

# 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

**14 years**

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



lake norman WOMAN

2022 MEDIA KIT

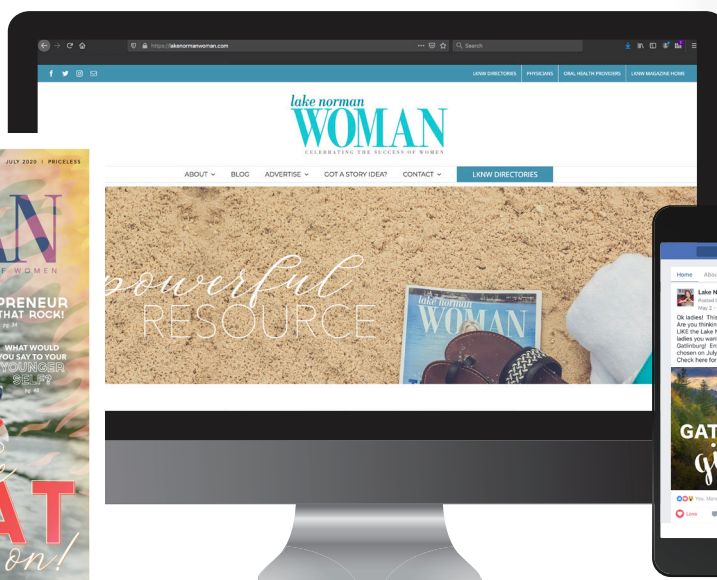
# reaching women across all platforms

**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**



*"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.  
(13 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 <small>(PRIVATE SCHOOLS)</small>	We're Just Getting Started! <i>Theme: Fitness &amp; Goal Achievement</i>	Dec. 8, 2021
February <small>(BRIDAL ISSUE)</small>	Young At Heart <i>Theme: Heart Health / Red Pages &amp; Romance</i>	Jan. 6, 2022
March <small>(SUMMER CAMPS)</small>	March Forth & Make An Impact <i>Theme: Home &amp; Garden</i>	Feb. 3, 2022
April <small>(PET PAGES)</small>	Bloom Big! <i>Theme: Self Care &amp; Wellness</i>	Mar. 10, 2022
May	Teach, Love, Inspire-LKN Moms! <i>Theme: Moms, Teachers, Coaches, Mentors</i>	Apr. 7, 2022
June <small>(MEN'S ISSUE)</small>	Hats Off To LKN Men <i>Theme: Sports &amp; Hobbies</i>	May 5, 2022
July	Sweet Land Of Liberty <i>Theme: Summer On The Lake</i>	Jun. 9, 2022
August <small>(GIRLS' ISSUE)</small>	GRL PWR! <i>Theme: Back To School / Teen Entrepreneurs</i>	Jul. 7, 2022
September	Family Ties <i>Theme: Family &amp; Friends</i>	Aug. 4, 2022
October <small>(BREAST CANCER ISSUE)</small>	We Can Do This! <i>Theme: Breast Health / Annual Pink Pages</i>	Sept. 8, 2022
November <small>(HOLIDAY GIFT GUIDE)</small>	Duty, Honor, Country. <i>Theme: Tribute To Veterans/Sheroes</i>	Oct. 6, 2022
December <small>(HOLIDAY GIFT GUIDE)</small>	Meet Me Under The Mistletoe <i>Theme: Charity Issue</i>	Nov. 9, 2022

\*Schedule is tentative and subject to change

#### PRODUCTION REQUIREMENTS

All advertisements should be submitted as high-res (300 DPI), CMYK formatted, JPEG/PDF/or TIFF files.

Our contracted designers charge \$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

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	\$955
6x	\$1000
3x	\$1095
1x	\$1200

#### HALF PAGE

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

12x	\$690
6x	\$750
3x	\$795
1x	\$840

#### 1/3 PAGE

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

12x	\$515
6x	\$550
3x	\$585
1x	\$615

#### 1/4 PAGE

3.56" x 4.75"

12x	\$475
6x	\$515
3x	\$550
1x	\$590

#### 1/8 PAGE

3.56" x 2.375"

12x	\$250
6x	\$275
3x	\$300
1x	\$335

#### SPONSORED CONTENT: ➔

\$1400 per page  
(10% discount for multiple insertions)



#### ← SPECIAL ADVERTISING SECTIONS

Our Special Sections combine ad space with editorial to deliver a dedicated audience with a specific interest. This means your ad carries a greater impact, which translates into a better ROI for your advertising budget!



January	Private Schools
February	Weddings
March	Summer Camps

April	Pet Care
October	Pink Pages
Nov/Dec	Holiday Gift Guide

#### PREMIUM POSITIONS/PREFERRED PLACEMENT:

Earned rate plus 20%

AD SUBMISSIONS: ADS@LAKENORMANWOMAN.COM

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  
(11 YEAR ADVERTISER)

## digital advertising

1

### Advertise on LKNW Website

Leaderboard 728px X 90px  
Tile 250px X 250px

2

### Sponsored Giveaway on LKNW Facebook Page

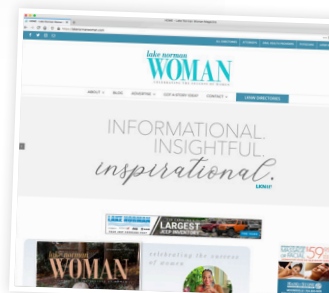
3

### Advertise in LKNW Newsletter

250px X 250px  
(1x per month)

4

### Sponsored Blog on LKNW Website



**PICK 1:** \$75/month

\*6 month minimum

**PICK 2:** \$140/month

\*Design fees, if needed, will apply  
(\$25 tile ads; \$40 leaderboard ads)

**PICK 3:** \$200/month

\*\$10 premium per month for  
leaderboard ads

**PICK 4:** \$250/month

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

## event promotion

**\$150**

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

**ON LKNW DIGITAL OUTLETS**



lake norman  
**WOMAN**



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