

CMG

Charlotte Media Group

Est. 2002

2021 Media Kit



www.thecharlotteweekly.com
www.unioncountyweekly.com
www.matthewsminthillweekly.com

South Charlotte
WEEKLY
Union County
WEEKLY
Matthews - Mint Hill
WEEKLY
The Pineville
PILOT

When it comes to hyper-local advertising,
we have you covered.

ABOUT US

Established in 2002, the Weeklies are award-winning, strategically positioned newspapers that reach the area's **best demographics**, the **best neighborhoods**, and the **greatest communities** in the Charlotte, NC market.

The combined audited circulation of **54,000** provides a unique and unmatched advertising opportunity in the market. Whether you choose display ads, inserts, or sticky notes, our newspapers offer advertisers the choice of powerful reach with a full-run buy or targeted campaigns by newspaper or zip codes. As any media buyer will soon realize after studying our demographics, readership survey, and rate card, our newspapers offer proven results at affordable rates.

CONTENT

Our newspapers provide in-depth coverage of community news and events for the residents and consumers of the markets they cover. Each newspaper's content is unique and covers a variety of topics, including local community, political, real estate, development and business news, public and private school news, high school sports, health and wellness, faith, dining, and arts & entertainment.



CIRCULATION

With a combined audited circulation of **54,000** and growing, our newspapers offer the critical mass needed for successful ad campaigns. Furthermore, individual newspaper buys are available for efficient, bull's-eye targeted marketing. So, if you're looking for the best vehicles to reach all or part of the Charlotte market, look no further ... our newspapers deliver.

Home Delivery

As the paid circulation for the Charlotte area's daily newspapers continues to plummet, our audited circulation continues to grow. With approximately **80%** of our circulation home-delivered by our highly-trained and accountable carrier force, our newspapers now exceeds the local daily newspapers' circulation in the area's most attractive and affluent zip codes.

Single Copy

The remaining **20%** of our audited circulation is distributed throughout the market on newsstands. High-traffic distribution partners include Harris Teeter, Starbucks, Whole Foods, Earth Fare, Chick-fil-A, Bojangles, Bruegger's Bagels and the YMCA. Additionally, data is tracked weekly to ensure a pick up rate of nearly **100%**.

ONLINE PRESENCE

Our new websites, for our weekly publications, now provide daily digital presence for our readers and advertisers.

thecharlotteweekly.com | unioncountyweekly.com | matthewsminthillweekly.com

CONTACT INFORMATION



Charlotte Media Group
PO Box 1104
Matthews, NC 28106
Phone: 704-849-2261 • Fax: 704-849-2504
adsales@cmgweekly.com

