

Charlotte
MAGAZINE



Charlotte magazine's
HOME
& garden

Charlotte magazine is filled with timely, well-written features and resources to help readers satisfy their lifestyle-driven needs. Readers rely on *Charlotte* magazine for information to enhance their modern lifestyles while getting the best out of what our city has to offer. In every issue, readers find information on the people, places, and trends that define Charlotte.

Total Circulation:
40,000

Total Readership:
116,000

Targeted Distribution Includes:

Subscribers, Newsstands, Waiting Rooms, Select Hotels,
Relocation/Realtor Packets, Local Events

Charlotte magazine's Home & Garden reaches thousands of homes twice a year. Our readers are sophisticated, savvy, and stylish people who enjoy the better things in life. Whether it's shopping at a chic boutique or finding the perfect interior designer, *Home & Garden* readers look to us to show them the up-to-date seasonal trends and where to go when it comes to creating their ideal home or landscape.

Total Circulation:
30,000

Targeted Distribution Includes:

Subscribers, Newsstands, Local Events, Local Retail

We deliver your customers



Take advantage of the cutting edge by adding new dimensions to your marketing strategy. Consider positioning your brand with the following advertising opportunities:



Traditional Advertising:

- Charlotte magazine
- Charlotte magazine's Home & Garden
- Charlotte Wedding
- Medical Resource Guide

Special Inserts/Outserts:

- Belly Band
- French Door Cover
- Gatefold
- Bookmark
- Sticker

Other Opportunities:

- Dining Guide
- BOB's Little Black Book
- Event Sponsorships
- Website Advertising

Do you want to reach the visitor market? Ask us about:

- Where GuestBook
- Where Magazine
- Where Map
- wheretraveler.com

Ask your representative about convenient advertising and billing packages with our **EVERYWHERE PLAN**

Reader Profile

Source: Ipsos Mendelsohn Custom Media Research, September, 2008

General Reader Information

2.9 people Readers per copy	\$1.6 million Average net worth	\$283,000 Average household income	76% Readers are 30-64	50 Average age of readers	88% Own a home	31% Own more than one home	79% Graduated from college or more	\$560,000 Average home value
---------------------------------------	---	--	---------------------------------	-------------------------------------	--------------------------	--------------------------------------	--	--

Actions Taken by Reader

85% Read four out of the last four issues	61% Saved one or more issues	80% Dined in a restaurant as a result of reading <i>Charlotte</i> magazine	74% Attended a live theater performance last year	67% Discussed something read in <i>Charlotte</i> magazine with another person	71% Found <i>Charlotte</i> magazine helpful when making a gardening/landscaping purchase	71% Attended a sporting event last year	74% Found <i>Charlotte</i> magazine helpful when visiting a shopping mall or boutique	60% of readers responded to an ad in <i>Charlotte</i> magazine
---	--	--	---	---	--	---	---	--

January

Editorial:
Private Schools
Center City vs. The Suburbs
Special Advertising Section:
Mind & Body

February

Editorial:
Love & Dating in Charlotte
Pro Wrestling
Special Advertising Section:
Super Lawyers

March

Editorial:
Parenting in Charlotte
Spring Fashion
Travel: Where to Truly Get Away From It All
Special Advertising Section:
Spring & Summer Getaways
Landscaping

April

Editorial:
Real Estate
Rediscovering Charlotte's Parks
How to Get Rid of Stuff
Special Advertising Section:
Women in Business

May

Editorial:
BOB Awards (Best of the Best)
Events:
BOB Awards

June

Editorial:
Essential Charlotte Food Experiences
Summer Fun Guide
Other Products:
BOB's Little Black Book

July

Editorial:
Top Doctors/Health
Special Advertising Section:
Physician Profiles
Events:
Top Doctors
Other Products:
Charlotte Wedding

August

Editorial:
Extreme Charlotte: The city you
never knew existed
Special Advertising Section:
Pets

September

Editorial:
Travel
Fall Fashion
Special Advertising Section:
Retirement
Fall & Winter Getaways
Five Star Wealth Managers

October

Editorial:
The Education Issue
Special Advertising Section:
School Profiles
Breast Health Awareness

November

Editorial:
Football: Friday Night Lights
Top Dentists
Special Advertising Section:
Dentist Profiles
Events:
Top Dentists

December

Editorial:
Holiday Shopping
Best Restaurants
Special Advertising Section:
Five Star Real Estate Agents &
Mortgage Brokers
Holiday Gift Guide
Other Products:
Dining Guide
Medical Resource Guide



Spring/Summer

Summer Libations
Charlotte Horse Farm
Food Shopping Like a Chef
An Interior Designer's Beach Retreat

Fall/Winter

Comfort Food
Autumn Desserts
An Architect's Mountain Getaway
A Myers Park Beauty

In Every Issue

Dwell Departments The Guide

An inside look into the design scene in Charlotte and a helpful guide to entertaining, food and wine, style headlines, and decorating your home.

