

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!

AUDIO
OVER 100K LIVE
STREAMS PER MONTH
RADIO APPEARANCES,
SHOWS, & PODCASTS



IN PRINT
OVER 300 LOCAL
DISTRIBUTION POINTS
TARGETED DELIVERY TO
LKN NEIGHBORHOODS



ONLINE
1 MILLION IMPRESSIONS OF
TARGETED DIGITAL ADS
MONTHLY ONLINE EDITIONS ARCHIVED
& MONTHLY NEWSLETTER
PROGRAMMATIC ADVERTISING

**LKN'S
RESOURCE
FOR
MULTIMEDIA
MARKETING**



ON SOCIAL
ACTIVE & ENGAGED
FOLLOWING
WHITE LABEL VIDEOS
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)





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.

PRINT ADVERTISING

ALL RATES ARE PER ISSUE & NET

2 PAGE SPREAD		FULL PAGE	
17.5" x 11.125" (bleed); 16.5" x 10.375" (live area)		8.75" x 11.375" (bleed); 8" x 10.375" (live area)	
12x	\$1990	12x	\$995
6x	\$2100	6x	\$1050
3x	\$2310	3x	\$1155
1x	\$2570	1x	\$1285

HALF PAGE		1/3 PAGE	
7.375" x 4.75" (horizontal); 3.56" x 9.65" (vertical)		7.5" x 3" (horizontal); 3.56" x 7" (vertical)	
12x	\$730	12x	\$555
6x	\$780	6x	\$600
3x	\$845	3x	\$660
1x	\$915	1x	\$740

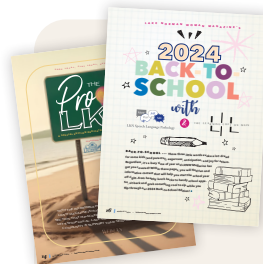
1/4 PAGE		1/8 PAGE	
3.56" x 4.75"		3.56" x 2.375"	
12x	\$480	12x	\$275
6x	\$525	6x	\$300
3x	\$575	3x	\$325
1x	\$600	1x	\$375

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. 11, 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. 6, 2025
August <small>(BACK-TO-SCHOOL)</small>	The Next Chapter <i>Theme: Back-To-School / Teen Entrepreneurs</i>	Jul. 10, 2025
September	Family Matters <i>Theme: Family & Friends</i>	Aug. 7, 2025
October <small>(PINK PAGES)</small>	Autumn Adventures <i>Theme: Breast Cancer Awareness</i>	Sept. 8, 2025
November <small>(GIFT GUIDE)</small>	Grace & Gratitude <i>Theme: Tribute To Veterans</i>	Oct. 9, 2025
December <small>(GIFT GUIDE)</small>	Wrap It Up <i>Theme: Charity/Holiday Issue</i>	Nov. 7, 2025

*Schedule is tentative and subject to change

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

PRODUCTION REQUIREMENTS

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

Our contracted designers charge \$50-\$200 based on size of ad. Subsequent artwork changes to ads may incur additional fees. Photography available upon request for additional charge.

PREMIUM POSITIONS/PREFERRED PLACEMENT:

Earned rate plus 20%

SPONSORED CONTENT

10% discount for multiple issues



amplifying local: the impact of audio broadcasting

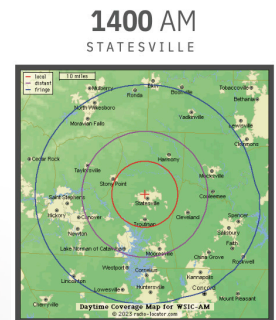
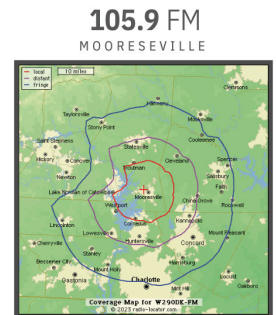
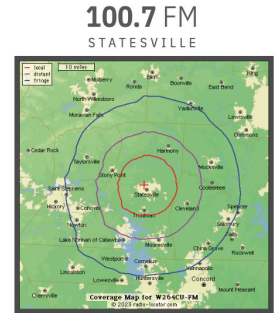
**COMING TOGETHER AFTER 76 YEARS IN THE LKN AREA,
THE ONLY LOCAL MEDIA GROUP TO REACH 100%
OF THE LAKE NORMAN REGION**



- ➔ 30 live show hosts per week
- ➔ Over 100k live stream impressions per month
- ➔ Audience is 95% Lake Norman

ON AIR ADVERTISING

- 15 :15 SEC ADS PER WEEK**
\$500 / month
- 30 :15 ADS PER WEEK**
\$1000 / month
- 45 :15 ADS PER WEEK**
\$1500 / month



BE A THOUGHT LEADER

- SPONSOR A SHOW -**
Starting at \$500 per month
- PODCAST -**
Starting at \$2000 per month
- WHITE LABELED VIDEO CONTENT -**
Starting at \$2000 per month

EVENT PROMOTION

Let us help you promote your event or grand opening

- COMMUNITY CALENDAR**
Over 200 mentions per week - \$500 per week
- PROMOTE YOUR EVENT LIVE ON AIR**
\$500 per event
- LIVE REMOTE FROM YOUR EVENT**
starting at \$2000 per event



www.WSICnews.com

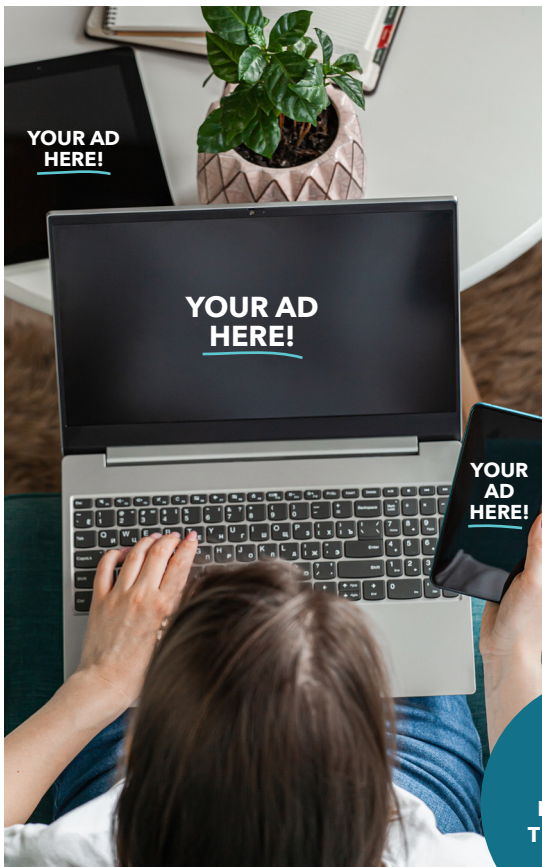
AVERAGE REACH OF 750K EVERY 90 DAYS



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
Custom digital options available.



"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



70%
OF ALL
INTERNET
TRAFFIC IS
TIED TO
MOBILE!

MULTIMEDIA PACKAGES AVAILABLE!

Custom discounted packages help get the most out of your marketing. Create touchpoints with your customer's trusted sources.



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