CIRCULATION & COVERAGE MAP



South Charlotte WEEKLY

Circulation:
20,900
Home Delivery: 72%
Single Copy: 28%



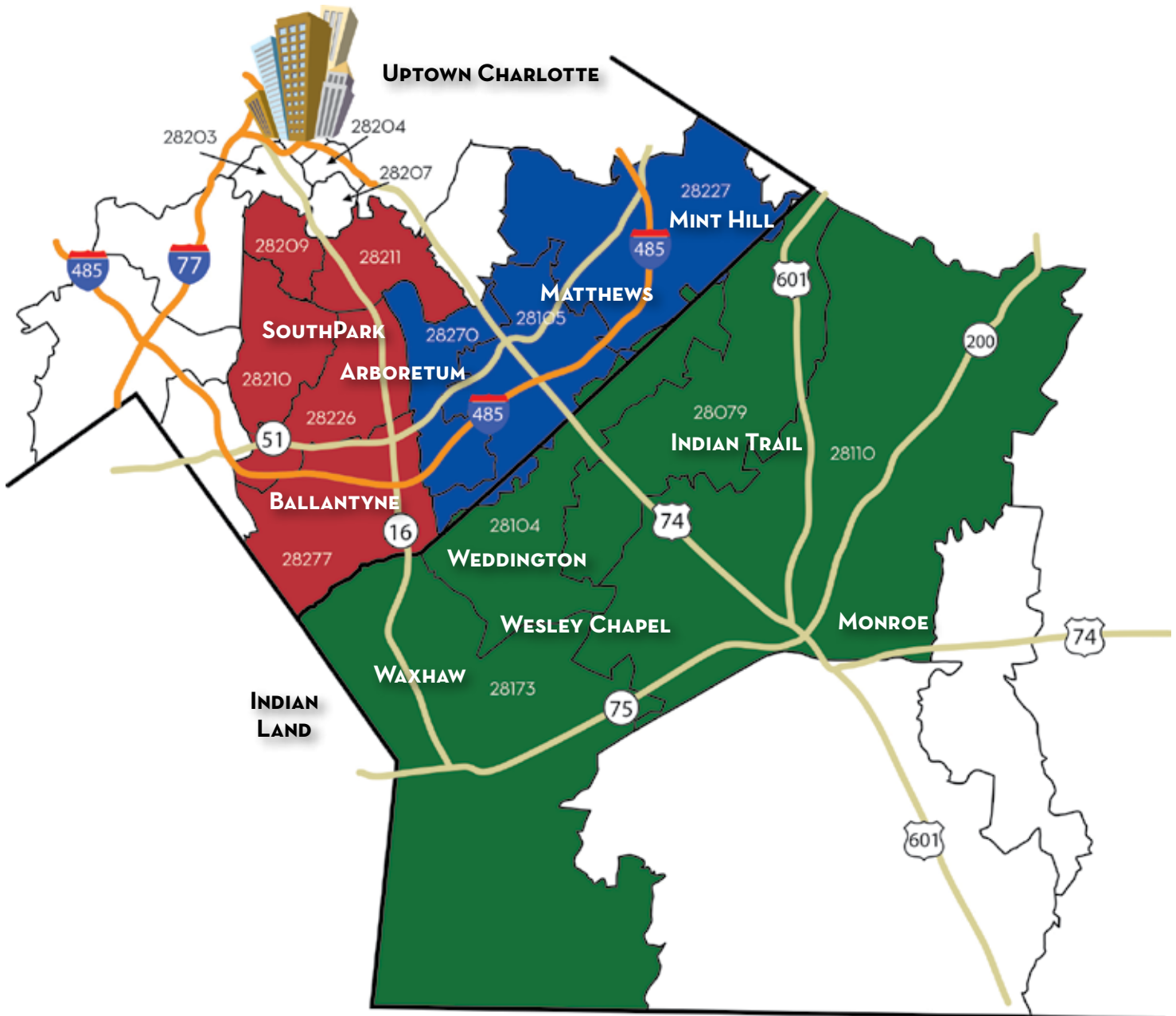
Union County WEEKLY

Circulation:
21,000
Home Delivery: 88%
Single Copy: 12%



Matthews - Mint Hill WEEKLY

Circulation:
13,000
Home Delivery: 77%
Single Copy: 23%



READERSHIP DEMOGRAPHICS

Source: Circulation Verification Council Readership Survey
December 31, 2018

RESULTS

Over **75%** of readers frequently purchase products or services from ads seen in the Weekly

READERSHIP

South Charlotte Weekly	54,675
Union County Weekly.	38,475
Matthews-Mint Hill Weekly	26,325

HOUSEHOLD INCOME

48% of readers have a household income of over \$75,000.

\$75,000+	48%
\$100,000+	35%
\$150,000+.	18%

AGE

70% of the market's key age demographics are Weekly readers.

AGE	READER
18 - 34	27%
35 - 54	43%
55 - 74	29%

GENDER

Nearly 60% of Weekly readers are comprised of affluent women.

Female Readers	56%
Male Readers	44%

SHELF LIFE

Nearly 2/3 of readers keep the Weekly through the weekend and 1/3 keep the newspapers for a week or more.

Keep through the weekend	58%
Keep for a week or more.	42%

South Charlotte WEEKLY

Circulation: 20,900
Publish Day: Friday
Home Delivery: 72%
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The Pineville PILOT

Reach 29,000 in South Charlotte and Pineville. Prints 3rd Friday of each month as a part of the South Charlotte Weekly.

*Demographics, readership and circulation does not include the monthly Pineville Pilot.

