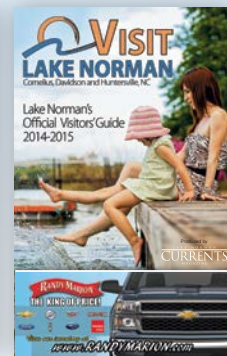
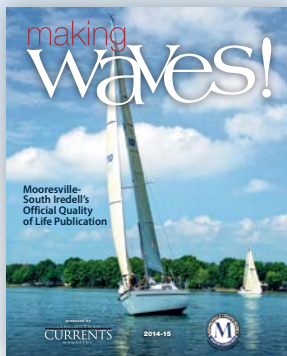




## Magazines and Media that Match your Market



2015 Marketing Kit

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# VENTURE Magazines

# Lake Norman Currents

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 the community known as Lake Norman.



## ● What makes CURRENTS different?

CURRENTS is all 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 \$250,000 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 direct delivery to neighborhoods throughout the Lake Norman area. We are also available at over 100 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.

## ● Contact Information:

704-749-8788 Fax: 1-888-887-1431

**Publisher/Advertising:** Sharon Simpson  
Sharon@LNCURRENTS.com

**Editorial:** Lori K. Tate  
Lori@LNCURRENTS.com

## Editorial Calendar

**January** – Welcome Home

**February** - The Food Issue

**March** – Decorating and Design Trends

**April** – Spring Fashion Preview

**May** - The Racing Issue

**June** - Summer Fun

**July** - The Sports Issue

**August** - The Best of Lake Norman

**September** - Fall Arts Preview

**October** - The Pet Issue

**November** - The Doing Good Issue

**December** - Holidays at Lake Norman

Editorial calendar for 2015 as of December 1 2014. All themed issues are subject to change.

LAKE NORMAN  
**CURRENTS**  
MAGAZINE

www.LNCURRENTS.com



# Today's Charlotte Woman

Today's Charlotte Woman Magazine celebrates the lives, loves and endeavors of the women of Charlotte. Our mission is to inspire and motivate our community through well-written editorial content, artful photography and elegant design. Our magazine will enlighten, engage and entertain its readers, ever seeking to spotlight the unbreakable strength that is the heart of Today's Charlotte Woman.



## ● What makes TCW Different?

We are the only magazine in Charlotte exclusively focused on and targeted to women who live, work and play in the Charlotte Metro region.

## ● Who is Today's Charlotte Woman?

She is savvy & self assured, with an average combined household income greater than \$125,000. She is 25 to 60 years old and well-educated with 75% earning college or post graduate degrees. She's goal and

achievement oriented and involved in her community. She loves to be pampered. She makes 80% of all purchasing decisions for her family!

## ● Where to find us:

Today's Charlotte Woman magazine is available at over 500 high traffic locations throughout Charlotte including select Harris Teeter stores, medical and dental offices, Earth Fare and Whole Foods, restaurants, salons and spas, boutiques, cultural centers, etc. We're also available throughout Charlotte's uptown rack locations.



## ● Topics included in every issue:

- **Good Eats and Drinks** From local restaurants
- **The Queen's List** Goings on Around Town
- **Movers and Shakers** Feature stories on Local Women
- **Sweet Boutiques** What's Hot in Your Local Stores
- **Seen In The City** Out and About in Charlotte
- **Dwellings** Really Cool Local Home Features
- **Health Flash** Keeping Yourself Healthy
- **Fashion and Style** Making You Look Good

## ● Contact Information:

704-612-4109

**Publisher/Advertising:** Sharon Simpson  
Sharon@TodaysCharlotteWomanmag.com

**Editorial:** Karsen Price  
Editor@TodaysCharlotteWomanmag.com

## Editorial Calendar

**January** - New Year, New You

**February** - Heartfelt  
(Featuring Special Bridal Section)

**March** - Risk Takers & Challenge Seekers

**April** - The Home Issue  
(Plus Spring Fashion Preview)

**May** - The Heat Is On (Spicy Foods, Hot Clothes & Drool-Worthy Relationships)

**June** - Beauty, Inside And Out  
(Outdoor Living At Its Best)

**July** - Your Best Summer  
( Let's Hear It For The Red, White & Blue)

**August** - The Annual Success Guide

**September** - This City Has Art  
(Fall Fashion Preview)

**October** - A Nod To Girl Power  
(Includes Breast Cancer Awareness And Special Bridal Feature)

**November** - Hosting & Toasting  
(Shop Local Feature)

**December** - The Holiday Issue

Editorial Calendar For 2015 As Of December 1 2014. All Themed Issues Are Subject To Change.

