

THE LAUREL OF
ASHEVILLE

THE ARTS AND CULTURE OF COMMUNITIES ACROSS THE MOUNTAINS



Jen Starnell

Our full-color magazine is a direct reflection of the art, culture and natural beauty that draw people to this remarkable area. Our covers feature works by local artists—and inside, the magazine highlights local happenings, including the symphony, ballet, theatre, opera, festivals and a whole lot more. Each issue also features restaurants, arts and music, plus articles about the region's fascinating history, outdoor adventures, and profiles of local people and institutions.

EDITORIAL

FOOD & LIBATION

Food culture, drinks, farm-to-table

AT HOME

An inside look at unique homes and gardens

SPOTLIGHT ON

A showcase of local nonprofit organizations

LOCAL PRODUCTS

Western North Carolina's exciting assortment of locally-produced products

ON A PERSONAL NOTE

Presenting a person who is making a difference in our communities.

PLOUGH TO PANTRY

Focusing on farm-to-table living in the mountains and the foothills

DAY TRIPPER

All the things you can do in one day in a local community, city or county

CONSERVATION CORNER

Delving into issues of wildlife and land preservation

If you would like an event or happening to be considered for a print issue, please send information to Frances Figart (frances@thelaurelofasheville.com) by the 20th of the month two months before the intended issue, so by February 20 for the April issue.

READERS OF THE LAUREL OF ASHEVILLE

- *The Laurel of Asheville* is the oldest magazine in the region, with more than **30,000** copies distributed each month and a total circulation of **360,000** magazines annually. This means more than 1,000,000 residents, tourists and businesses read our publication.

- **#1 magazine picked up** at the Asheville Regional Airport, The Biltmore Estate, The Omni Grove Park Inn, the Asheville Chamber of Commerce, Aloft and the Grand Bohemian Hotel.

- **Audience** consists of 60% locals and 40% visitors

- We enjoy a **98% pickup rate**, which means only 2% of our magazines are not picked up each month

- **#1 preferred media** for household incomes of \$150,000 plus in WNC

- 67% female readers and 33% male

- Sampling provided through an independent research agency

What The Laurel of Asheville Can Do For You

Regardless of the size of your business, advertising in *The Laurel of Asheville* is one of the best marketing investments you can make.

We add value to your advertising investment with:

- * The ability to drive customers to your business through our upscale print publication and website
- Our complimentary, high-quality ad design and production
- Advertiser index in each issue

How Much Your Ad Will Cost

Contract Term	Double Truck	Full Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page
12 Months	\$3995	\$2195	\$1195	\$595	\$525	\$295
6 Months	\$4095	\$2295	\$1295	\$695	\$600	\$350
3 Months	\$4195	\$2395	\$1395	\$795	\$695	\$395
1 Month	\$4295	\$2500	\$1495	\$895	\$795	\$495

Premium Positions:

- Inside Front or Back Covers: \$2,750 per month, 6-month agreement required.
- Back Cover: \$2,995 per month, 6-month agreement required.
- Special locations require an additional monthly charge of \$300 for full-page ads & \$150 for half-page ads.
- 10% discount for 6- or 12-month advance purchase.
- Penalties and interest will be applied to late accounts.
- All prices are net and include ad production and full color.

	Ad Size	Special Notes
Full Page NO Bleed	7.5 x 10	
Full Page WITH Bleed	8.625 x 11.125	ALL copy must be inside 7.5 x 10 live area; Trim is 8.375 x 10.875
1/2 Horizontal	7.5 x 4.6	
1/2 Vertical	3.66 x 10	
1/3 Horizontal	7.5 x 2.5	
1/3 Vertical	2.25 x 10	
1/4	3.66 x 4.6	Only vertical orientation on 1/4 page ads
1/6	2.25 x 4.6	Only vertical orientation on 1/6 page ads
1/16	1.7 x 2.25	These are available on share pages ONLY

Our advertising costs include turnkey design and production services. However, should you choose to submit your own advertisement, please follow these guidelines:

- Digital files prepared as CMYK; artwork and photos must be at least 300 dpi at 100% desired size
- Supported formats: PDF, EPS, TIF, PSD or CD/DVD
- Supported applications: Adobe Photoshop®, Adobe Illustrator®, Adobe InDesign®
- Please include all font files
- Files can be emailed to your sales representative

Ad design checklist

If *The Laurel of Asheville* will be designing your ad, here is a checklist of items we will need:

- The tone of the message that you want to convey. Is it a branding ad? A call to action?
- The specific copy to be included on your ad including headline, contact information, etc.
- Any color requirements or preferences along with a high-resolution logo and any images you wish to include in the ad.

* For a complete checklist, go to thelaurelofasheville.com.

Audience Footprint

The Laurel of Asheville has **100,000** monthly readers



Distributing to more than 600 locations in 10 Western North Carolina counties.

2017 Media Schedule & Special Sections

The Laurel of Asheville publishes monthly, with each issue of the magazine hitting the streets on the final weekend of the preceding month. Following is a 2017 schedule of deadlines for reserving space and for getting materials or camera-ready ads to us. Lock in your ad space as indicated below and your ad will be in tens of thousands of hands before the end of that month.

Issue	Reservation Deadline	Camera Ready Ads
January (Health & Wellness)	December 4, 2016	December 11, 2016
February (The Wedding Guide)	January 4, 2017	January 11, 2017
March (Education)	February 4, 2017	February 11, 2017
April	March 4, 2017	March 11, 2017
May (Pets)	April 4, 2017	April 11, 2017
June	May 4, 2017	May 11, 2017
July (Crafts)	June 4, 2017	June 11, 2017
August	July 5, 2017	July 11, 2017
September	August 4, 2017	August 11, 2017
October	September 4, 2017	September 11, 2017
November	October 4, 2017	October 11, 2017
December	November 4, 2017	November 11, 2017

How Much Your Web Presence Will Cost

Banner Ads	Rate (per month)
E-Issue	No charge
Fold Header (300 pixels wide x 100 pixels high)	Home page: \$300 Rotational: \$200
Sidebar Skyscraper (160 pixels wide x 600 pixels high)	Home page: \$200 Rotational: \$150
Large Rectangles (336 pixels wide x 280 pixels high)	Rotational: \$150
Video available upon request	



"*The Laurel* is one of the few publications that we advertise in consistently throughout the year. We find non-locals will pick it up because of its attractive artwork covers. It has translated into increased exposure for us and has more than paid for itself over the years."

-Melissa Long, Wake Foot Sanctuary and Shop



"Working with *The Laurel* over the last decade has been very rewarding. The services have always been professional. With *The Laurel* being widely distributed in Western North Carolina, I feel the publication is frequently viewed and picked up by many people who visit Asheville. The staff does a great job of supporting and promoting local businesses and artists in the area."

-Susan M. Phipps, Susan Marie Designs



As a gallery representing exclusively local artists, our relationship with *The Laurel* is essential in our goals to support Asheville's Art Scene. Woolworth Walk has worked with *The Laurel* for more than ten years on that common goal and, throughout that time, it has been a publication which is unparalleled in quality and content."

-Erin Kellem, Manager, Woolworth Walk

Cover art by Jen Stalwart