FRONT PAGE ADVERTISING

STICKY NOTES

- 2.875" x 2.875"
- Full color
- High impact
- Lasting reference that can be removed and placed in a handy location extending the life of your ad

Publication	Circulation	Cost
Full Run*	54,000	\$2,750
South Charlotte	20,900	\$1,275
Union County	21,000	\$986
Matthews-Mint Hill	13,000	\$793
Pineville	5,000	\$305

*Includes all three weeklies



FRONT PAGE BANNER

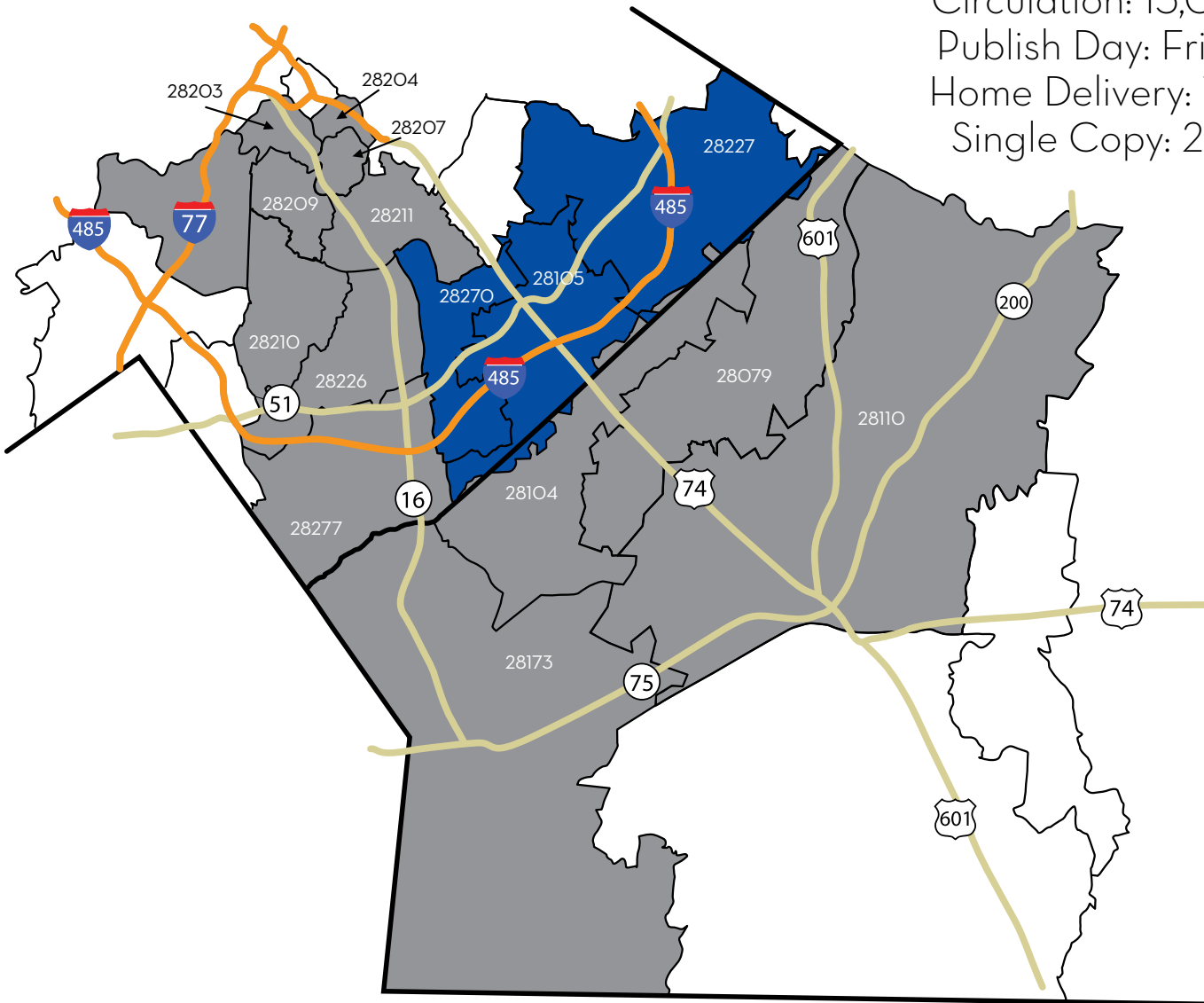
- 10" x 2" ad size
- Color included in rate
- Your advertising message is front page news!

