

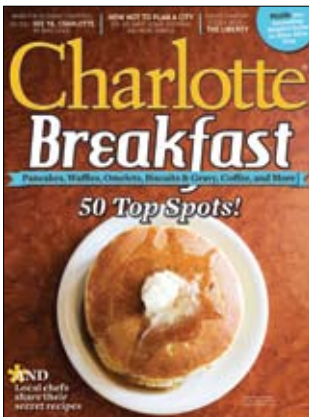
Charlotte magazine is filled with timely, well-written features and resources to help readers satisfy their lifestyle-driven needs. Readers rely on *Charlotte* magazine for information to enhance their modern lifestyles while getting the best out of what our city has to offer. In every issue, readers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



Monthly Publication

Total Monthly Circulation:
35,000

Total Readership:
116,000



Targeted Distribution Includes:

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

Newsstands such as Borders, Barnes & Noble, Earth Fare, Harris Teeter, Joseph Beth Booksellers, Park Road Books, Fresh Market, and Books A Million



BPA Audited

Reader Profile

\$1.6 million
Average net worth

\$283,000
Average household income

2.9 people
Readers per copy

76%
Readers are ages 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

Source: Ipsos Mendelsohn Custom Media Research, September, 2008



From the publishers of *Charlotte* magazine, *Charlotte Wedding* is the most reliable source for planning a wedding or event in the greater Charlotte area. This sophisticated bridal survival guide showcases Charlotte's most inspiring weddings as well as helps readers find the best venue, wedding planner, cake, caterer, stationer, florist, dress, and more.



Bi-Annual Publication
Spring/Summer & Fall/Winter

Total Annual Circulation:
20,000

Targeted Distribution Includes:

Subscribers, Retail Distribution Partners (J. Major Bridal Boutique and Diamonds Direct), Local Events, Hotels-Event Planning,

Newsstands such as Barnes & Noble, Joseph Beth Booksellers, Borders, Books A Million, Harris Teeter, Food Lion, Main Street Books, Park Road Books and Visitor Centers.

Charlotte Area
Wedding Statistics

16,000
couples wed
every year

\$27,000
average wedding budget

\$432 million
per year is spent
on weddings

In Every Issue

- Bridal fashions and trends
- Registry products and sources
- Food, décor, and music ideas
- Honeymoons and travel destinations
- Beauty trends
- Planning tips from the experts at *Charlotte Wedding*

Reach the Reader

- Display Advertising
- Bridal Bouquet – Display directory to include your photo and up to 65 words of copy
- www.cltwedding.com

Events

- *Charlotte Wedding* Connection Bridal Show
A boutique style bridal show the magazine puts on twice a year. Tables and sponsorship opportunities are available.
- Local wedding events and bridal shows

ADVERTISING RATES



Size	1x	6x	12x
2 Page Spread	\$7,700	\$6,320	\$4,940
Full Page	\$4,250	\$3,540	\$2,820
2/3 Page	\$3,280	\$2,720	\$2,170
1/2 Page	\$2,770	\$2,220	\$1,800
1/3 Page	\$2,020	\$1,630	\$1,320
1/6 Page	\$1,250	\$1,020	\$840

Covers

Back Cover	\$4,730	\$4,000	\$3,470
Inside Front/Back	\$4,490	\$3,880	\$3,360

At Home

\$370	\$340	\$310
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Size	1x	2x
2 Page Spread	\$4,520	\$3,840
Full Page	\$2,590	\$2,200
2/3 Page	\$2,060	\$1,750
1/2 Page	\$1,650	\$1,410
1/3 Page	\$1,210	\$1,030

