

# power of the PURSE

REACH LKN'S MOST IMPORTANT CONSUMER: WOMEN!

**300+**

distribution locations  
including every local  
Harris Teeter grocery store

**\$146k**

average LKNW reader  
household income

**\$350k**

average LKNW reader  
home value

**40k**

number of women  
who read LKNW  
each & every month

**91%**

percent of  
purchasing decisions  
made by LKNW  
readers for their  
households

**13 years**

number of years LKNW has  
been connecting advertisers  
with their target market



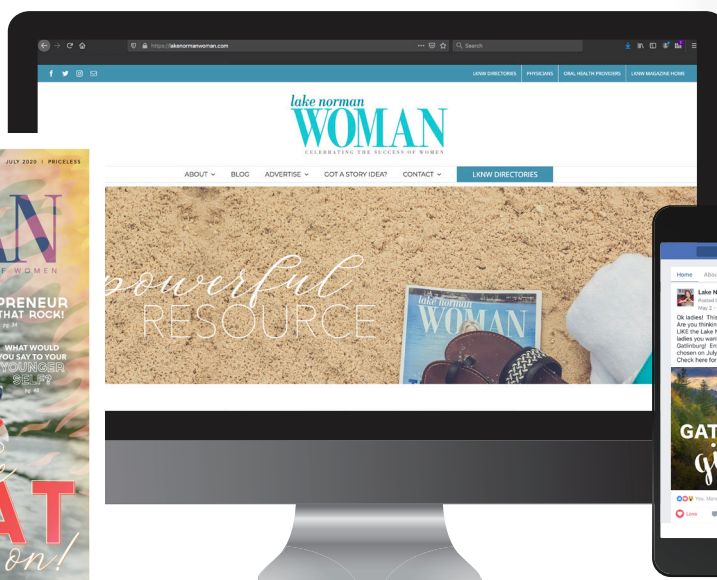
# reaching women across *all* platforms

**HARNESS THE SIGNIFICANT INFLUENCE AND PURCHASING  
POWER OF WOMEN TO BOOST YOUR BUSINESS!**



IN PRINT

**OVER 300 DISTRIBUTION POINTS  
& TARGETED DELIVERY  
TO NEIGHBORHOODS**



ONLINE

**ONLINE EDITION EACH MONTH,  
RESOURCEFUL WEBSITE, BLOG, SERVICE  
DIRECTORY, & WEEKLY NEWSLETTER**



ON SOCIAL

**ACTIVE, ENGAGED FOLLOWING &  
MONTHLY GIVEAWAYS**

**BUILDING  
TOP-OF-MIND  
AWARENESS  
WITH OUR  
READERS**



*"I'm such a fan of Lake Norman Woman Magazine! The response to my article and ad has been phenomenal. We have received calls from potential clients all over the Lake Norman area and the phone has not stopped ringing yet!"*

- STARR MILLER,  
StarrMiller Interior Design, Inc.  
(12 YEAR ADVERTISER)





→ Lake Norman Woman is a monthly magazine that celebrates the spirit of women living and working in our community with stories of inspiration, dedication, and accomplishment.

#### EDITORIAL SCHEDULE

ISSUE	THEME	CLOSING DATE
January	Welcome 2021, We're Ready! Themes: Recoveries & Restarts	Dec. 2, 2020
February (HEART HEALTH EDITION)	And The Beat Goes On... Themes: Heart Health/Red Pages	Jan. 7, 2021
March	Marching Together—Lake Style! Themes: Community & Outdoor Living	Feb. 4, 2021
April	All In The Groove Theme: Achieving Proper Balance	Mar. 4, 2021
May	Mother May I... LKNW's Tribute to Moms Themes: Education & Learning	Apr. 8, 2021
June (GIRLS' EDITION)	Making A Splash! Theme: Supporting Small Businesses	May 6, 2021
July	Let Freedom Ring Theme: Parks & Recreation	Jun. 3, 2021
August (MEN'S EDITION)	Dudes! LKNW's Annual Salute to Men Themes: Sports & Nature	Jul. 8, 2021
September (FAMILY/PET EDITION)	Family Matters Themes: Family & Pet Edition	Aug. 5, 2021
October (BREAST CANCER EDITION)	Warriors In Pink! Themes: Breast Health/Heroes/Annual Pink Pages	Sept. 9, 2021
November	Bountiful Thanks Themes: Charities & Volunteerism	Oct. 7, 2021
December	Ho-Ho-Ho & All That Jazz! Themes: Holidays & Gift Giving	Nov. 3, 2021

\*Schedule is tentative and subject to change

#### SPECIAL ADVERTISING SECTIONS →

January	Private Schools	September	Pet Care
February	Weddings	November	Holiday Gift Guide
March	Summer Camps	December	Holiday Gift Guide

#### PRODUCTION REQUIREMENTS

Ad Production Charges: \$25-\$125 based on size of ad. Subsequent artwork changes to ads may incur additional fees. Photography available upon request at additional charge.

