



MOUNTAIN LIVING IN WESTERN NORTH CAROLINA

wncTM
MAGAZINE
WWW.WNCMAGAZINE.COM

MEDIA KIT 2012

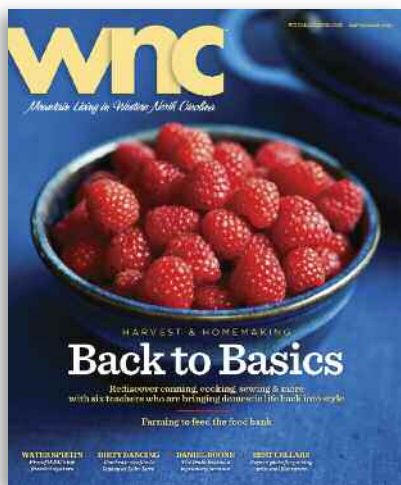
STRATEGIC BRANDING OPPORTUNITIES IN PRINT, WEB & EVENTS

Interactive Branding via GulfStream Communications

Increased Exposure: As the publisher of WNC magazine and four additional upscale consumer publications in the Southeast, GulfStream Communications has created a new model in the publishing and communications industries, offering integrated marketing programs to brand your company through our print titles, websites, and signature events.

Join the WNC Magazine Brand

WNC has established its position in the marketplace as the premier resource for mountain living in Western North Carolina in print, online, and more.



PRINT TITLES



THE GULFSTREAM FAMILY From Western North Carolina to the South Carolina coast, you get access to the most lucrative consumer markets across the Southeast.

GULFSTREAM COMMUNICATIONS as a Multimedia/Interactive Agency

Branding your company through integrated, expert marketing strategies in print, multimedia, web, and event platforms



INTERACTIVE WEBSITE

Our website, wncmagazine.com, takes the print experience online with video, photo galleries, blogs & more.



DIRECT ACCESS

Our newsletter, *IN VIEW*, reaches over 15,000 readers via e-mail, announcing exclusive online content, upcoming regional events & more.



SIGNATURE SPONSORED EVENTS

Make face-to-face connections with our readers at WNC's signature events, including the WNC Chefs Challenge series, Asheville Wine & Food Festival & Last Band Standing.

Across all our magazine titles, these elements allow you to target the customers your company needs.

“WNC magazine is a quality product and a proven winner for the retailer. Our customer feedback confirms that fact every week, year-round, not only for Western North Carolina, but out of state as well. It is a pleasure to do business with such a professional advertising and graphics staff, always available to assist in our needs. WNC’s special events are always exceptional. We will always be part of the WNC family.”

—Bill Lehnert, Alexander & Lehnert Fine Jewelry

Editorial Calendar



JANUARY/FEBRUARY
Health & Wellness

MARCH/APRIL
Home & Garden

MAY
Arts & Music

JUNE
Adventure & Travel

JULY
Why We Love WNC

AUGUST
Heritage

SEPTEMBER
Style & Design

OCTOBER
The Big Idea Issue

NOVEMBER/DECEMBER
Food & Entertaining

DEPARTMENTS

■ GUIDEPOSTS

Timely tidbits and newsy snippets on what’s happening across Western North Carolina, including upcoming events, artist profiles, book reviews, and regional history

■ STYLE

Accessories, clothing, and gear, selected from area stores; unique shopping destinations; and a look at the personal style of locals

■ VIEW FROM HERE

Thought-provoking, first-person perspectives on life in the mountains

■ OUTDOORS

Adventurous accounts of the area’s outdoor offerings

■ HISTORY

Intriguing stories of the region’s past

■ HOME

A look inside the area’s most beautiful and unique residences

■ WELLNESS (NEW!)

