

# 2013 media kit



# TODAY'S CHARLOTTE WOMAN

## 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.

*Today's Charlotte Woman* is a glossy, perfect-bound monthly magazine that hits the stands the first week of each month.

## Distribution

*Today's Charlotte Woman* is a complimentary magazine available at more than 500 highly visited area locations, including: Medical and Dental Offices, Harris Teeter, Earth Fare & Whole Foods • Carolinas Medical Center Facilities • Presbyterian Hospital Facilities • Libraries • Hotels and Restaurants • Salons and Spas • Clothing Stores • Cultural Centers • Athletic Facilities • Realtors' Offices & Relocation Packets • Financial Service Centers • Welcome Centers & Chambers of Commerce

*Today's Charlotte Woman* can also be picked up at distribution boxes throughout Charlotte's Uptown area and at select LYNX light rail stations. We mail copies of each issue to decisionmakers — including civic and business leaders in the Carolinas. Subscriptions are also available.

## Total Circulation

On average 28,000 copies  
per issue per month

## Total Readership

An estimated 112,000 with a pass-around  
rate of 3.5 readers per copy

## Shelf Life

65% of *Today's Charlotte Woman* readers  
keep each issue for one month or longer

# advertising policies

## Contract Year

Advertisements must run within one year of the first insertion to earn frequency rates. Advertisers may run ads of various sizes under the frequency rates.

## Short Rates

Advertising placed at a discount rate but not earned within the 12-month period from the date of the first insertion will be billed the earned rate.

## Rate Changes

Publisher reserves the right to change rates without notice. All rates under contract will be honored. Rates for new advertisers will be based on the rate card that exists at the time of the first insertion.

## Advertising Acceptance

All advertising is subject to the approval of the Publisher. Publisher reserves the right to reject any advertising that is not in keeping with the Magazine's integrity.

## Terms

The cost of the first ad is due with ad copy. Balance is due net 30 days from the date of invoice. A \$25 late fee may be charged to all invoices 30 days past due. Advertiser agrees to pay reasonable attorney fees if legal action is required to collect past due accounts.

## Cancellations

Except for preferred positions, a contract may be cancelled in writing prior to the space reservation date. Preferred positions may not be cancelled. Cancellations or changes in orders will not be accepted after closing dates. Cancelled contracts are subject to short rating to the appropriate contract level plus a \$200 termination fee.

## Ad Positions

The positioning of advertisement is at the discretion of the Publisher, except where specific positions incurring a premium are agreed upon by contract.

## Copy Responsibility

Submission of copy is the responsibility of the Advertiser. Copy from the last insertion



will run if new copy is not received by the closing date for materials. If there is no previous insertion, and copy is not received, the Advertiser is liable for the cost of the contracted space. Publisher will not be liable for loss or damage of printing materials.

## Agency Discounts

Commissions of 15 percent are earned by recognized agencies providing insertion orders and camera-ready art by the closing date of each issue. NET PAYMENT IS DUE WITHIN 60 DAYS OF PUBLICATION. AGENCIES WILL FORFEIT THEIR COMMISSION UNLESS PAYMENT IS MADE WITHIN 60 DAYS OF BILLING.

## Regulations

This rate card is an integral part of the advertising contract. The Publisher will not be bound by any condition, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with regulations set forth in the rate card.

## Authorization

In consideration of publication of an advertisement, the Advertiser and the Agency, jointly and severally, will indemnify and hold harmless Venture Magazines, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of privacy, copyright infringement and plagiarism.

## specifications

| Dimensions          | Width X Height |
|---------------------|----------------|
| Full Page           | 7.81 X 9.583   |
| 2/3 Page Vertical   | 5.144 X 9.583  |
| 1/2 Page Vertical   | 3.809 X 9.583  |
| 1/2 Page Horizontal | 7.81 X 4.689   |
| 1/3 Page Vertical   | 2.479 X 9.583  |
| 1/3 Page Horizontal | 7.81 X 3.068   |
| 1/3 Page Square     | 5.144 X 4.689  |
| 1/4 Page Square     | 3.809 X 4.689  |
| 1/4 Page Horizontal | 7.81 X 2.245   |
| 1/4 Page Vertical   | 1.807 X 9.583  |
| 1/6 Page Vertical   | 2.479 X 4.689  |
| 1/6 Page Horizontal | 3.809 X 3.068  |
| 1/9 Page (Biz Page) | 2.6 X 2.719    |

Live Area Size: 7.81 X 9.583

Trim Size: 9 X 10.875

Bleed Size: 9.25 X 11.125  
(1/8 inch PAST trim)

### Screen & Printing

Line Screen: 150. Paper: 100 lb. cover; 60 lb. body; gloss. Perfect bound and trimmed.