Covers

Back Cover	\$3,150	\$2,680
Inside Front/Back	\$2,890	\$2,450



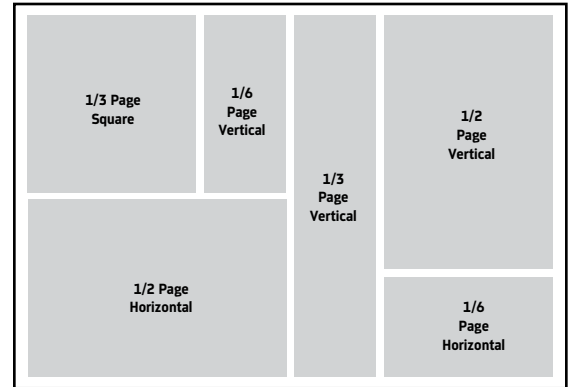
Size	1x	2x
2 Page Spread	\$3,950	\$2,720
Full Page	\$2,300	\$1,670
2/3 Page	\$1,850	\$1,250
1/2 Page	\$1,500	\$1,030
1/3 Page	\$1,150	\$890

Covers

Back Cover	\$2,750	\$2,000
Inside Front/Back	\$2,500	\$1,810

Bridal Bouquet \$500 \$400
65 words & 1 photo

(AD TO BE DESIGNED BY CHARLOTTE WEDDING)



Print One-Color Rates

(black only)
Quoted upon request.

Bleed and/or preferred position

10% of earned page rate.

Additional advertising opportunities

Quoted on request. Materials not meeting second-class postal requirements will be charged third-class postal surcharge. All are non-commissionable.

Production

Artwork production is included with your advertising contract. If you would like to use your ad or photography outside of *Charlotte* magazine, additional charges will apply. Please contact your account executive for more information. Artwork created by and for *Charlotte* magazine cannot be used in another publication.

Cancellation Policy

Ad cancellation or moving of insertions requires written notice, submitted 30 days prior to that month's space reservation date. If ad cancellation affects the original earned frequency discount, the advertiser will be billed the difference. If 30-day notice is not provided, ad cancellations and change orders will not be honored and the advertiser will be responsible for full payment as stated on the original ad contract.

Ask about any of our website opportunities

www.charlottemagazine.com
www.charlottehomeandgarden.com
www.cltwedding.com

Print Ad Sizes (Dimensions for all publications)

Ad Sizes (inches)	Width		Height
Full page (trim size)*	8.125	x	10.812
Full page (bleed)	8.375	x	11.062
Full page non-bleed (live area)	7	x	10
2/3 page Vertical	4.625	x	9.875
1/2 page Horizontal	7.125	x	4.875
1/2 page Vertical	4.625	x	7
1/3 page Square	4.625	x	4.875
1/3 page Vertical	2.171	x	9.875
1/6 page Horizontal	4.625	x	2.75
1/6 page Vertical	2.171	x	4.875
Spread Trim	16.25	x	10.812
Spread Bleed	16.5	x	11.062

*ALL BLEEDS MUST EXTEND 1/8" BEYOND THE TRIM

Print Mechanical Requirements

Printing Process: Web Offset
Binding Method: Perfect
Trim Size: 8.125 x 10.812

Electronic files: To produce the high quality our publications provide, all photography and illustrations must be scanned at no less than 300 dpi, saved and color corrected as CMYK files—no spot colors. Digital photography is used at the advertiser's risk, and the publisher is not responsible for the color quality of low-res images. Line art must be scanned at 600-1200 dpi.

THE PUBLISHER IS NOT RESPONSIBLE FOR THE COLOR QUALITY OF INCORRECTLY PRODUCED FILES.

Ad Creation: All ad dimensions are listed above. Charlotte magazine can accept final HI-RES MACINTOSH PDF files. (Be sure of your job settings before you submit a PDF.); OR, if submitting application files, they must be provided in a Macintosh format utilizing the following: InDesign CS2 or lower, Quark 6 or lower, Illustrator 10 or lower, or Photoshop 7 or lower.

Note: True Type fonts are not recommended. Do not apply bold or italic using styles in Quark. This is a bug in the program and will not RIP at the end of the process. Again, all art must be provided scanned at 300 dpi; line art at 600-1200 dpi. Using a "flightcheck" program is the BEST method of gathering these files. Please provide files on CD or zip disk.

PRESENTATION SOFTWARE SUCH AS MICROSOFT PUBLISHER AND MICROSOFT POWERPOINT ARE NOT USABLE AND WILL NOT BE ACCEPTED.