This new department highlights trends in fitness, nutrition, and overall well-being

■ SUSTAINABILITY

Environmental issues and initiatives within our communities

■ PROFILE

In-depth personality profiles of interesting and talented residents

■ FOOD & DRINK

Restaurant reviews, culinary trends, recipes, chef profiles, seasonal drink picks, and the region’s most extensive dining guide

■ MOUNTAINSCAPES

A guide to upcoming events in the region



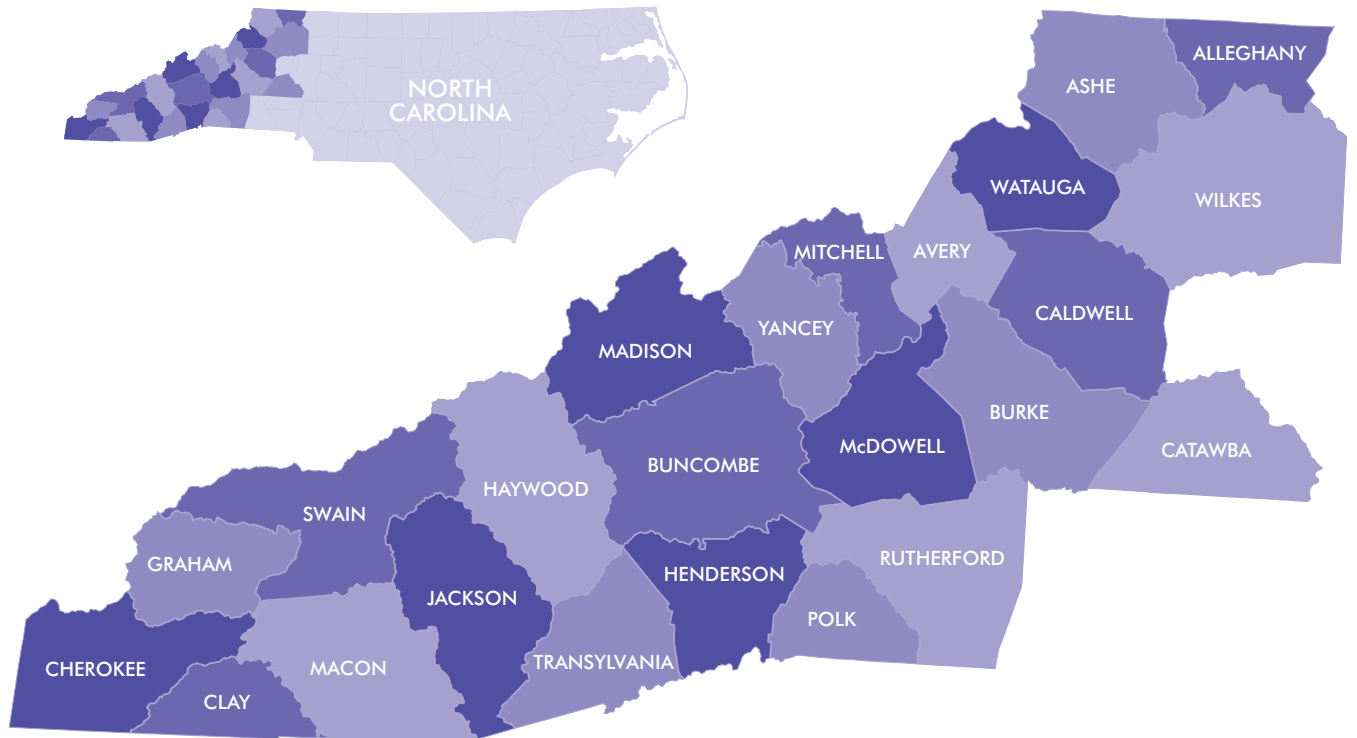
CONTACT US FOR OPPORTUNITIES IN PACKAGING PRINT, ONLINE & EVENTS

33 Patton Avenue, Suite 201, Asheville, NC 28801 | (828) 210.5030 | Fax (828) 210.5035 | www.wncmagazine.com

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2012

Our Editorial Footprint



WNC magazine's content covers the following 24 counties: Alleghany, Ashe, Avery, Buncombe, Burke, Caldwell, Catawba, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, McDowell, Mitchell, Polk, Rutherford, Swain, Transylvania, Watauga, Wilkes, and Yancey.

WNC magazine is sold on newsstands in select markets nationwide and has subscribers in almost every state and Canada.



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“WNC magazine has gracefully given our community a beautiful place and voice for telling intriguing stories complemented by excellent visuals and design...with a lightness of being that exudes happiness and creative style. The magazine has made LEAF feel like we are part of their 'family' and the kindness radiates in every interaction...”

