

REACH LKN'S MOST IMPORTANT CONSUMER: **WOMEN!**



THE Power OF THE Purse

300+
DISTRIBUTION LOCATIONS
including every local
HARRIS TEETER grocery store

30k
NUMBER OF WOMEN
who read LKNW
EACH & EVERY
MONTH

91%
percent of
**PURCHASING
DECISIONS**
made by LKNW
readers for their
households

\$146k
average LKNW reader
HOUSEHOLD INCOME

\$600k
average LKNW reader
HOME VALUE

17 years

number of years LKNW has been **CONNECTING
ADVERTISERS** with their **TARGET MARKET**

lake norman WOMAN

2024 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, INFORMATIONAL
 BLOG, WEEKLY NEWSLETTER,
 & PROGRAMMATIC ADVERTISING**



ON SOCIAL
**ACTIVE, ENGAGED
 FOLLOWING &
 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.
 (15 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>	Educate & Elevate <i>Theme: Schools, Education, Growth</i>	Dec. 7, 2023
February <small>(RED PAGES)</small>	Heart & Soul <i>Theme: Heart Health</i>	Jan. 5, 2024
March <small>(BRIDE GUIDE)</small>	With A Spring In Our Step <i>Theme: Weddings & Travel</i>	Feb. 9, 2024
April <small>(PET PAGES)</small>	Bloom Large! <i>Theme: Outdoor Living & Pets</i>	Mar. 8, 2024
May	Marvelous Moms <i>Theme: Moms & Mentors</i>	Apr. 5, 2024
June <small>(MEN'S ISSUE)</small>	LKNW's Tribute To Men <i>Theme: Sports & Hobbies</i>	May 8, 2024
July	Dive Into Summer <i>Theme: Lake Life & 4th of July</i>	Jun. 7, 2024
August	August Adventures <i>Theme: Back To School / Teen Entrepreneurs</i>	Jul. 5, 2024
September	Happy Fall, Y'all! <i>Theme: Family & Friends</i>	Aug. 9, 2024
October <small>(PINK PAGES)</small>	Sheroes <i>Theme: Breast Cancer Awareness</i>	Sept. 6, 2024
November <small>(HOLIDAY GIFT GUIDE)</small>	The Power Of Gratitude <i>Theme: Tribute To Veterans</i>	Oct. 10, 2024
December <small>(HOLIDAY GIFT GUIDE)</small>	And That's A Wrap! <i>Theme: Charity/Holiday Issue</i>	Nov. 7, 2024

*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 \$40-\$200 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	\$1990
6x	\$2100
3x	\$2310
1x	\$2570

FULL PAGE

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

12x	\$995
6x	\$1050
3x	\$1155
1x	\$1285

HALF PAGE

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

12x	\$730
6x	\$780
3x	\$845
1x	\$915

1/3 PAGE

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

12x	\$555
6x	\$600
3x	\$660
1x	\$740

1/4 PAGE

3.56" x 4.75"

12x	\$480
6x	\$525
3x	\$575
1x	\$600

1/8 PAGE

3.56" x 2.375"

12x	\$275
6x	\$300
3x	\$325
1x	\$375

SPONSORED CONTENT: ➔

\$1600 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	Education	April	Pet Care
February	Heart Health	October	Pink Pages
March	Weddings	Nov/Dec	Holiday Gift Guide

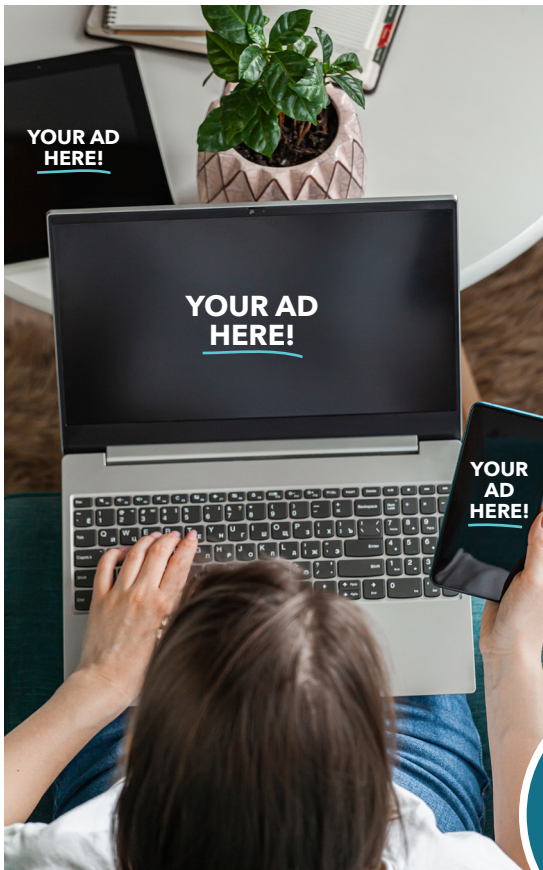
PREMIUM POSITIONS/PREFERRED PLACEMENT:

Earned rate plus 20%

➔ The best marketing approach is one that blends tactics including traditional print, social media, & digital! *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 display advertising

REACH POTENTIAL CUSTOMERS ON DESKTOP, TABLET, & MOBILE BY *FISHING WHERE THE FISH ARE!*



PROGRAMMATIC RATES (per month):

# of Impressions	3 months: \$12 CPM	6 months: \$11 CPM	12 months: \$10 CPM
50,000*			\$500
85,000**		\$935	\$850
125,000	\$1,500	\$1,375	\$1,250
160,000	\$1,860	\$1,705	\$1,600

*One-Year Minimum
 **6-Month Minimum

70%
 OF ALL INTERNET
 TRAFFIC IS TIED
 TO MOBILE!

➔ "Programmatic advertising with LKNW has contributed SO much to the growth and success of my business during its first year! I am thrilled with the response from this advancement in marketing options!"

- ANNIE HANSON,
 The Closet Niche

Want to reach even more people on their mobile devices? Ask us for a custom rate, including additional digital options!

lake norman
WOMAN
 CELEBRATING THE SUCCESS OF WOMEN



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