



Charlotte Home + Garden reaches thousands of homes quarterly. 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, *Charlotte Home + Garden* readers look to us to show them the up-to-date trends and where to go when it comes to creating their ideal home or landscape.

SURVEY

78% own homes

57% of readers are between the ages of 26-45

Top 5 Interests:

Bathroom, Outdoor Living, Entertaining, Decorating and Where to Shop

CIRCULATION
60,000
ANNUALLY

WHERE TO FIND

Newsstand Distribution Includes:

Charlotte Home + Garden is found on newsstands such as Target, Whole Foods, Harris Teeter, Barnes & Noble, Publix, Books-A-Million, Main Street Books, Park Road Books, Healthy Home Market, BiLo and Food Lion.

Targeted Distribution Includes:

Charlotte Home + Garden is polybagged with select subscriber copies of *Charlotte* magazine. It is also found in over 100 locations of our distribution partners.

For a complete list of our distribution partners, visit: charlottehomeandgarden.com



IN EVERY ISSUE

Domain

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



DID YOU KNOW?

Since Facebook was founded, magazines have gained more than one million young readers

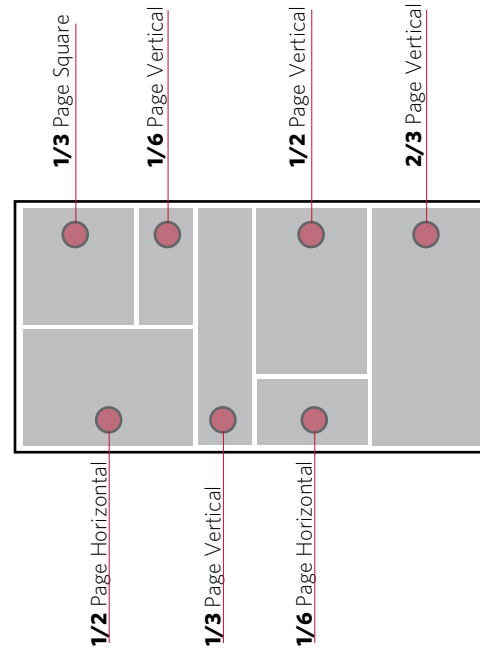
(Source: MRI)

ADVERTISING **rates**



Photo By: Joel Lassiter

HOME
+GARDEN



**Contact your Account Executive
for rates.**

2017 Deadlines

Spring (April-June)
Feb. 3

Summer (July-September)
April 28

Fall (October-December)
July 28

Winter (Jan-March)
Oct. 27

Charlotte
MAGAZINE **HOME**
+GARDEN

Member of the **M** Morris Media Network

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CHARLOTTEMAGAZINE.COM • CHARLOTTEHOMEANDGARDEN.COM • CLTWEDDING.COM

ADVERTISING **specs**

PRINT AD SIZES

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 ONE-COLOR RATES

(black only)
Quoted upon request.

Bleed and/or preferred position

10% of earned page rate.

Production Policy

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.

PRINT MECHANICAL REQUIREMENTS

Printing Process: Web Offset

Binding Method: Perfect

Trim Size: 8.125 x 10.812

Submitting your ad:

Please send all ads to your account executive or kyle.coulom@charlottemagazine.com on or before ad close. All ads submitted must be print quality, CMYK and 300 dpi. Ads that come in with spot color, pantone or RGB will be converted. Ads sent that are not print quality may be refused. Make sure all fonts, logos and images are included with the file.

Acceptable files:

JPG, PDF and TIFF files. If you are sending an InDesign file, please make sure it's saved as CS3 or lower. If you are sending an Illustrator file, please make sure you convert all text to outlines and make sure it's saved as a CS3 file or lower. Do not send files over 10MB. Large files may be submitted on a CD or through internet file shares such as yousendit, sharefile, Dropbox, etc.

Note:

Presentation software such as Microsoft Publisher and Microsoft Powerpoint are not usable and will not be accepted. GIF, PNG and BMP are not acceptable files. Images will not be accepted from a Word document.

We do not guarantee color quality if a color SWOP is not received.

Ad Creation: Ad creation is included with your advertising contract. Photos and text/copy must be supplied. Submit all elements and ideas for your ad to kyle.coulom@charlottemagazine.com on or before ad close to ensure a proper proofing process. All images and logos submitted must be print quality, CMYK and 300 dpi. Images/logos that come in with spot color, pantone or RGB will be converted. Any images/logos received that are not print quality may be refused. Acceptable files are JPEG, PDF, EPS and TIFF files.

Where to Send Print Ad Materials

Your account executive
OR kyle.coulom@charlottemagazine.com
704-335-7181 ext. 120