Individual papers: **\$350**

TOTAL CIRCULATION: **\$1250**

Matthews - Mint Hill WEEKLY 2021 RATE CARD

Circulation: 13,000
 Publish Day: Friday
 Home Delivery: 77%
 Single Copy: 23%



RETAIL RATE: \$8 PER INCH

*DISCOUNT FOR MULTIPLE RUNS

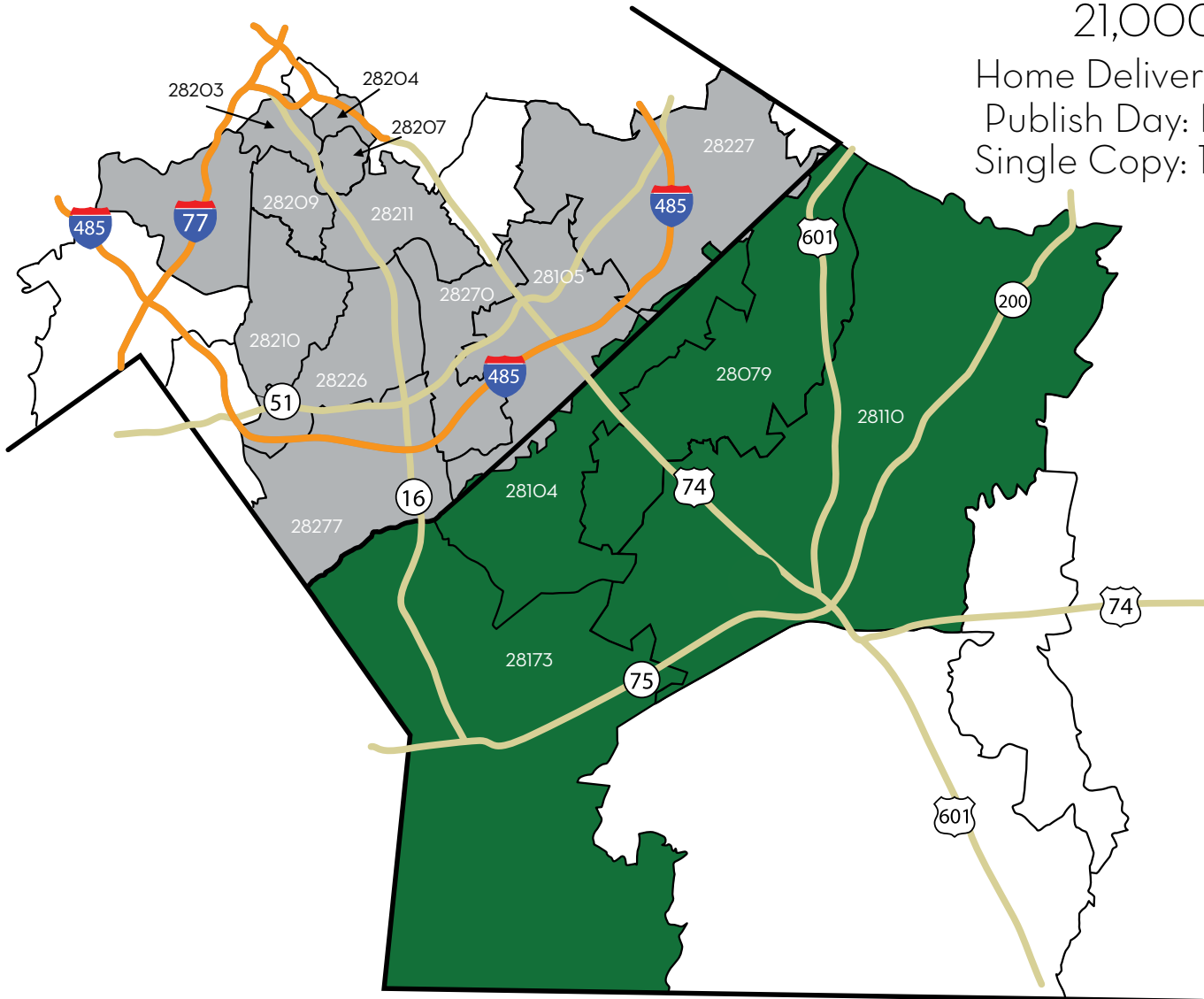
Matthews-Mint Hill	1-13 Times	14-26 Times	27-52 Times
1/16 (2x4)	63	54	47
1/8 (3x5)	120	102	89
1/6 (4x5)	159	136	118
1/4 (3x10.5)	251	214	186
1/3 (3x14)	336	286	249
1/2 (6x10.5)	478	407	354
Jr page (6x15)	683	582	506
Full page (6x21)	957	815	709

