

# South Charlotte

## LIVING



MEDIA  
KIT  
2024

# ABOUT

We are so very excited about **South Charlotte Living**, a new print and digital magazine celebrating the essence and charm of our vibrant South Charlotte area communities. Our mission is to connect the best businesses and professionals in Charlotte and beyond with the best people in the South Charlotte area and beyond.

We will -

- help businesses grow and thrive
- connect everyone to the best of everything with qualified referrals
- support local businesses and non-profits – we love local!
- celebrate what makes our South Charlotte communities so special
- engage with Businesses and our South Charlotte Communities by telling stories
- enhance the South Charlotte experience and inspire with togetherness
- present ways to help our readers, viewers and followers live their best lives
- inform long time residents and newcomers alike in only positive ways
- entertain with Events and promote the Arts
- encourage travel and experiences beyond our borders

Our team has more than 102 years of combined marketing, writing and editorial experience.

**South  
Charlotte  
Living**  
is totally  
locally owned



**Lynn Zimmer**  
Publisher



**Barbara Mckay**  
Advisor



Homeowners of  
**\$1 million +  
homes**



OUR

## Audience & Demographics

**South Charlotte Living magazine seeks to partner with businesses and professionals who would like to reach prospective customers, clients, patients and others in affluent communities in South Charlotte and beyond.**

Our print publication will be **delivered complimentary by mail** to our most targeted audience of affluent homeowners who live in neighborhoods with average **tax valued homes at \$1 million** and above with a focus on homes in zip codes: 28202, 28203, 28207, 28210, 28226, 28211, 28277, 28270, 28173, 28104, 28105 and 29707. Copies will also be **delivered to businesses** frequented by our affluent readers including luxury car dealership waiting rooms, high-end salons and spas, healthcare facilities and many more.

In addition, our issues will be available for viewing on our website.

**12 month print subscriptions** will be available for purchase from our website along with **digital subscriptions** too.

We estimate that our readership will be **in excess of 80,000**.

We target an affluent audience of **ages 28 - 88**. Our goal is to appeal to **all cultures and diverse backgrounds** who enjoy and appreciate all the amenities of living an affluent, quality lifestyle.



Estimated  
Readership  
**80,000**

Target  
Audience  
**28-88**  
years old

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# Rates and Specs

### 12 Month Agreements:

Two-page spread - \$2,890

Inside Front Cover (page 2) - \$1,890

Premium full pages (pages 3 - 9) - \$1,790

Inside Back Cover - \$1,790

Full pages - \$1,690

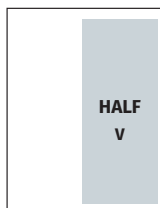
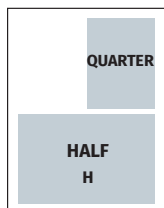
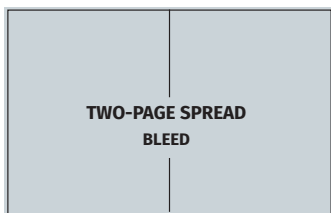
Half pages - \$870

Quarter pages - \$570

Prices can be less for more than 12 months, can be customized (slightly higher) for fewer than 12 months.



### Production



#### Two-page spread

Trim: 16.75" x 10.875"

Bleed .125" on all four sides

#### Full page

Trim: 8.375" x 10.875"

Bleed .125" on all four sides

#### Half Horizontal

7.375" x 4.7975"

#### Half Vertical

3.54" x 9.595"

#### Quarter

3.54" x 4.7975"

All ads should be submitted in Hi-Res PDF format using CMYK and include all fonts embedded.

All artwork and images must be in CMYK and actual size at 300 dpi.

All full page ads **must** include bleeds.

**To reserve your ad space**  
please email  
[ann@southcharlottelivingmag.com](mailto:ann@southcharlottelivingmag.com)  
today!