Proofs: A hi-res color proof must be provided for 4-color ads, and a hi-res grayscale proof must be provided for all one-color ads.

Where to Send Print Ad Materials

Charlotte magazine
 Attn: Cari Urbanik
 309 E. Morehead St. Suite 50
 Charlotte, NC 28202
e-mail materials to:
 cari.urbanik@morris.com
 704-335-7181 ext. 120

Print Deadlines

(Space reservation and all ad materials due)



January Nov. 19	May Mar. 18	September July 22
February Dec. 17	June Apr. 22	October Aug. 19
March Jan. 21	July May 20	November Sept. 23
April Feb. 18	August June 17	December Oct. 21



Spring/Summer (April - September) Mar. 4	Fall/Winter (October-March) Sept. 2
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Spring/Summer (December - June) Nov. 15	Fall/Winter (June - December) June 10
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January

Editorial:

Fitness
Private Schools

Special Advertising Section:

Mind & Body

February

Editorial:

Pets

Special Advertising Section:

Veterinary Profiles
Valentine's Day Gift Guide

March

Editorial:

Spring Fashion
Travel

Special Advertising Section:

Spring & Summer Getaways
Landscaping

April

Editorial:

Real Estate
Great Sandwiches

Special Advertising Section:

Plastic Surgery Section

May

Editorial:

BOB Awards (Best of the Best)

Events:

BOB Awards

June

Editorial:

Summer Fun
Discovering Small Towns

Other Products:

BOB's Little Black Book

July

Editorial:

Top Doctors
Healthy Living

Special Advertising Section:

Physician Profiles

Events:

Top Doctors

August

Editorial:

Southern Food

Special Advertising Section:

Restaurant Menu Guide

September

Editorial:

Fall Arts Preview
Fall Fashion

Getaways

Special Advertising Section:

Retirement
Fall & Winter Getaways
Five Star Wealth Managers

October

Editorial:

Schools/Education

Special Advertising Section:

School Profiles
Breast Health Awareness

November

Editorial:

Power
Top Dentists

Special Advertising Section:

Dentist Profiles

Events:

Top Dentists

December

Editorial:

Restaurants
Shopping

Special Advertising Section:

Five Star Real Estate Agents &
Mortgage Brokers

Holiday Gift Guide

Other Products:

Dining Guide
Medical Resource Guide

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.

Spring/Summer

Kitchen Makeovers

Garden Living: A Landscape Designer's
English Rose Garden

Incorporating Color Into Your Home

Cooking with Local Chefs

Cottage Chic Style in Plaza Midwood

Fall/Winter

Upscale Dinner Party How-To

Outdoor Living in Midtown

A Myers Park Colonial Re-do

In Every Issue

Dwell

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

Departments

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.

The Guide

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

CHARLOTTE
wedding

In Every Issue

Details

From bridal fashion and trends to registries, food, and décor, Details offers brides the latest on local vendors and planning tools to help them create a personalized wedding.

Departments

Etiquette expert Anna Post weighs in on the dos and don'ts of weddings. Plus, find information on pre-"I do" weight loss, wedding personalization, and planning tips from the pros.

The Guide

Extensive listings of the area's top wedding professionals.

Reception Chart

An exclusive guide to area reception venues.

Monthly Traffic:

Page Views: **114,579** Unique Visitors: **24,610** Average Page Views: **4.7**

Source: Google Analytics, October 2010

Display Advertising

Reach an audience that is involved, affluent, and influential by advertising on the city's premier lifestyle Web site. The site offers users the familiar authoritative editorial coverage found in our print publications, yet also serves as an interactive and timely resource for exploring the city.



www.charlottemagazine.com



www.charlottehomeandgarden.com



www.cltwedding.com

E-Newsletter

The e-newsletters offer a segmented audience allowing advertisers to deliver their message directly to our users' inbox. Each issue of our newsletters features one exclusive advertiser.

the Buzz

The Buzz is the inside scoop to the latest issue of *Charlotte* magazine, special web-extra content, events happening around town and more!