—Jennifer Pickering, Lake Eden Arts Festival

Circulation



THE VALUE OF PAID READERSHIP

The true measure of any magazine resides in the level of interest it sustains with readers, and WNC puts you in touch with the largest number of paid subscribers and newsstand buyers of any magazine covering this region. Our commitment to compelling content generates thousands of repeat buyers and subscribers. Loyal readers who are willing to pay to receive a magazine are likely to spend more time developing a connection with its look, its voice, and, ultimately, its advertising.

83,200* Total Average Readership Per Issue

16,000† Total Average Print Run Per Issue

5,000 Paid Subscribers

2,500 Waiting Room Distribution

WNC magazine is strategically placed in waiting rooms such as salons, spas, and medical, law, and financial offices across Western North Carolina as well as select out-of-region markets.

4,500 Newsstand Sales

WNC magazine is distributed by national agencies to newsstands, bookstores, grocery stores, and other retail outlets throughout Western North Carolina and select markets nationwide.

3,500 In Area Hotels and B&Bs

WNC magazine reaches the lucrative consumer and travel market through in-room distribution at upscale hotels, special rental properties, and bed-and-breakfasts throughout the region.

500 Special Events & Sponsorships

Introduces partygoers, philanthropists, and tourists to WNC Magazine's extensive community involvement.

Source: WNC magazine Circulation Dept.
Numbers current as of 09/11

*5.2 pass along average per measured city + regional magazine research survey

†Minimum guaranteed print run 15,000



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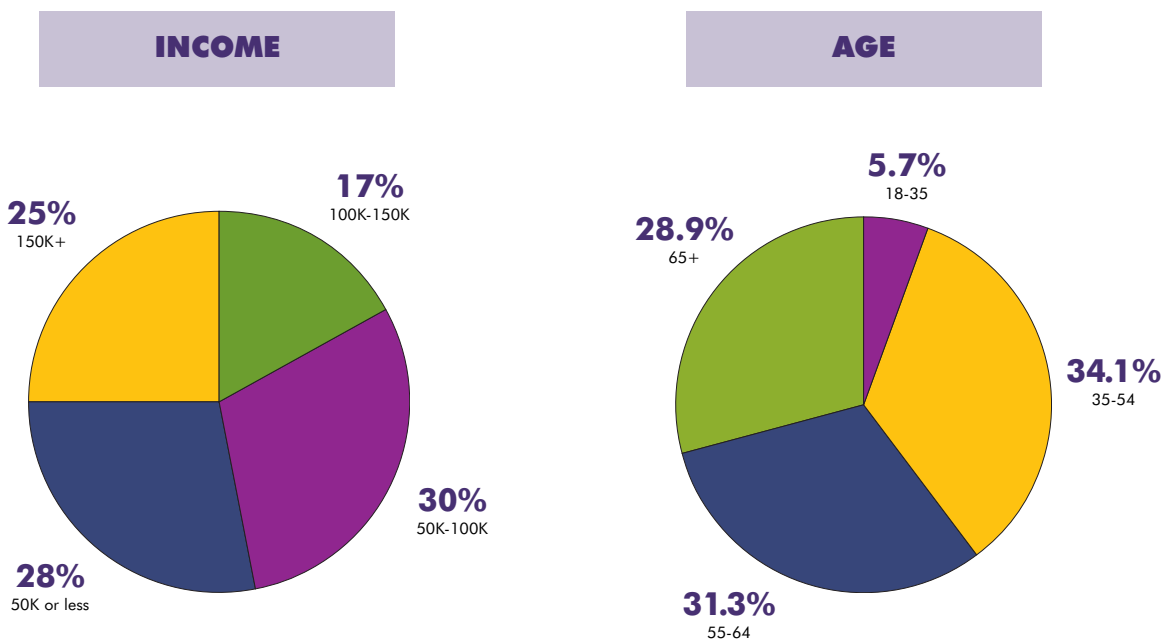
Meet Our Subscribers



The WNC magazine subscriber is an educated, upscale consumer who appreciates the finer things in life. Whether it's dining out, traveling, investing, shopping, or enjoying leisure activities, our subscribers have the discretionary income to enjoy and indulge in what the Western North Carolina area has to offer. **Additionally, 1 out of 3, WNC magazine subscribers are business owners, board members, or upper management who make significant decisions for their companies.**

WNC magazine also reaches the lucrative consumer and travel market through in-room distribution at fine hotels, bed-and-breakfasts (see Hotel Distribution), and in the waiting rooms of medical, law, and financial offices.

