

THE LAUREL OF ASHEVILLE

MEDIA KIT 2024

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

THE WILD TRUTH

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.

OUR AUDIENCE

- *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 approximately

60,000 MONTHLY READERS

We distribute to

300+ LOCATIONS

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

2024 AD RATES

Contract Term	Double Truck	Full Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page
12 Months	\$4,400	\$2,450	\$1,315	\$655	\$575	\$325
6 Months	\$4,515	\$2,520	\$1,425	\$765	\$680	\$385
3 Months	\$4,630	\$2,625	\$1,540	\$870	\$765	\$435
1 Month	\$4,725	\$2,750	\$1,650	\$985	\$875	\$545

Premium Positions:

- Inside Front or Back Covers: \$3,045 per month, 6-month agreement required
- Back Cover: \$3,300 per month, 6-month agreement required
- Shop Talk, At Home, Food & Drink editorial features require 6-month agreement
- 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 Dimensions	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
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

Please do not include any printer's marks on your ad submissions (crop marks, etc)

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
- Please **do not** include any printer's marks (crop marks, bleed marks, etc)
- Supported formats: PDF, EPS, TIF, PSD, JPG, PNG
- 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, below is a checklist of items we will need to consider:

- 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, 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*

2024 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

FEBRUARY	Health & Wellness
MARCH	Education
MAY	Pets
JULY	Crafts
OCTOBER	Crafts

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
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*



“ 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



“ Advertising dollars are precious, and choosing to consistently advertise with *The Laurel of Asheville* has been one of the best decisions I have ever made. Every month, I can quantify my advertising dollars with people entering the gallery due to the ads that I place in *The Laurel*. The addition of having an in-house ad designer to handle the creative process makes a chore become a pleasure.

LUCY CLARK ~ Artist/Owner, The Lucy Clark Galley & Studio, Brevard



“ Our gallery has worked with *The Laurel of Asheville* for nearly 20 years. We have always received consistent, quality support and advertisements for our business and our customer base diligently comes to us for their monthly issue!

TIFFANI WATTS ~ Manager, Twigs & Leaves Gallery, Waynesville