*1/2, Jr page and Full page all are 5% extra discount
 *No color charge vs. old rate card

Union County WEEKLY 2021 RATE CARD

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21,000

Home Delivery: 88%
Publish Day: Friday
Single Copy: 12%



RETAIL RATE: \$13 PER INCH

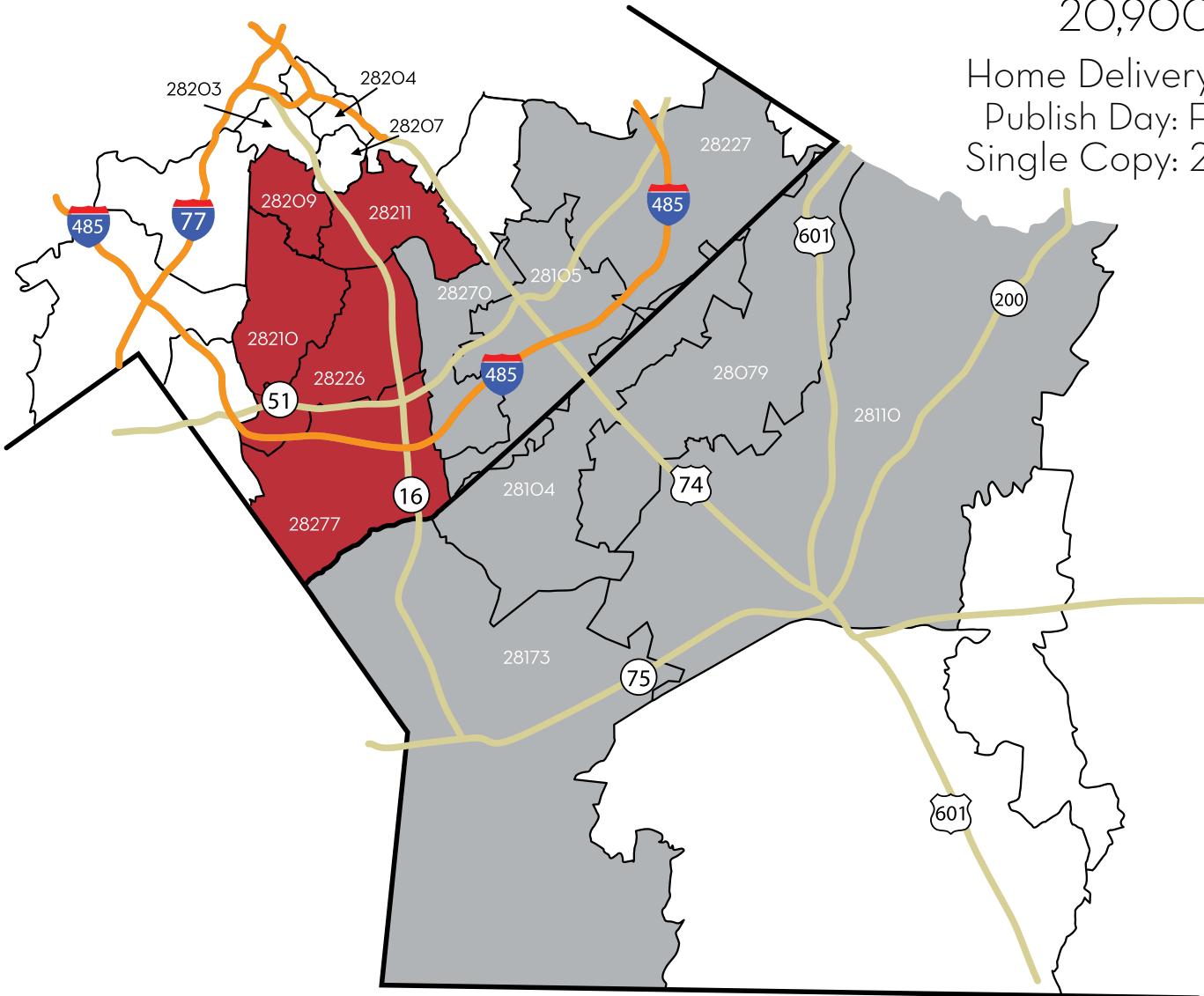
*DISCOUNT FOR MULTIPLE RUNS

Union County	1-13 Times	14-26 Times	27-52 Times
1/16 (2x4)	103	87	76
1/8 (3x5)	193	164	143
1/6 (4x5)	257	219	190
1/4 (3x10.5)	404	344	299
1/3 (3x14)	539	459	399
1/2 (6x10.5)	768	654	569
Jr page (6x15)	1096	934	812
Full page (6x21)	1535	1308	1137

South Charlotte WEEKLY 2021 RATE CARD

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2021 RATE CARD

13,000

Matthews - Mint Hill

WEEKLY

RETAIL RATE

\$8 per inch

* Discounts for multiple runs

20,000

South Charlotte

WEEKLY

RETAIL RATE

\$13 per inch

* Discounts for multiple runs

21,000

Union County

WEEKLY

RETAIL RATE

\$13 per inch

* Discounts for multiple runs

South Charlotte Union County
WEEKLY & WEEKLY

RETAIL RATE

\$22 per inch

* Discounts for multiple runs

South Charlotte Matthews - Mint Hill
WEEKLY & WEEKLY

RETAIL RATE

\$18 per inch

* Discounts for multiple runs

Union County Matthews - Mint Hill
WEEKLY & WEEKLY

RETAIL RATE

\$18 per inch

* Discounts for multiple runs

Union County South Charlotte Matthews - Mint Hill
WEEKLY & WEEKLY & WEEKLY

RETAIL RATE

\$35 per inch

* Discounts for multiple runs

CLASSIFIED RATES

\$23.50/inch

