

What Our Advertisers Are Saying



"The Laurel of Asheville has been my go-to print advertising platform for close to seven years. It gives my brands credibility and 'Asheville authenticity.' Because the covers are extraordinarily beautiful, each magazine becomes a piece of artwork itself, and my ads get seen and re-seen as a result. The overall style and beauty of the entire magazine speaks to locals, artists, tourists, and high-end consumers as well, casting a wider net than the typical lifestyle publication. And I can't say enough about *The Laurel's* customer service—it has been a dream working with this team over the years."

Olivette Riverside Community and Farm
Lesley Groetsch, Director of Sales and Marketing



"We received a phone call last summer from a local couple who were interested in coming out to our cabin resort hoping to find a great location for their family reunion and the celebration of the family patriarch's 85th birthday. Their daughter had seen our ad in *The Laurel of Asheville*. The couple booked all 13 cabins for a week and family members came from all over the United States, as well as all the way from China and France. This is a true case of instant payoff for advertising in *The Laurel of Asheville*!"

Mountain Springs Cabins
Kate King, General Manager



"We have been advertising in *The Laurel of Asheville* ever since we opened in 2013, and could not be happier with the results. The magazine's quality is excellent and its demographic is a wide one, which is great for our business as we offer quite a variety of music and other entertainment. Our customers (both in our restaurant and those who come to our music shows) love to pick *The Laurel* up at our location."

Kitchen 743 at Isis Music Hall
Lillianna Wood



"I opened my art studio in January 2015, after recently relocating to Asheville. I was worried that with all the wonderful creatives here, I would have a difficult time building a local client base. It's been great to see people come find me with my *Laurel* ad in their hand! Being chosen as the cover artist for August 2015 has really been a boost. I didn't realize just how large an area *The Laurel of Asheville* covers—it's much larger than WNC. Buyers from Chapel Hill saw *The Laurel* and then headed to Asheville to find me. They bought three pieces!"

Abernathy-Gernandt Studio & Gallery
Kathryn Abernathy, Owner



"As the owner of a small but growing furniture and home décor business, my budget is small and I have to carefully choose advertising that is consistent with the quality I strive for in my business. The ad I placed in *The Laurel of Asheville* was an all-around winner. Not only was the ad effective for me, the price was extremely reasonable. *The Laurel* staff followed through consistently and on time throughout the process, which was simple and straightforward. I am very happy that I chose to advertise with *The Laurel of Asheville* and feel that my advertising dollars were very well spent."

Consignments
Lynley D. Todd, Owner



As the owner of Private Mountain Communities, a luxury boutique Real Estate company located in downtown Asheville, an intercept marketing campaign that reaches our target customer is my top priority and investment. For nearly 8 years *The Laurel of Asheville* has consistently been one of the best performing advertising vehicles that we have partnered with accounting for over 23% of our customers being directly referred from this publication. *The Laurel's* circulation reaches an affluent reader that is a perfect match for our Premier Communities and properties.

Private Mountain Communities
Harry Redfearn, President

Contact Us: Phone: 828.670.7503 | Fax: 828.670.7504 | thelaurelofashville.com





Things You Should Know About ...

The Laurel of Asheville & Our Surrounding Demographics

Asheville and the beautiful nine surrounding counties are consistently ranked by the national media as the most desirable places in the country to live, retire, and invest. Our area is also a vacation destination for more than two million visitors annually who contribute an estimated \$1 billion to the local economy. *The Laurel of Asheville* showcases your business in the premiere publication in the Asheville market.

“Baby boomers” comprise the single largest component (18.9%) of Asheville’s population, and more than one-third of our area’s households (37.9%) have annual incomes in excess of \$50,000. As evidenced by the new condominiums and hotels, and the increasing number of upscale communities, Western North Carolina is experiencing phenomenal growth.

The Laurel of Asheville

Our full-color magazine is a direct reflection of the art, culture, and natural beauty that draw people to this remarkable area. Our covers feature works by local artists—and inside, the magazine highlights local happenings, including the symphony, ballet, theatre, opera, festivals, and a whole lot more. Each issue also features restaurant, arts, and music, plus articles about the region’s fascinating history, outdoor adventures, and profiles of local people and institutions.

There is no better way to reach—and impress—customers and potential clients. In *The Laurel of Asheville*, your message will be seen and read by residents (who keep copies of our magazine on their coffee tables, in their offices, and waiting rooms), by visitors (you’ll see them carrying the magazine everywhere they go), by subscribers in 49 states and 33 countries by potential travelers and new residents. In addition, our website offers E-versions of your advertisements from our publication.

Circulation

The Laurel of Asheville is the oldest magazine in the region, with more than 30,000 copies distributed each month and a total circulation of 360,000 magazines annually. This means more than one million residents, tourists and businesses read our publication each year. You’ll find them at more than 600 prime locations in Asheville, Black Mountain, Brevard, Hendersonville, Waynesville, Weaverville, Mars Hill, the Foothills region, including The Biltmore Estate, The Omni Grove Park Inn, shops, airports, hotels, B&Bs, galleries, restaurants, and visitor centers throughout North Carolina. *The Laurel of Asheville* is also an integral resource for families considering moving here or who are planning vacations. It is often *The Laurel of Asheville* that provides them with their first impressions of our community and its businesses.

What *The Laurel of Asheville* Can Do For You

Regardless of the size of your business, advertising in *The Laurel of Asheville* is one of top marketing investments you can make. We add value to your ad investment with:

- The ability to drive customers to your business through our upscale publications and websites.
 - Our complimentary, high-quality ad design and production.
 - Free listings in our online directory.
 - All issues made available to the public online at thelaurelofashville.com.
- Listing your ad in each issue’s index of advertisers, making it easy for readers to find you.

How Much Your Ad Will Cost

Contract Term	Double Truck	Full Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page
12 Months	\$3995	\$2195	\$1195	\$595	\$525	\$295
6 Months	\$4095	\$2295	\$1295	\$695	\$600	\$350
3 Months	\$4195	\$2395	\$1395	\$795	\$695	\$395
1 Month	\$4295	\$2500	\$1495	\$895	\$795	\$495

Premium Positions:

- Inside Front or Back Covers: \$2750 per month, 6-month agreement required
- Back Cover: \$2995 per month, 6-month agreement required
- Special locations require an additional monthly charge of \$300 for full-page ads & \$150 for half-page ads
- 10% discount for 6- or 12-month advance purchase
- Penalties and interest will be applied to late accounts.
- All prices are net and include ad production and full color.

How Much Your Web Presence Will Cost

Banner Ads	Rate (per month)
E-Issue	No Charge
180 px wide x 180 px high	\$195
360 px wide x 120 px high	\$325
360 px wide x 175 px high	\$450
750 px wide x 100 px high	\$600
360 px wide x 460 px high	\$750
Large Video 360 px wide x 200 px high with full-screen capacities	\$795
Small Video 180 px wide x 100 px high with full-screen capacities	\$595

 Importantly, our magazine is printed on 100% recycled/50% post-consumer paper using agricultural-based inks made from soybeans and canola.