### Ad Specifications

Ads may be submitted as a high-resolution PDE, TIFF or EPS file. You may also provide ads produced in Adobe InDesign, QuarkXpress, Adobe Photoshop, or Adobe Illustrator on CD or DVD. All files must be Macintosh-generated or compatible. Please make sure all fonts, both screen and printer, and images are included on disk. We cannot accept PC fonts. All colors and images must be saved as CMYK. Do not use spot, PMS or RGB color indication. All photographic images should be a minimum of 300 dpi, and logos and line art should be a minimum of 1,200 dpi. Do not provide internet images. The resolution is too low for printing purposes. Please send a hard copy of the ad, and include a color-accurate proof. Color will be matched as closely as possible.

### Production Charges

A design staff is available to produce ads on a complimentary basis. A \$50 per hour design charge is billed if materials come in after the materials deadline or if production moves beyond two rounds of edits.

### Email art to:

kerrieboys@gmail.com

## advertising rates & information

### Open Rates:

|                                 |         |
|---------------------------------|---------|
| Back Cover .....                | \$2,600 |
| Inside Front and Back.....      | \$2,400 |
| Page 1 .....                    | \$2,400 |
| Opposite Contents .....         | \$2,200 |
| Opposite Editor's Letter .....  | \$2,200 |
| Full Pages Before Contents..... | \$2,000 |
| Full page .....                 | \$1,800 |
| 2/3 page .....                  | \$1,500 |
| 1/2 page .....                  | \$1,200 |
| 1/3 page .....                  | \$900   |
| 1/4 page .....                  | \$760   |

### Frequency Discounts:

**4x 10% off**

**7x 15% off**

**12x 20% off**

Agency discounts: 15% off open rates.

5% off frequency contracts.

### Value-Added Advertising

Free design services from our award winning art department. First-time advertisers who purchase a 12-time annual contract (1/4 page ad or larger), including one ad in the Annual Success Issue, will receive a free business or personal profile in one issue of *Today's Charlotte Woman*. The profile will run as space allows; length will be twice the ad space purchased, not exceeding a full page. If the advertising contract is cancelled after the profile runs and the contract has not been fulfilled, the advertiser will be billed the short rate plus the one-time rate for the profile.

### Ad Deadlines:

#### Space reservations/copy due by 12 p.m.:

|                    |                    |
|--------------------|--------------------|
| January 2013 ..... | December 7, 2012   |
| February .....     | January 11, 2013   |
| March .....        | February 8, 2013   |
| April .....        | March 12, 2013     |
| May .....          | April 10, 2013     |
| June .....         | May 10, 2013       |
| July .....         | June 10, 2013      |
| August .....       | July 11, 2013      |
| September .....    | August 12, 2013    |
| October.....       | September 10, 2013 |
| November .....     | October 11, 2013   |
| December .....     | November 8, 2013   |

### Agency Art Due:

|                 |                    |
|-----------------|--------------------|
| January .....   | December 14, 2012  |
| February .....  | January 18, 2013   |
| March .....     | February 15, 2013  |
| April .....     | March 19, 2013     |
| May .....       | April 17, 2013     |
| June.....       | May 17, 2013       |
| July .....      | June 17, 2013      |
| August .....    | July 18, 2013      |
| September ..... | August 19, 2013    |
| October.....    | September 17, 2013 |
| November .....  | October 18, 2013   |
| December .....  | November 15, 2013  |

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**Don't miss out on the 2013-2014  
Success Issue!**

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# It's All In The Family

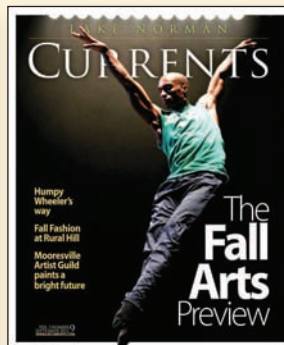
Refine your marketing by joining Venture Magazines' family of advertisers.  
Your advertising representative can advise you on how to save by advertising in two or more of our products.  
We make advertising easy!



Reach Professional Women with *Today's Charlotte Woman's* influential market, ages 30-60, throughout the Charlotte metro area.



Reach Modern Moms with *Little Ones Magazine's* decision-making mothers, ages 25-45, throughout the Charlotte metro area.



Reach the Desirable Lake Norman Market with *Lake Norman Currents'* upper-income residents.