TODAY'S CHARLOTTE  
**WOMAN**  
www.TodaysCharlotteWomanMag.com

# Little Ones Magazine

Little Ones Magazine is a vital resource for Charlotte's local moms who are looking for ways to enlighten and enrich the lives of their children. We are a platform for moms to share their experiences in dealing with all stages of parenthood and provide professional insight from local experts to help them deal with the challenges as well as the successes that come with raising children.



## What makes Little Ones Different?

We make parenting easier by sharing local stories and happenings with parents of children aged from infants to 11 years.

## Where to find us:

Little Ones Magazine is available at over 400 locations throughout the Charlotte Metro region. We're strategically placed in locations where moms spend the most time; dance studios, health clubs, physicians offices, restaurants, and boutiques (children's and adult's), specialty gift shops, etc.

## Who is our Target Audience?

Today's mom is modern, hip and fashion forward. She's between the ages of 25 and 45 and manages an annual household income of \$75,000 or more. She wants the best for her family in everything and she's looking for information that can help her achieve that dream. Our readers are looking for products and services that assist mom in her efforts to create the perfect balance between being a mom and being a woman.



## Topics included in every issue:

- **Book Corner** Reviews and lists of great reads
- **Fit Fun** Get the family moving
- **Small Town Big City** Individual town spotlights
- **Little Ones Loves** Fashion and product features
- **Ask the Therapist** Tips and parenting advice from local experts
- **Flavorful Finds** Cooking with your kids
- **Healthful Hints** Keeping your family healthy
- **Out and About** Local area happenings
- **Carolina Cuties** Cute pictures of local children

## Contact information:

704-677-9159

**Publisher/Advertising:** Sharon Simpson  
info@littleonesmagazine.com

**Editorial:** Renee Roberson  
Renee@littleonesmagazine.com

## Editorial Calendar

### February/March

Party Perfection – The Annual Party Issue  
Happy Campers – Residential and Day Camps  
Shop 'Til You Drop – Consignment

### April/May

School Tours – Private School Guide  
Planning for Preschool – What Parents Need to Know  
Keeping Them Engaged – Enrichment Activities for Children

### June/July

Pitch a Tent – A Look at Local Campgrounds  
Artistic Endeavors – Theatrical Kids  
All Around the Town – Summer Fun Guide

### August/September

A+ Adventures – Back to School  
A Different Way to Learn - Charlotte Area Field Trips  
Making it Work – Parent Entrepreneurs

### October/November

Just Kids – Children with Special Needs  
What Makes a Family – Stories of Adoption  
Heading Down the Pumpkin Patch – Halloween Happenings

### December/January

Visions of Sugarplums – Holiday Shopping and Events  
An Apple a Day – Kids Health  
The Bump Report – Must Haves for Baby



www.LittleOnesMagazine.com



# The Essentials

Create a marketing strategy that works best for your business and save big when you combine our publications to reach your specific target audience!

## Venture Magazine Rates

Ad Size	Dimensions	1 Issue Open Rate	3 Issues Save 10%	6 Issues Save 15%	12 Issues Save 20%	18 issues Save 25%	24 issues Save 30%	30 Issues Save 35%
2-page Spread w/bleed*	LNC - 18.25" x 11.125" TCW & LOM - 17" x 11.125"	\$2,900	\$2,610	\$2,465	\$2,320	\$2,175	\$2,030	\$1,885
Back Cover w/bleed*	LNC - 9.25" x 11.125" TCW & LOM - 8.625" x 11.125"	\$2,500	\$2,250	\$2,125	\$2,000	\$1,875	\$1,750	\$1,625
Inside Front & Page One w/bleed*	LNC - 9.25" x 11.125" TCW & LOM - 8.625" x 11.125"	\$2,000	\$1,800	\$1,700	\$1,600	\$1,500	\$1,400	\$1,300
Full Page w/bleed*	LNC - 9.25" x 11.125" TCW & LOM - 8.625" x 11.125"	\$1,500	\$1,350	\$1,275	\$1,200	\$1,125	\$1,050	\$975
1/2 Page Vertical	3.65" x 9.875"	\$1,000	\$900	\$850	\$800	\$750	\$700	\$650
1/2 Page Horizontal	7.5" x 4.84"	\$850	\$756	\$722	\$680	\$638	\$596	\$553
1/3 Horizontal	7.5" x 3.05"	\$675	\$608	\$574	\$540	\$506	\$473	\$439
1/3 Page Standard	4.93" x 4.84"	\$600	\$540	\$510	\$480	\$450	\$420	\$390
1/4 Page	3.65" x 4.84"	\$475	\$428	\$404	\$380	\$356	\$333	\$309
1/6 Page	2.479" x 4.84"	\$350	\$315	\$298	\$280	\$263	\$245	\$228

\*Note: Dimensions above include a .125" bleed around trim size of the magazine. Please keep all important information (logos, type etc) .5" inside this dimension.

