**June** | Summer fun on the Lake

**July** | Pet Issue/ Advertorial on Pet care

**August** | The Arts

**September** | Renovate and Restore

**October** | Fall Fashion/Fall Bridal advertorial

**November** | Recipes, Volunteering, Doing Good

**December** | Holiday Decorating and Gift ideas

## What our Advertisers are saying...

CURRENTS has been an effective print activation partner in helping our business to communicate our BLACKLION brand, events and promotions. The CURRENTS team is always proactive in bringing us new and relevant advertorials and general ad opportunities, targeted during the most relevant seasons for the most impact and potential impressions for our target audience. *Nita & Elisabeth Emory - Marketing & Advertising, BLACKLION*

"Great content, gorgeous photography, and thoughtful design—we love having Cannon School featured in such a quality publication. The team at CURRENTS is wonderful to work with as well—they make the process so easy!" *Amy Reiss - Marketing and Communications Manager, Cannon School*

Currents Magazine has definitely helped grow our business! It's such a great magazine that it really reaches all kinds of people in our community....families, career-oriented, young adults, professionals, entrepreneurs....etc. It's effective to reach that kind of diversity because you can grow your business that way. *Helen Karavas, Owner - Stacy Karavas, Marketing - Cookhouse Restaurant*

## Contact Us

**Publisher:** MacAdam Smith, Mac@LNCURRENTS.com  
**Advertising Director:** Sharon Simpson, Sharon@LNCURRENTS.com  
**Editorial:** Lori K. Tate, Lori@LNCURRENTS.com

704.749.8788

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# Rates

| Ad Size     | 2-page Spread | Back Cover | Inside Front & Page One | Full Page | 1/2 Page Vertical | 1/2 Page Horizontal | 1/3 Page Horizontal | 1/3 Page Square | 1/4 Page | 1/6 Page |
|-------------|---------------|------------|-------------------------|-----------|-------------------|---------------------|---------------------|-----------------|----------|----------|
| <b>Rate</b> | \$2,900       | \$2,500    | \$2,000                 | \$1,500   | \$1,000           | \$850               | \$675               | \$600           | \$475    | \$350    |

# Packages

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

|                         |  | facebook posts | twitter posts | website banner      | email newsletter banner | advertorial feature | discount on 1/2 page or larger in ancillary product |
|-------------------------|--|----------------|---------------|---------------------|-------------------------|---------------------|---|
| <b>Bronze</b>           | <ul style="list-style-type: none"> <li>3 issue advertising agreement*</li> <li>15% off open rate</li> </ul>                                      | ✓              | ✓             |                     |                         |                     |   |
| <b>Silver</b>           | <ul style="list-style-type: none"> <li>6 issue advertising agreement*</li> <li>20% off open rate</li> </ul>                                      | ✓              | ✓             | ✓<br>(small banner) |                         |                     |   |
| <b>Gold</b>             | <ul style="list-style-type: none"> <li>12 issue advertising agreement*</li> <li>25% off open rate</li> </ul>                                     | ✓              | ✓             | ✓<br>(large banner) | ✓<br>(2 months)         |                     |   |
| <b>Platinum Package</b> | <ul style="list-style-type: none"> <li>12 issue advertising agreement</li> <li>Half page minimum size</li> <li>30% off open rate</li> </ul>      | ✓              | ✓             | ✓<br>(large banner) | ✓<br>(6 months)         | ✓                   | ✓<br>(\$200 discount)                               |
| <b>Platinum Plus</b>    | <ul style="list-style-type: none"> <li>12 issue advertising agreement</li> <li>Full page, premium position</li> <li>30% off open rate</li> </ul> | ✓              | ✓             | ✓<br>(large banner) | ✓<br>(all 12 months)    | ✓                   | ✓<br>(\$250 discount)                               |

\*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

# Ad Specs & production

**Full page**

- Trim size (orange area, elements outside this will be trimmed) - **9 x 10.875"**
- Live area (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"**

**1/3 Page Square**  
4.93" x 4.84"

**1/2 Page Vertical**  
3.65" x 9.875"

**1/4 Page**  
3.65" x 4.84"

**1/6 Page Vertical**  
2.479" x 4.84"

**1/3 Page Horizontal**  
7.5" x 3.05"

## 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.

## Our advertising deadlines



**Space reservation deadline:**  
The 8th of each month



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

## Social Media

Let our social media department handle your facebook and twitter marketing and take advantage of our monthly email marketing opportunities through Constant Contact!



## Uploading your Camera Ready ad

Email your press ready art to ads@LNCurrents.com. Once uploaded successfully, we will confirm that your ad has been received. If we find any problems with the ad production, we will contact you immediately.



Sharon Simpson  
Advertising Director

# We do more than magazines

Let us create your own custom publication, marketing materials, preprints, postcards, etc.

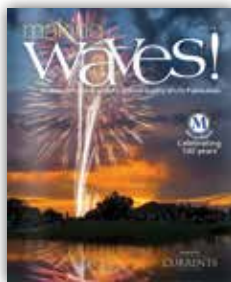
Ask us about unique 4-page and 8-page foldout or pullout sections inside our magazines.

These are great alternatives to traditional advertising and bring even greater attention to your event, products or services! Our mission is to help you grow your business by allowing you to reach your target audience efficiently and affordability.

Ask us About our Custom Publications created especially for your location or specialized business!



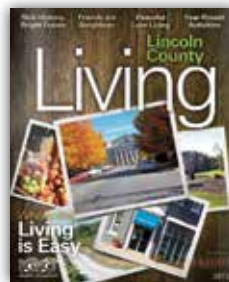
Great Lake Living



Making WAVES!



Visit Lake Norman



Lincoln County Living



# We get around

In addition to 125+ 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

Peninsula  
Jetton Cove / Bethel Church Rd  
Torrence Chapel Road  
Westmoreland Lakes  
Bluff Point Bordeaux  
Norman Place Sterling  
Norman Island 100 / Bay Shores  
Lookout Point  
Bailey's Glen

## Denver

Sailview  
Governor Island  
Verdict Ridge  
Cowans Ford  
Smithstone  
Trilogy

## Davidson

River Run  
Woodlands  
Westmoreland Farms  
Pine Street  
Pages Pond

## Huntersville

Birkdale  
Hampton Ridge  
Carrington Ridge  
Green Farms  
Northstone  
Skybrook  
Wynfield

## Mooresville

The Point  
The Harbor  
The Farms  
Alexander Island  
Franklin Grove  
Muirfield  
Royal Pointe

## 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  
Short banner size is 287px x 90px,  
smallest file sizes possible.



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

## Monthly E-newsletter

Each month over 5000 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 \$150 per month.

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

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



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