

# HOME CAROLINA + GARDEN



**Reach Western North Carolina homeowners who spend the most on their homes and lifestyles**

Each issue of *Carolina Home + Garden* magazine is directly mailed to our region's most affluent homeowners.



Photos by David Dietrich

**2016 MEDIA KIT**

# HOME CAROLINA + GARDEN

## Western North Carolina's premier home design and lifestyle magazine

showcases the most beautiful homes in our area in a visually stunning package. Each issue presents current design trends, intriguing personalities, ideas for remodeling and redecorating, and expert advice — all with a local focus. High-impact design and brilliant photography guarantee that each issue of *Carolina Home + Garden* is savored from cover to cover. We publish four issues each year.

## Total Circulation: Minimum of 20,000 four times per year

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### Reach Western North Carolina's most affluent audience

We directly mail *Carolina Home + Garden* to area residents who spend the most on their homes and lifestyles — those most likely to become valuable lifelong customers.

### Connect with the design/build community

*Carolina Home + Garden* is provided to the region's most influential interior designers, architects, and builders and artisans — those who can engage your services or recommend your product.

### Reach homeowners planning to buy, build, or remodel

Our niche is fine homes and gardens — there is no better venue to promote your business to local homeowners looking for sources for home design, remodeling, landscaping, real estate, or home-related goods and services.

### At *Carolina Home + Garden* we have one objective:

To connect our advertisers with readers most likely to engage their services or buy their products. That's why we directly mail **70 percent of each issue is mailed to the most affluent homeowners in six Western North Carolina counties**, as well as local design/build professionals. The balance are available at upscale shops, select inns and special events.

| COPIES        | AUDIENCE  |
|---------------|---|
| 13,000        | Mailed to affluent households in six counties.*               |
| 6,500         | Available at fine retailers, select inns, and special events. |
| 500           | Sent to key industry and design professionals.                |
| <b>20,000</b> | <b>Total Distribution</b>                                     |

\* Buncombe, Henderson, Haywood, Polk, Rutherford and Transylvania Counties in Western North Carolina, and selected Upstate SC communities.

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**Ready to advertise?** We offer design and layout services at no extra charge and will work with you to craft an effective message. Call us at 828-692-3230 or e-mail us at [ads@carolinahg.com](mailto:ads@carolinahg.com) to get started.

# 2016 advertising rates + options

## Display Ads » *price per insertion*

| DISPLAY AD OPTIONS | 1X    | 2X    | 4X    |
|--------------------|-------|-------|-------|
| 1/3 Page           | 1,180 | 1,070 | 840   |
| 1/2 Page           | 1,550 | 1,390 | 1,150 |
| Full Page          | 2,415 | 2,175 | 1,790 |
| Inside Covers      | 2,880 | 2,590 | 2,160 |
| Back Cover         | NA    | NA    | 2,900 |
| 2-Page Spread      | 4,100 | 3,690 | 3,100 |

## MarketPlace Ads » *price per insertion*

An economical way to promote your business, MarketPlace ads appear in a special section in each issue.

| MARKETPLACE AD OPTIONS   | 1X  | 4X  |
|--------------------------|-----|-----|
| MarketPlace, 3.5" x 4.5" | 590 | 475 |

## Profiles » *price per insertion*

A powerful way to tell your story and showcase your business with an article and photograph on one or two pages.

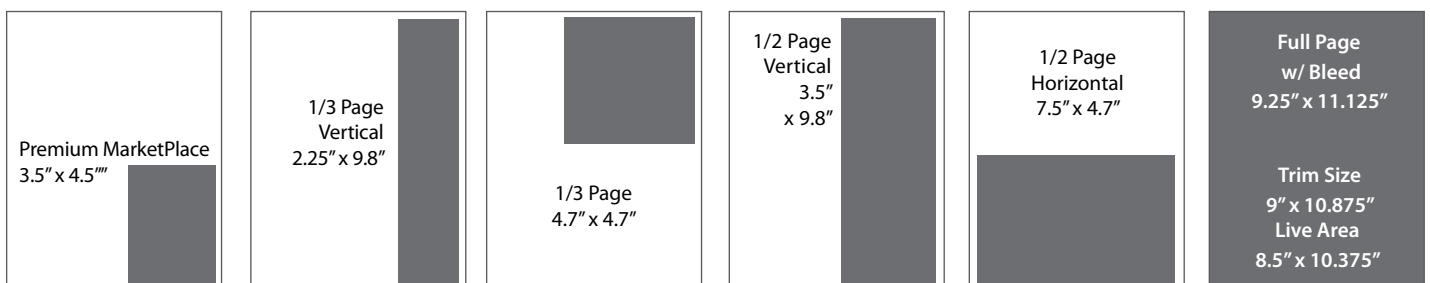
| PROFILE AD OPTIONS | 1X    | 2X    | 4X    |
|--------------------|-------|-------|-------|
| Full Page          | 2,600 | 2,340 | 1,950 |
| 2-Page Spread      | 4,300 | 3,870 | 3,225 |

## Online Directory » *annual*

Showcase your business online at CarolinaHG.com. Tell your unique story, include a photo, a map and a link to your website.

| LISTING OPTIONS                  | ANNUAL LISTING |
|----------------------------------|----------------|
| Listing with description + photo | 250/12 months  |

## Ad Dimensions



# STYLISH LIVING IN WESTERN NORTH CAROLINA



## 2016 Important Dates + Editorial Focus

| ISSUE       | AD CLOSING | PUBLICATION   | EDITORIAL FOCUS    |
|-------------|------------|---------------|--------------------|
| Spring 2016 | March 1    | Early April   | » Outdoor Living   |
| Summer 2016 | May 16     | Late June     | » The Bright Stuff |
| Fall 2016   | August 5   | Mid-September | » Kitchens & Baths |
| Winter 2016 | November 9 | Mid-December  | » New Classics     |

**HOME**  
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+ GARDEN