Our subscribers tell us they spend at least an hour reading each issue and view the advertisements as a key resource in making their buying decisions. **Our advertisers get results!**



- **26%** of our subscribers have a net worth of \$1,000,000 or more
- **93%** of our subscribers own their own home
- **73%** of our subscribers have a college or graduate degree

Source: SourceLink 2011



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Strategic Distribution



Beyond our 5,000 subscribers, more than 4,500 copies of WNC are sold on newsstands throughout North Carolina, the Southeast, and select national markets. Here is a sampling of our newsstand locations.

Bookstores

Barnes & Noble
Blue Ridge Books & News
Books-A-Million
Books Unlimited
Downtown Books & News
Fireside Books & Gifts
Fountainhead Bookstore
Highland Books
Little Switzerland Book Exchange
Mountain Lore Bookstore
Phillips & Lloyd Bookshop
The Bookshelf
The Curiosity Shop
The Village Book Shoppe

Grocery Stores

BI-LO
Black Mountain Farmers Market
Bryson's of Highlands
Earth Fare
French Broad Food Co-op
The Fresh Market
Food Lion
Greenlife Grocery
Harris Teeter
Ingles
Kroger
Lowes Foods
Plum Natural
Publix
West Village Market & Deli
Whole Foods

Galleries, Outfitters & Specialty Shops

Bear Tracks Trading Company
Blue Valley Gallery
Bob Timberlake Gallery
Boone Drugs
Dillsboro Chocolate Factory
Eckerd Drug
Erick's Cheese & Wine Shop
Groewood Gallery at the Grove Park Inn
Harvest Records
Headwaters Outfitters
Jones Drugs
Kerr Drug
Kohler Appliance Showroom
Maggie B's Wine & Specialty Shop
Mast General Store
Merry Wine Market
Moose Cafe
NC Clampitt Hardware Company
Tucker's on Main
Wine Studio of Asheville
Venti's Casa
Whitley Drugs

Centers for Newcomers & Visitors

Asheville Regional Airport
Asheville Visitor Center
Blowing Rock Chamber of Commerce
Blue Ridge Parkway Destination & Visitors Center
Haywood County Chamber of Commerce
Haywood County NC Welcome Center (I-40 West)
Madison County NC Welcome Center (I-26 West)
McDowell County Visitors Center
Polk County NC Welcome Center (I-26 East)

We also distribute 4,000 copies of each issue of WNC to the region's top resorts, boutique hotels, and bed-and-breakfasts, including:

Andon House
The Baird House
Balsam Mountain Inn
Asheville Bed & Breakfast Association (15 members)
Biltmore Farms Hotels (4 locations)
Biltmore Village Inn
Broyhill Inn & Conference Center
Cataloochee Ranch
Crowne Plaza Resort
The Esmeralda
Fontana Village Resort
Grand Bohemian Hotel
The Greystone Inn
Grove Park Inn Resort & Spa
Harrah's Cherokee Hotel & Casino
Haywood Park Hotel & Promenade
High Hampton Inn & Country Club
Hot Springs Resort & Spa
Hotel Indigo
Inn at Crestwood
Kanuga Conference Center
Meadowbrook Inn
Switzerland Inn
Old Edwards Inn
Princess Anne Hotel
Red House Inn English Bed & Breakfast
Renaissance Hotel
Residences at Biltmore
Village Inns of Blowing Rock (3 locations)
The Waynesville Inn Golf & Resort Spa
Westglow Resort & Spa



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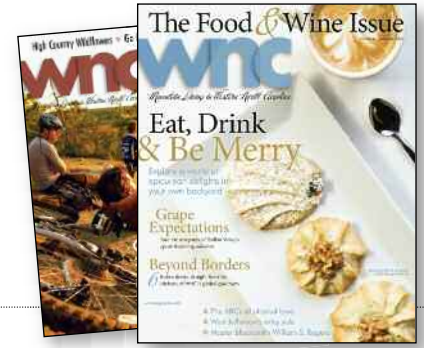
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“WNC magazine shines! It is a premium placement for my clients' ads due to the strength of the editorial content, photography, and design. Elegant, yet true to the roots of WNC culture and history, WNC magazine has a dedicated and growing readership that loves the region. Businesses represented within its gorgeous pages feel the results.”