* Discounts for multiple runs

**** Classified ads run in all 3 editions of The Weekly****

INSERT RATES

\$35/thousand

* Single Sheet

\$40/thousand

* 4 pages

\$45/thousand

* 8 pages

STICKY NOTES

\$55/thousand

* Single Sheet

**** Price includes both printing and delivery**

RETAIL DIMENSIONS

1 Column	1.53 inches
2 Columns	3.22 inches
3 Columns	4.92 inches
4 Columns	6.61 inches
5 Columns	8.30 inches
6 Columns	10 inches

CLASSIFIED DIMENSIONS

1 Column	1.32 inches
2 Columns	2.76 inches
3 Columns	4.21 inches
4 Columns	5.66 inches
5 Columns	7.10 inches
6 Columns	8.55 inches
7 Columns	10 inches

NEW DIMENSIONS

CLASSIFIED RATES

\$23.50/inch

* *Discounts for multiple runs*

**** Classified ads run in all 3 editions of The Weekly****

INSERT RATES

\$35/thousand

* *Single Sheet*

\$40/thousand

* *4 pages*

\$45/thousand

* *8 pages*

STICKY NOTES

\$55/thousand

* *Single Sheet*

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Running 2 of the 3 papers receives **7.5% discount off** combined rate of papers.

Full Run Rates

1/16 (2x4)
1/8 (3x5)
1/6 (4x5)
1/4 (3x10.5)
1/3 (3x14)
1/2 (6x10.5)
Jr page (6x15)
Full page (6x21)

1-13 Times

229
430
573
900
1202
1712
2444
3423

14-26 Times

194
366
488
767
1023
1458
2083
2908

27-52 Times

169
319
423
665
890
1268
1811
2536

INSERT RATES

CMG (the Weeklies) offers the best demographics in the Carolinas for your inserts. Choose from full run of **54,000** or select ZIPs, newspaper or home delivery only.