Just in time for the weekend, @Home provides readers with inspiration and ideas for home, design, and garden projects.

bridal BULLETIN

Get special bridal tips, planning ideas, real wedding inspiration, and more with our monthly bridal bulletin

Recipients opt-in to receive e-newsletters

Online Directories

Our online directory guides give readers a quick, convenient way to find the businesses and services they're looking for, categorized by type and region, and identified with a marker on our locator map. A click on your listing brings readers to your own personalized page. Categories include:

- Dining
- Home & Garden
- Physicians
- Shopping
- Travel
- Wedding

Expand your listing in any one of our searchable directories to significantly increase your visibility with a customized web page.



Other Web site Opportunities

- Online contesting
- Events calendar sponsor
- Party Pics page sponsor

Display Advertising
Net Rates

	Position		
	Leaderboard	Medium Rectangle	Wide Skyscraper
Rate	\$500/mo.	\$400/mo.	\$300/mo.
Size <small>(pixels per inch)</small>	728x90	300x250	160x600
File Size	32k	32k	32k
Location	Run of Site	Run of Site **	Home Page & Landing Pages

* Up to four advertisers per position
 ** Some form pages may not include all ad positions



Online Listings

Premium

(\$300/Year)
A Premium Listing includes all of the features of an Expanded Listing, plus:

- Listing is highlighted and brought to the top of the List View on the resource page and every applicable search page thereafter
- Listing displayed under locator map on every page in applicable online directory
- Ability to upload 1 PDF document (menu, product list, event calendar, etc.) up to 100KB
- Ability to upload video to personalized online directory webpage.

Basic

(complimentary)
Listing indexed alphabetically and fully searchable via all applicable categories

- Company name
- Address
- Phone number
- Marker on locator map
- Type of establishment
- Your company profile (50-150 words recommended)
- Hours of operation



E-newsletter
Net Rates

	Position		
	The Buzz	@Home	Bridal Bulletin
Rate	\$150/mo.	\$150/mo.	\$150/mo.
Size <small>(pixels per inch)</small>	210x335 tile	210x335 tile	210x335 tile
Frequency	Sent by the 25th of every month	Sent 3rd Thursday of every month	Sent 3rd Monday of every month

(MVP reserves the right to alter send date as needed)



Display Advertising Deadlines

(Space reservation and all ad materials due)

January	Dec. 27	July	June 27
February	Jan. 24	August	July 25
March	Feb. 21	September	Aug. 29
April	Mar. 28	October	Sept. 26
May	Apr. 25	November	Oct. 24
June	May 23	December	Nov. 27

Web Technical Requirements

Banner Ad Requirements: Submit creative according to position specs; submit artwork at 72dpi in JPG, GIF or SWF format. Max file size is 40K. Banner Ad hyperlink URL must be submitted with artwork.

Flash/Rich Media accepted in SWF format with backup JPG or GIF and URL. Max 15 seconds. Visit charlottemagazine.com for additional information on submitting rich media.

* Note all files submitted after the scheduled due date are not guaranteed to post on time.

E-Newsletter Deadlines

(Space reservation and all ad materials due)



January	Dec. 20	Dec. 27
February	Jan. 17	Jan. 24
March	Feb. 14	Feb. 21
April	Mar. 14	Mar. 28
May	Apr. 18	Apr. 25
June	May 16	May 30
July	June 18	June 27
August	July 18	July 25
September	Aug. 15	Aug. 29
October	Sep. 12	Sep. 26
November	Oct. 17	Oct. 24
December	Nov. 14	Nov. 28

Where to Send Electronic Materials

E-mail to: cari.urbanik@morris.com 704-335-7181 ext. 120

How to Enhance Your Listing

To enhance a basic listing in the online directory contact your account executive. Listing information and payment must be submitted using the provided form. Please allow 5 business days for any changes/upgrades to take effect. Enhanced listings can be purchased monthly or annually. New listings will be live on the 1st of the month.

Online Directory Deadlines

January	Dec. 27	July	June 27
February	Jan. 24	August	July 25
March	Feb. 21	September	Aug. 29
April	Mar. 28	October	Sept. 26
May	Apr. 25	November	Oct. 24
June	May 23	December	Nov. 27