LNC final trim size is 9 x 10.875. TCW & LOM final trim size is 8.375 x 10.875.

Note - Combinations need not be the same size in all publications - figure total investment by combining rates.

## Our advertising deadlines:



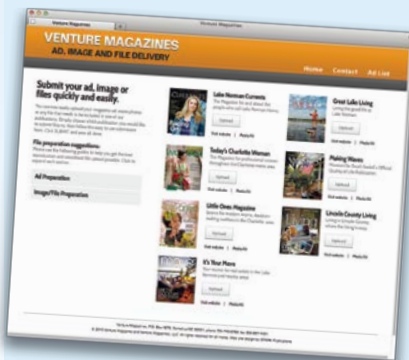
**Space reservation deadline:**  
The 8th of each month



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

## Ad Production

All ads must be submitted in digital format. Files must be CMYK and Macintosh compatible. Ads should be 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 (4 plates) no spot colors or RGB colors. Ads that contain 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.



## Uploading your CR ad

Ads for any of our magazines can be easily uploaded using our Venture Magazines upload site.

Ads for Lake Norman Currents:  
[www.lncurrents.com/uploadpage](http://www.lncurrents.com/uploadpage)

Ads for Today's Charlotte Woman:  
[www.TodaysCharlotteWomanMag.com/uploadpage](http://www.TodaysCharlotteWomanMag.com/uploadpage)

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.

## Website Advertising

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

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

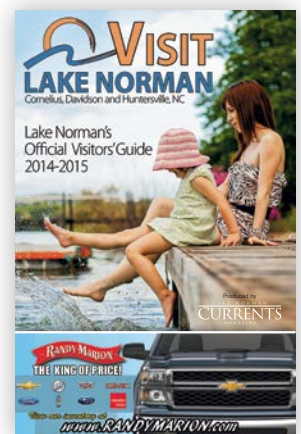
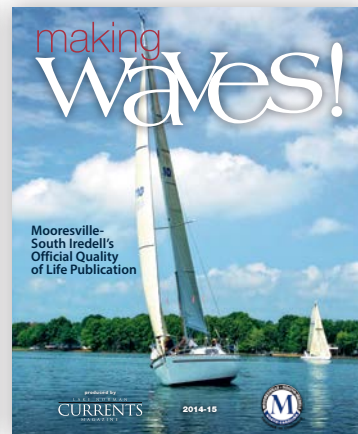


# We Do More Than Magazines

Let us create your own custom publication, marketing materials, preprints, postcards, etc. Ask us about unique 4-page and 8-page fold-out 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 affordably.



Sharon Simpson  
Publisher and Co-Owner



## It's Your MOVE!

This special advertising section appears inside every issue of CURRENTS and Today's Charlotte Woman Magazines. It focuses exclusively on real estate for sale or lease throughout our area. This section allows real estate professionals to feature one of their listings or publish their bio FREE with the purchase of a quarter page ad or larger. Listings are also featured on our websites and posted on our facebook pages throughout the month.

## Great Lake Living

This is the Lake Norman Chamber of Commerce's official newcomers' guide. Venture Magazines is proud to partner with the Lake Norman Chamber every year to produce this beautiful magazine featuring all you need to know about living the good life in the Lake Norman area. *Publishes in May every year.*

## Making WAVES!

This is the Mooresville-S. Iredell Chamber of Commerce's official newcomers' guide. Venture Magazines is proud to partner with the Mooresville Chamber every year to produce this beautiful magazine featuring all you need to know about living in the Mooresville-S. Iredell area. *Publishes in November every year.*

## Visit Lake Norman

This is the Lake Norman Convention and Visitors Bureau's (Visit Lake Norman) official visitors' guide. This annual publication is a great guide for those visiting the Lake Norman area to enjoy sporting events, business conventions, weddings, reunions, etc. It's full of information on local attractions, accommodations, dining, shopping, etc. *Publishes in July every year.*

## Why is Magazine Advertising so Important?

Magazine media deliver powerful relationships that influence, inspire and endure. The magazine media brand experience is based on trusted editorial, complemented by relevant advertising. This dual immersion in edit and ads satisfies the interests and passions of millions of readers—when, where and how they choose. The reader's commitment to this unique brand experience results in superior levels of ad receptivity, online search, purchase intent and extraordinary engagement in and sharing of both edit and ads.

## 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!

