

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



THE Power OF THE Purse

2025 MEDIA KIT

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

18 years

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

Lake Norman
WOMAN
CELEBRATING THE SUCCESS OF WOMEN

reaching women across all platforms

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

**LKN'S
RESOURCE FOR
MULTIMEDIA
MARKETING**



IN PRINT
OVER 300 DISTRIBUTION POINTS
& TARGETED DELIVERY
TO NEIGHBORHOODS



ONLINE
ONLINE EDITION EACH MONTH,
WEEKLY NEWSLETTER,
& PROGRAMMATIC ADVERTISING



ON SOCIAL
ACTIVE & ENGAGED
FOLLOWING &
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.
(16 YEAR ADVERTISER)



FAMILY | FASHION | BUSINESS | FOOD | HEALTH | HOME | SELF

print advertising

ALL RATES ARE PER ISSUE & NET

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 SCHOOL/ CAMPS)</small>	Gaining Momentum <i>Theme: Schools, Education, & Growth</i>	Dec. 3, 2024
February <small>(BRIDE GUIDE)</small>	Follow Your Heart <i>Theme: Heart Health</i>	Jan. 10, 2025
March	Clean It & Mean It <i>Theme: Declutter Your Life</i>	Feb. 7, 2025
April <small>(TRAVEL)</small>	Enjoy The Journey <i>Theme: Travel</i>	Mar. 7, 2025
May <small>(PET PAGES)</small>	Moms & Mentors <i>Theme: Mother's Day</i>	Apr. 2, 2025
June <small>(MEN'S ISSUE)</small>	Men Of LKN <i>Theme: Men's Health, Interests, & Hobbies</i>	May 8, 2025
July	The Heat Is On <i>Theme: Lake Life & 4th of July</i>	Jun. 4, 2025
August <small>(BACK-TO-SCHOOL)</small>	The Next Chapter <i>Theme: Back-To-School / Teen Entrepreneurs</i>	Jul. 11, 2025
September	Family Matters <i>Theme: Family & Friends</i>	Aug. 8, 2025
October <small>(PINK PAGES)</small>	Autumn Adventures <i>Theme: Breast Cancer Awareness</i>	Sept. 5, 2025
November <small>(GIFT GUIDE)</small>	Grace & Gratitude <i>Theme: Tribute To Veterans</i>	Oct. 10, 2025
December <small>(GIFT GUIDE)</small>	Wrap It Up <i>Theme: Charity/Holiday Issue</i>	Nov. 5, 2025

*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 for additional charge.

2 PAGE SPREAD 17" x 11.125" (bleed); 16.25" x 10.375" (live area)	FULL PAGE 8.5" x 11.125" (bleed); 7.75" x 10.375" (live area)
12x \$1990	12x \$995
6x \$2100	6x \$1050
3x \$2310	3x \$1155
1x \$2570	1x \$1285

HALF PAGE 7.5" x 4.75" (horizontal); 3.56" x 9.75" (vertical)	1/3 PAGE 7.85" x 2.85" (horizontal); 3.56" x 7.25" (vertical)
12x \$730	12x \$555
6x \$780	6x \$600
3x \$845	3x \$660
1x \$915	1x \$740

1/4 PAGE 3.56" x 4.75"	1/8 PAGE 3.56" x 2.375"
12x \$480	12x \$275
6x \$525	6x \$300
3x \$575	3x \$325
1x \$600	1x \$375

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	May	Pet Pages	Oct	Pink Pages
February	Weddings	June	Men's Issue	Nov	Gift Guide
April	Travel	August	Back-To-School	Dec	Gift Guide

**PREMIUM
POSITIONS/
PREFERRED
PLACEMENT:**
Earned rate
plus 20%

**SPONSORED →
CONTENT**
\$1600 per page
10% discount for
multiple issues

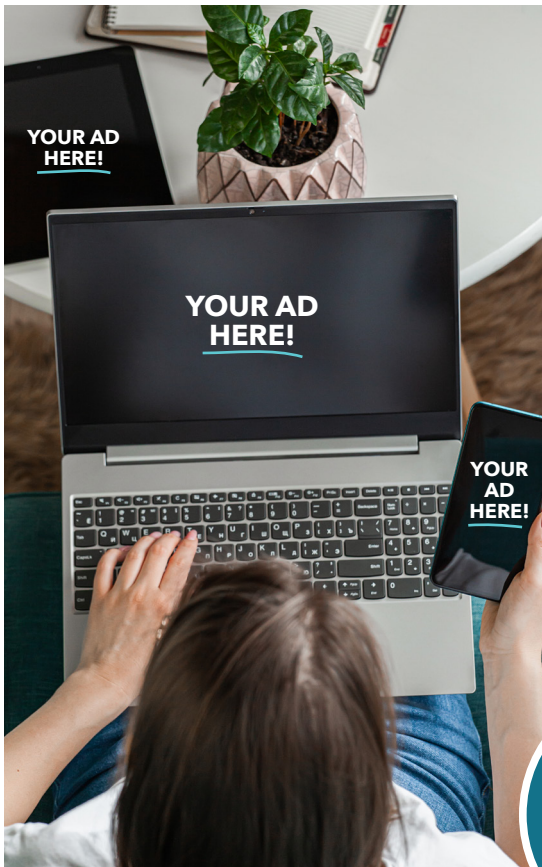


AD SUBMISSIONS: ADS@LAKENORMANWOMAN.COM

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!

→ "Programmatics 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



phone **704.895.6168**

address **PO Box 1000, Cornelius, NC 28031**

web **www.LakeNormanWoman.com**

follow us!



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