

THE LAUREL OF ASHEVILLE

MEDIA KIT 2022

THE ARTS AND CULTURE OF COMMUNITIES ACROSS THE MOUNTAINS



Our full-color, monthly 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, outdoor adventures, articles about the region’s fascinating history and profiles of local people and institutions.

EDITORIAL FEATURES

COVER & FEATURE ARTISTS
Highlighting WNC’s wealth of talented artists

FOOD & DRINK
Visits to some of WNC’s exceptional gathering places

SPOTLIGHT ON
A showcase of local nonprofit organizations

SUSTAINABILITY
Featuring environmental efforts to keep our mountains magnificent

ON A PERSONAL NOTE
People who are making a difference in our communities

PLOUGH TO PANTRY
Farm-to-table living in the mountains and the foothills

HISTORY
Accounts of the region’s colorful past

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 Gina Malone (gina@thelaurelofasheville.com) by the 20th of the month two months before the intended issue.

Readers of *The Laurel of Asheville*:

• *The Laurel of Asheville* is the oldest magazine in the region and was voted Best Free Publication in the *Mountain Xpress* awards 8 years in a row

• **#1 magazine picked up** at the Asheville Regional Airport, Biltmore, 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

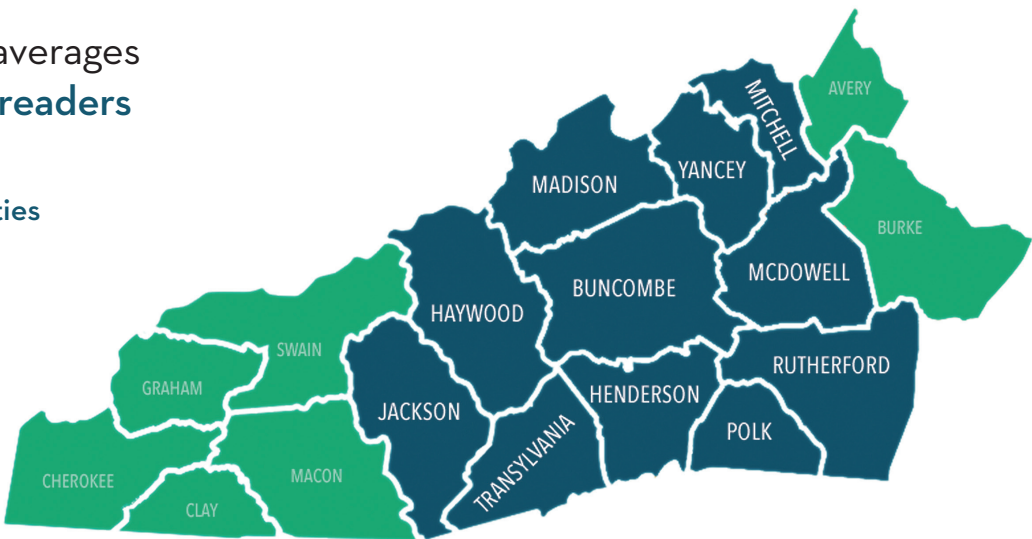
• 67% female readers and 33% male

• *Sampling provided through an independent research agency*

AUDIENCE FOOTPRINT

The Laurel of Asheville averages about **60,000 monthly readers**

We distribute to more than **300 locations in 11 WNC counties**



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	\$4195	\$2300	\$1255	\$625	\$550	\$310
6 Months	\$4300	\$2400	\$1360	\$730	\$650	\$365
3 Months	\$4400	\$2500	\$1465	\$830	\$730	\$415
1 Month	\$4500	\$2625	\$ 1570	\$940	\$835	\$520

Premium Positions:

- Inside Front or Back Covers: \$2,900 per month, 6-month agreement required.
- Back Cover: \$3150 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 <i>no bleed</i>	7.5 w x 10 h	
Full Page <i>with bleed</i>	8.625 w x 11.125 h	ALL copy must be 1/2” from edges; Trim is 8.375 x 10.875; No crop marks
1/2 Horizontal	7.5 w x 4.6 h	
1/2 Vertical	3.66 w x 10 h	
1/3 Horizontal	7.5 w x 2.5 h	Not available on share pages
1/3 Vertical	2.25 w x 10 h	
1/4	3.66 w x 4.6 h	Only vertical orientation on 1/4 page ads
1/6	2.25 w x 4.6 h	Only vertical orientation on 1/6 page ads
1/16	1.7 w x 2.25 h	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, JPG
- Supported applications: Adobe Photoshop®, Adobe Illustrator®, Adobe InDesign®
- Please include or embed 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, tagline, offerings, 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 more information, ask your sales representative*

2022 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. **Ad reservations are due the 5th of each month, and camera-ready ads are due on the 12th.** Lock in your ad space as indicated, and your ad will be in tens of thousands of hands before the end of that month.

Editorial Schedule

JANUARY	Wedding Guide	MAY	Pets
FEBRUARY	Health & Wellness	JULY	Crafts
MARCH	Education	OCTOBER	Crafts

Western North Carolina has become a premier wedding destination, and *The Laurel of Asheville* offers our clients advertising in our January wedding guide. This guide is featured in the magazine issue and is also printed separately and distributed at bridal shows and to vendors.

HOW MUCH YOUR WEB PRESENCE WILL COST

Banner Ads	Rate (per month)	Size
Newsletter ad	\$250	1260 px wide x up to 1600 px high
Website – Fold Header	Home page: \$300 Rotational: \$200	300 px wide x 100 px high
Website – Sidebar Skyscraper	Home page: \$200 Rotational: \$150	160 px wide x 600 px high
Website – Large Rectangles	Rotational: \$150	336 px wide x 280 px high
Video, Facebook & Instagram ads available		Ask your sales representative for pricing

- The Laurel of Asheville has between 10,000 and 20,000 views on Facebook each week. We offer clients a boost for \$50 per push.
- Our monthly Newsletter has more than 6,000 subscribers. Advertising in this presence is \$250 per month.

What Our Advertisers are Saying About *The Laurel of Asheville*



“As a business owner, it can be very difficult to discern what type of advertising works best to attract the type of customer I want. With *The Laurel*, I have found a home for my advertising dollars. There have been numerous times that customers have either walked in with my ad in their hand or told me that they made a special trip to Brevard to visit my gallery because they saw my ad in *The Laurel* month after month. From the visits from my ad rep to their design, editorial and support staff, I have always felt that my little gallery matters with *The Laurel*.”

LUCY CLARK, Owner/Artist, Lucy Clark Gallery & Studio



“I definitely recommend advertising with *The Laurel of Asheville*. Their staff is organized, responsive and easy to work with. For folks hesitating to commit to the monthly advertising expenditure: I get it and I had the same hesitation. For me, the decision to advertise with *The Laurel* has paid for itself several times over. I’m glad I took the leap.”

DEANNA CHILIAN, Owner/Artist, Deanna Chilian Fine Art



“We love to share *The Laurel of Asheville* with our clients as it provides a wonderful overview of the vast art offerings in our highly creative corner of the world.”

JOSH SMITH, President, Walnut Cove Realty

Cover art by
Molly Courcelle