GENERAL INFORMATION.....

Advertisers with preprinted flyers, brochures or other inserts can use our newspapers as efficient direct mail-delivery vehicles. At costs substantially below regular mailing costs, the Weeklies will insert advertising materials into the newspaper's fold, providing prominent exposure for the advertiser.

CIRCULATION.....

Our circulation is a blend of home-delivery customers and single-copy distribution. Since approximately 80% of the newspapers' circulation is home-delivered, advertisers can choose to run inserts in the Weeklies' entire circulation or home delivery only. Please call your rep for a current circulation breakdown.

RATES.....

Size	Weight	Open	
Single sheet	.2 oz.	\$35	Call for contract rates
4-page tab	.2-.6 oz.	\$40	
8-page tab	.6-1 oz.	\$45	

- Price given in dollars per 1,000 inserts.
- Minimum order is 10,000 inserts.
- Outside dimension of preprinted inserts not to exceed 14" x 10.75"
- All folding, if necessary, shall be completed by advertiser prior to delivery to the printer.

DEADLINES.....

Reservations for preprints must be made at least two (2) weeks in advance. The deadline for delivery to our printer is one (1) week prior to insertion date.

INSERT PREPARATION REQUIREMENTS.....

1. All preprints should be delivered to our printer in Fayetteville, NC one (1) week in advance of publication day. Hours: Monday through Friday, 9 a.m. - 6 p.m.

Delivery address:

Charlotte Observer
9140 Research Drive
Charlotte, NC 28262
Open Monday through Friday 7 a.m. - 6 p.m.

2. Insert Size Specifications:

- Maximum size: 14" X 10.75"
- Minimum size: 5" X 7"
- Minimum thickness: 0.050"
- Below minimum thickness spoilage recommendations:
 - <0.045" add 5% for spoilage
 - <0.040" add 10% for spoilage
 - <0.035" add 15% for spoilage
 - <0.030" below acceptability threshold
- Printed material not meeting the insert machine specifications above requires prior approval for special handling.
- Our inserting equipment requires a solid fold to grip. All inserts must have at least one straight edge.

3. Do not tie preprinted inserts in bundles, vacuum pack, or fray edges of preprints. Pallets or multiple box deliveries to the printer should be clearly labeled as follows:

NAME OF PUBLICATION
(date of scheduled insertion order)
(quantity)
(your company's name)

Unless credit is established, all preprint orders must be prepaid two (2) weeks in advance of publication date.

Valentine's Day

(CONTENT-FOCUSED SECTION)

2021 Issue Date: February 5th

Thrive Over 55 EXPO

(CONTENT-FOCUSED ISSUE)

Local guide for local senior events, living, recreation, discounts, etc.

2021 Issue date: March 19th

Reader's Choice Awards

(CONTENT-FOCUSED ISSUE)

2021 Issue date: June 25th

Private & Charter School Magazine

(CONTENT-FOCUSED ISSUE)

A glossy guide to the regions private & Charter learning institutions.

2021 Issue date: September 24th

Summer Camp Edition

(CONTENT-FOCUSED SECTIONS)

Eager to find just the right happy campers? The Weekly's Summer Camp Guides are the perfect fit. These special sections offer a cost-effective advertising vehicle, coupled with helpful camp editorial content, to reach your target market during this peak camp registration period.

2021 Issue dates: February 11th,
March 5th & 26th,
April 2nd & 23th

Back to School

(CONTENT-FOCUSED ISSUE)

It's back to the books and basics with advertisements in our must-have back-to-school issues. Featuring the latest college guidance tips, school system updates and education trends, our two back-to-school issues are resources you won't want to miss.

2021 Issue date: August 13th



(SPECIAL PULLOUT SECTION)

The absolute must-read section of the year, our unrivaled football preview sets the standard with highlights of high school football teams in southern Mecklenburg and Union County, covering more than 40 private and public schools. These special pullout issues provide an in-depth resource for readers all season long, including feature stories, schedules and team rundowns before the season's first touchdowns.

Issue date: August 27th



Basketball Preview 2021

(SPECIAL PULLOUT SECTION)

As the leader in high school sports coverage, our boys high school basketball preview is highly anticipated each year. The special pullout issue provides an in-depth resource for readers all season long, including feature stories, schedules and team rundowns before the season's first tipoff.