Information on the newest design trends and techniques, indoor and outdoor gardening advice from local pros, tips on entertaining, and decorating solutions for all styles of homes.

Extensive listings of the area's home and garden-related professionals.

In Every Issue

Buzz

The inside dish on everything from politics, fashion, trends, business, people, and art. The Buzz helps readers navigate the changing city.

Dish

The city's savviest restaurant guide. Here you'll find reviews, wine advice, hot spots, and gossip from the restaurant scene.

Planning calendar subject to change without notice

Awards

2009 Green Eyeshade Awards

First Place: Magazine Feature Writing

Second Place: Feature Photography (all print divisions including newspapers)

The Green Eyeshade Awards recognize excellence in eleven southern states and are conducted by the Society of Professional Journalists. The organization is the nation's most broad-based journalism organization, dedicated to encouraging the free practice of journalism and stimulating high standards of ethical behavior.

*Charlotte magazine won three Green Eyeshade Awards in 2008

2009 Clarion Awards

First Place: Magazine Regular Editorial/Opinion Column

Regular columnist Laurie Prince's work was selected as the winner of a 2009 Clarion Award. The competition attracted nearly 500 entries. The Clarions honor excellence across all communications disciplines from across the country. Entries are judged against the work of their peers in size and budget to ensure that everyone is fairly considered.

*Charlotte magazine won Best Magazine Series in 2008

2009 GAMMA Awards

Charlotte magazine:

First Place

Best Single Cover (October 2008)

Best Feature (November 2008)

Best Profile (November 2008)

Second Place

Best Design, General Excellence

Best Single Issue (July 2008)

Best Profile (March 2008)

Best Essay (February 2008)

Honorable Mention

Best Feature (July 2008)

Charlotte magazine's Home & Garden

First Place

Best Design

Best Single Issue (Summer 2008)

Charlotte magazine and sister publication, Charlotte magazine's Home & Garden, were awarded 11 prestigious GAMMA Awards from the Magazine Association of the Southeast (MAGS) at the 20th annual GAMMA Awards. MAGS is the Southeast's largest and most prestigious magazine industry award competition and recognizes editorial and design excellence in magazine publishing through the thirteen award categories.

* Charlotte magazine won six GAMMA Awards in 2008.

Testimonials

From the moment we met with you and your team we knew that (advertising in Charlotte magazine) was the right decision. I knew what I wanted to say but I didn't know how to get the message out. The advice we received from placement to how the advertising should look has resulted in several sales. You and your team continue to communicate in a way that we believe is in our best interest. Never once have we felt pressured to advertise when it wasn't in our best interest and for that we say thank you. We appreciate all you have done for us and will continue to pursue a long and beneficial relationship.

—Irv Schwebel, Schwebel & Associates, Prudential Carolinas Realty

What a great job! Your photography: color, lighting and all, is so beautiful. The stylist did a smashing job. And, the writer has a wonderful sensitivity about her expression. I am thrilled!

—Emily Bourgeois, Bourgeoisie Inc.

I LOVE the last Home & Garden issue. It's such a well done publication, one I'll keep with my other favorite design magazines I never seem to throw away.

—Marcia Meredith, Presbyterian Hospital

I am a completely sappy dog lover so just the fact that you had a full section and cover devoted to pets was a huge plus! The info was comprehensive and good. Some of the services listed were ones we already had, but it was good to hear of other reputable names out there just in case we ever needed to switch. Others, like the daycares and behavior training, were services that we'd definitely discussed, but had been too lazy to do the research ourselves, so it was excellent to get a list and range of prices for those.

—Elizabeth Isenhour, Mint Museum

Memberships

MPA: Magazine Publishers of America

CRMA: City and Regional Magazine Association

MAGS: Magazine Association of Georgia & the Southeast

BPA: Business Publications Audit of Circulation *BPA Worldwide Membership Applicant