



Lake Norman
WOMAN

2026 MEDIA KIT

AMPLIFYING LAKE NORMAN



RADIO | PODCASTS | MAGAZINE | NEWSLETTERS | WEBSITE | PROGRAMMATIC | SOCIAL MEDIA | EVENTS

The best marketing strategies aren't one-dimensional—they're built on multiple touchpoints that keep your brand top-of-mind. From traditional print to social media to digital, WSIC delivers a balanced mix of platforms that amplify your visibility and build authentic connections with consumers. As LKN's trusted local media source, we understand the heartbeat of the Lake Norman community and know how to position your business where it matters most. Partner with the experts at WSIC to create a seamless, impactful presence across every channel.

100K MONTHLY REACH

\$200K MEDIAN HOUSEHOLD INCOME

\$800K MEDIAN HOME VALUE

BROADCASTING

RADIO & DIGITAL ON-DEMAND



77 YEARS ESTABLISHED RADIO STATION

35 HOURS WEEKLY RADIO PROGRAMMING

OVER 100K MONTHLY LIVESTREAM IMPRESSIONS

FULL PRODUCTION CREW & STUDIOS



RADIO & PODCASTS

Commercials

Custom script and production

Starting at \$500 / month

Custom Radio Show or Podcast

Your own show produced & recorded in-studio

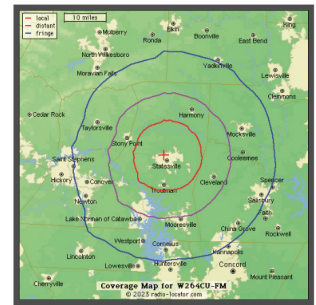
Starting at \$750 / month

Podcast Advertisements

Custom Script & Display Ad on Lake Norman Woman Podcast or others!

Starting at \$300 / month

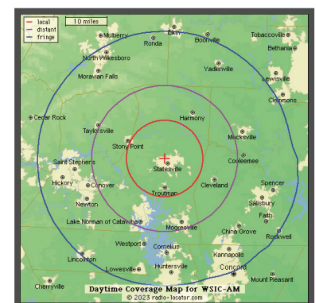
100.7 FM
STATESVILLE



105.9 FM
MOORESVILLE



1400 AM
STATESVILLE



MEDIA PARTNERS

Proud to be official broadcaster with the following partners



“

We've been able to reach SO many more residents and visitors ... WSIC shares our commitment to celebrating the people and stories that make our town special.”

*- Christine Patterson, Experience & Engagement Director,
Town of Mooresville*

PRINT

MONTHLY DIGITAL & PRINT MAGAZINE

Lake Norman Woman is a monthly magazine that celebrates local women with inspiring stories, expert features, and positive, informational content—from health and career to family, recipes, and lifestyle. Our unique blend of community voices and expert articles offers readers connection, resources, and inspiration.



“

LKNW has contributed so much to the growth and success of my business ... I've seen a substantial increase in sales since partnering with them.”

**Annie Hanson, Owner,
The Closet Niche**



Cover Package:

Includes:

- Cover & 3 Page Feature Article
- 2 Full Page Editorials or Tips Articles
- Newsletter & Social Media Feature
- Featured Interview on LKNW Podcast Episode

Live, Work, Play Package:

Starting at \$150/month - 12 month minimum

Category AND Town Exclusive!

Includes Online Directory on LiveWorkPlay.com

20 YEARS AS LKN'S RESOURCE

EVERY LKN HARRIS TEETER

350+ PICK-UP LOCATIONS ACROSS LKN

100K MONTHLY WEBSITE IMPRESSIONS

91% OF WOMEN MAKE BUYING DECISIONS

PRINT PACKAGES

**Starting at
\$300 / month**

PREMIUM PLACEMENT

*Premium placement
upgrades are calculated as
a percentage of the base
monthly rate, applied
according to position*

3 Page Special Section Sponsor:

Includes:

*2-page editorial
+ 1-page ad*

Feb - Bride Guide

May - Moms & Pets

June - Men's Issue

Aug - Teachers

Oct - Pink Pages

Nov - Veterans

Dec - Gift Guide

DIGITAL

TARGETED MULTI-CHANNEL REACH

100K MONTHLY WEBSITE VISITORS

MILLIONS OF PROGRAMMATIC IMPRESSIONS

50K SOCIAL FOLLOWERS

40K NEWSLETTER SUBSCRIBERS

WEB DISPLAY ADS

Display ads starting at
\$250 / month

REELS

Custom social reels starting at
\$250 / month

NEWSLETTERS

Starting at **\$150 / month** Ads starting at **\$350 / month**

"

*I've seen real, traceable ROI,
and their year-round support
across all platforms has been
invaluable to my business."*

*- Dr. Robin Owings, Owner,
ProWellness Family Chiropractic*



PROGRAMMATIC

Targeted Advertising Powered By Data

Clients typically achieve CTR 2-3x above
national average

Starting at \$500/month
(\$10 CPM; 50,000 minimum)

EVENTS

From luncheons to galas, events connect you directly with your audience. Whether it's one of our signature gatherings or your own special celebration, we amplify impact through multi-channel promotion—print, digital, social, and on-air—to build buzz and leave a lasting impression.

SPONSORING
starting at \$500

SPEAKING
starting at \$2,500

COMMUNITY CALENDAR
\$500 per week

Event Promotion Package:
\$2,500
2 Page Spread / Social Media Reel

LIVE REMOTE FROM YOUR EVENT
starting at \$2,000 per event



**Custom
Multimedia
Packages!**

*Inquire about combining
your mediums for
maximum impact!*

