

LAKE NORMAN

CURRENTS

2021 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 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.

Where you can find us!

In addition to 250 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

Our 250 locations throughout the Lake Norman area include Harris Teeter stores and Cashon's Quick Stops.

2021 Editorial/Special Sections Calendar*

January – Home Design and Building Trends
Featuring Ask the Expert and Home Product advertising section

February – Wellness issue featuring medical profiles.

March – Bridal issue featuring bridal advertorial section
Annual Summer Camp advertising section

April – Outdoor Living
Making the most of your outdoor living space.

May – Classic car issue
Featuring FACES of Lake Norman Profiles

June – Weekend Getaways issue.

**Themes are subject to change.*

July – The Pet issue featuring the winner of our Canine Cover Competition.
Special Pet Care Services advertising section

August – Best of the Lake issue
The votes are in and we have your favorite hot spots!

September – Arts issue
(The inside scoop on our culture scene)

October – Sports issue
Featuring Women in Business profiles

November – Volunteerism issue
Featuring Shop Local advertising section

December – Holiday Decorating
Financial planning for the New Year.

Contact Us

Publisher: MacAdam Smith, Mac@LNCURRENTS.com
Advertising Director: Sharon Simpson, Sharon@LNCURRENTS.com
Editorial: Renee Roberson, Renee@LNCURRENTS.com

704.677.9159

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 each)

website banner
(\$250 monthly, small)
(\$350 monthly, large)

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

business profile
(full page \$1500)

discount on GLL & MW when included with contract

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	✓			✓	✓ \$200 discount	
Platinum Plus	• 12 issue advertising agreement • Full page, premium position	✓	✓ large banner	✓ all 12 months	✓			✓	✓ \$200 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 Horizontal 7.5 x 4.84	1/2 Page Vertical 3.65 x 9.875 1/4 Page 3.65 x 4.84	Full Page 2.479x 4.84 1/3 Page Horizontal 7.5 x 3.05
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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

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

Let our social media department handle your facebook marketing and 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
Short banner size is 287px x 90px,
smallest file sizes possible.

Facebook posts

As part of your multi-issue advertising package, you will receive Facebook posts on our CURRENTS page with over 9,500+ followers. Take advantage of this opportunity to expand your market reach through social media!



Weekly & Monthly E-news

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 \$165 per month. In addition, we offer **weekly blasts** that are offered to only one sponsor for \$385.

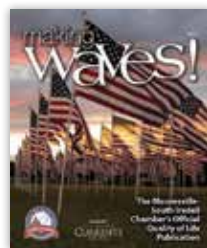
Large Banner: 728px x 90px
Small Banner: 287px x 90px

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

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



Ask us about advertising in our annual Chamber Publications and other monthly targeted publications. Reach the Lake Norman and Mooresville South Iredell desirable newcomers market!



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 \$375,000 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.

Honors & 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.

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