Issue dates: November 12th

Super Teams

(SEASONAL) Sponsorship Opportunities

The best of the best high school athletes are recognized for their season's achievements. In addition to the rankings, the player of the year is highlighted with a feature story.

- Issues:**
- Football**
- Swimming (Girls & Boys)**
- Basketball (Girls & Boys)**
- Golf (Boys)**
- Track & Field (Boys)**
- Track & Field (Girls)**
- Tennis (Boys)**
- Lacrosse (Boys)**
- Lacrosse (Girls)**
- Soccer (Girls)**
- Softball**
- Baseball**
- Golf (Girls)**
- Cross-Country (Girls)**
- Cross-Country (Boys)**
- Tennis (Girls)**
- Volleyball (Girls)**



VALENTINE'S DAY
February 5th

SUMMER CAMP EDITION
February 12th
March 5th & 26th
April 2nd & 23rd

THRIVE OVER 55 EXPO EDITION
March 19th

READERS CHOICE AWARDS
June 25th

BACK TO SCHOOL EDITION
August 13th

FALL SPORTS PREVIEW
August 27th

PRIVATE & CHARTER SCHOOLS MAGAZINE
September 24th

BASKETBALL PREVIEW
November 12th

HOLIDAY ADVERTISING SPECIAL SECTION
November & December

REAL ESTATE
Monthly

SPORTS
Seasonal

ARTS & ENTERTAINMENT
Every 4th Week

THRIVE OVER 55 SENIOR LIVING
Every 3rd Week

*Dates subject to change.

POLICIES

ADVERTISING TERMS.....

1. Signed insertion orders must be returned to the publisher prior to the advertisement being posted. Verbal agreements will not be accepted as confirmed space reservations, changes or cancellations.
2. The publisher reserves the right to accept or reject any advertisement for any reason. Only publication of the advertisement constitutes acceptance. The publisher also reserves the right to insert the word “paid advertisement” where deemed appropriate.
3. Position placement is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by the publisher in writing.
4. Advertising submitted for publication is not considered accepted by the newspapers until the actual publication date.
5. The publisher assumes responsibility for advertising errors in the first insertion only. The publisher’s liability for errors in the first insertion will not exceed the cost of the first insertion. The publisher assumes no further liability, and the advertiser expressly waives any and all claims of consequential damages due to any error. Claims for adjustments must be made within four days of publication.
6. The publisher is not liable for delays in delivery and/or nondelivery by reason of events beyond the publisher’s control.
7. By placing the ad order, the advertiser and its agents, if any, agree to the terms and provisions of the current media kit and signed advertising agreement. The publisher will not be bound by conditions, printed or otherwise, appearing on contracts, order, billing or copy instructions, including position requests, which conflict with the current rate card unless specifically agreed to by the publisher in writing.
8. Any insertion of the advertising made by an agency represents acceptance by the agency and the advertiser of all terms and conditions set forth in the rate card and applicable to the issue(s) in which the ad(s) is to be published.
9. Any insertion canceled after space reservation deadline will be charged a 25% kill fee for the total cost of the ad.
10. The publisher reserves the right to adjust advertising rates upon 30 days written notice.
11. CMG will charge a short rate for early termination of any Ad Agreements.

PAYMENT TERMS.....

1. All ads must be prepaid unless credit is approved. A billing account will be established upon completion and approval of a credit application.
2. Unless preapproved by the Weeklies, all invoices are due upon receipt. A service charge of 1.5% per month, 18% annually, will be assessed for late payments. Should legal proceedings be necessary for collection of past-due balances, the advertiser is liable for reasonable attorney’s fees, as fixed by the court, and costs of suit. The publisher reserves the right to refuse advertising to advertisers with overdue accounts.
3. The publisher reserves the right to require cash with copy for any ad.
4. If an agency is used to represent the advertiser, the publisher holds the agency and the advertiser jointly responsible for the payment of all charges and the terms listed above.

PROOFING PROCESS.....

Maximum proofs allowed up to 3, additional charges apply after the 3rd ad proof.