## print advertising rates

ALL RATES ARE  
PER ISSUE & NET

#### 2 PAGE SPREAD

17" x 11.125" (bleed);  
16.25" x 10.375" (live area)

12x	\$1890
6x	\$1990
3x	\$2175
1x	\$2225

#### FULL PAGE

8.5" x 11.125" (bleed);  
7.75" x 10.375" (live area)

12x	\$945
6x	\$995
3x	\$1095
1x	\$1200

#### HALF PAGE

7.5" x 4.75" (horizontal);  
3.56" x 9.75" (vertical)

12x	\$690
6x	\$740
3x	\$795
1x	\$840

#### 1/3 PAGE

7.85" x 2.85" (horizontal);  
3.56" x 7.25" (vertical)

12x	\$495
6x	\$535
3x	\$570
1x	\$605

#### 1/4 PAGE

3.56" x 4.75"

12x	\$465
6x	\$495
3x	\$540
1x	\$575

#### 1/8 PAGE

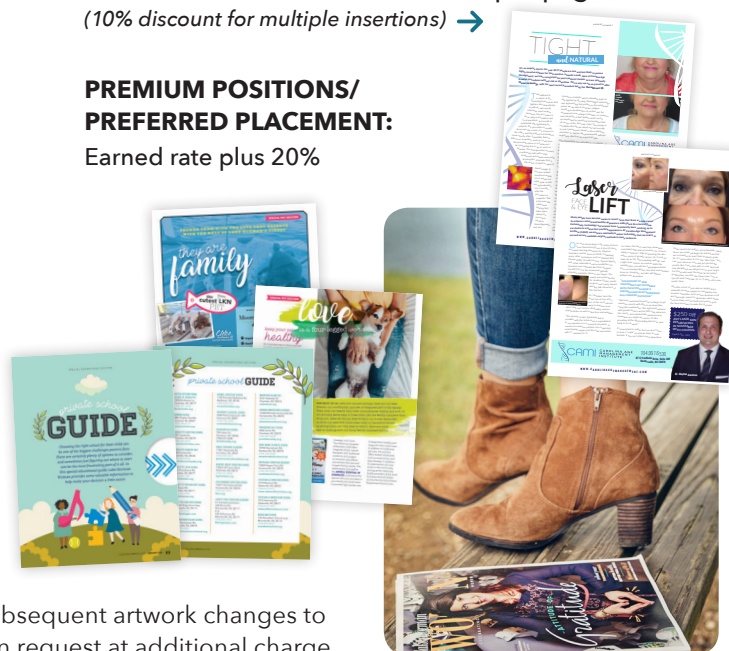
3.56" x 2.375"

12x	\$250
6x	\$270
3x	\$290
1x	\$320

**SPONSORED CONTENT:** \$1400 per page  
(10% discount for multiple insertions) →

#### PREMIUM POSITIONS/ PREFERRED PLACEMENT:

Earned rate plus 20%



Lake Norman Woman offers a menu of multi-platform opportunities that increase your visibility and provide a deep consumer connection with the most sought-after market in the Lake Norman community!



## digital directory

GET BUSINESS EXPOSURE  
WITH THE SEARCHING CONSUMER

**90% of consumers today are using search engines to find businesses in their local areas.**

Make sure the women of Lake Norman can find you when they visit the **LKNW Magazine Directories** to decide which professionals, businesses, and services they are going to call.



"Our article has been a hit ... our phones are off the hook. The other day we had 22 new patients call in and schedule! YEAH!"

- DR. LINDSAY MONTGOMERY,  
Lembo Montgomery Cosmetic & Family Dentistry  
(10 YEAR ADVERTISER)

## digital advertising

- 1 Advertise on LKNW Website**  
Leaderboard 728px X 90px  
Tile 250px X 250px
- 2 Sponsored Giveaway on LKNW Facebook Page**
- 3 Advertise in LKNW Newsletter**  
250px X 250px  
(1x per month)
- 4 Sponsored Blog on LKNW Website**

<b>PICK 1:</b> \$75/month	*6 month minimum
<b>PICK 2:</b> \$140/month	*Design fees, if needed, will apply (\$25 tile ads; \$40 leaderboard ads)
<b>PICK 3:</b> \$200/month	
<b>PICK 4:</b> \$250/month	*\$10 premium per month for leaderboard ads

**PRINT ADVERTISERS RECEIVE A 50% DISCOUNT  
ON ALL SOCIAL MEDIA PACKAGES!**

## event promotion

**ON LKNW DIGITAL OUTLETS**

**\$150**

- ➔ Event Pick of the Week in Newsletter
- ➔ FB & Twitter posts
- ➔ Ad on LKNW Website



lake norman  
**WOMAN**

**WINNER**

LAKE NORMAN CHAMBER'S  
"CHAMPIONS OF  
DIVERSITY" AWARD

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follow us!



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