—Elly Wells, Elly Wells Marketing & Project Management

Advertising Rates & Deadlines



FOUR COLOR

	9X	6X	3X	1X
Full Page	\$1850	\$2150	\$2350	\$2650
2/3 vertical	\$1450	\$1750	\$1950	\$2150
Island (limited availability)	\$1400	\$1600	\$1800	\$2000
1/2 horizontal	\$1100	\$1350	\$1550	\$1750
1/3 horizontal or vertical	\$900	\$1150	\$1300	\$1450
1/6 horizontal or vertical	\$550	\$600	\$650	\$700

PREMIUM POSITIONS

Back Cover	Annual buy only – \$3900 each			
Inside Front Cover Spread	Annual buy only – \$4600 each			
Inside Back Cover	Annual buy only – \$3100 each			
Bookend (Full page + 1/3 vertical)	Annual buy only – \$2650 each			
	9X	6X	3X	1X
Spread	\$3350	\$3850	\$4150	\$4650

* RATES ARE NET AND PER INSERTION

* Purchase ads in two or more GulfStream magazines at the same time, and receive 10% overall discount.

ADVERTISING DEADLINES*

ISSUE	SPACE	MATERIALS
Jan./Feb.	Nov. 18	Nov. 25
March/April	Jan. 20	Jan. 27
May	March 23	March 30
June	April 20	April 27
July	May 18	May 25
August	June 22	June 29
September	July 20	July 27
October	Aug. 24	Aug. 31
Nov./Dec.	Sept. 21	Sept. 28
Jan./Feb. 2013	Nov. 23	Nov. 30

*Note: Dates subject to change. Talk with your account executive to reconfirm.

AD PRODUCTION

We have limited capability to produce your ad but can recommend freelance graphic designers. If you wish to utilize our services, please send photos, copy, and any other materials needed to produce your ad one week before the materials deadline to allow for design time and approvals. We can only provide up to three proofs.

POSITION

Preferred positions are on a space-available basis as determined by the publisher and cost an additional 10%. Please check with your account executive.



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Online Advertising

PREMIUM DIRECT E-MAIL PLACEMENT POSITIONS

WNC's In View E-mail Newsletter:

Reach over 15,000 readers who have individually subscribed to receive our bimonthly e-mail newsletter. *In View* recipients are looking to stay in the know about what's happening in Western North Carolina, and where to shop, dine, stay, and play.

Cost: \$300-\$500 per newsletter (subject to placement)

Accepted File Formats:

- Size: 160 x 600 pixels
- File Type: pdf, jpg, or gif
- Color & Resolution: RGB, 72 dpi

Nearly 50% of readers go online to find more information about the advertising in their printed magazines.

Source: CMO Council 2010



Over 7,000 followers & fans create thousands of impressions, driving traffic to wncmagazine.com.

PREMIUM WEBSITE PLACEMENT POSITIONS

WNCmagazine.com Home Page:

Our home page receives tens of thousands of page views per month. Web ad placement not only guarantees homepage views, but also views throughout all pages of wncmagazine.com. **Cost: \$500** Your businesses can appear on multiple sections, including:

- **Food + Drink:** Restaurant Reviews, Dining Guide, In Good Taste, Quick Bites, Recipe Database & Food Blog
- **Arts + Music:** Arts Features, Artist Profiles, Arts Blog & Local Music
- **Home + Shopping:** Home & Life Style
- **Travel + Outdoors:** Road Trip & Outdoor Hikes
- **Events:** Events Calendar, Fête Set & Editor's Picks

Accepted File Formats for Skybox Ads:

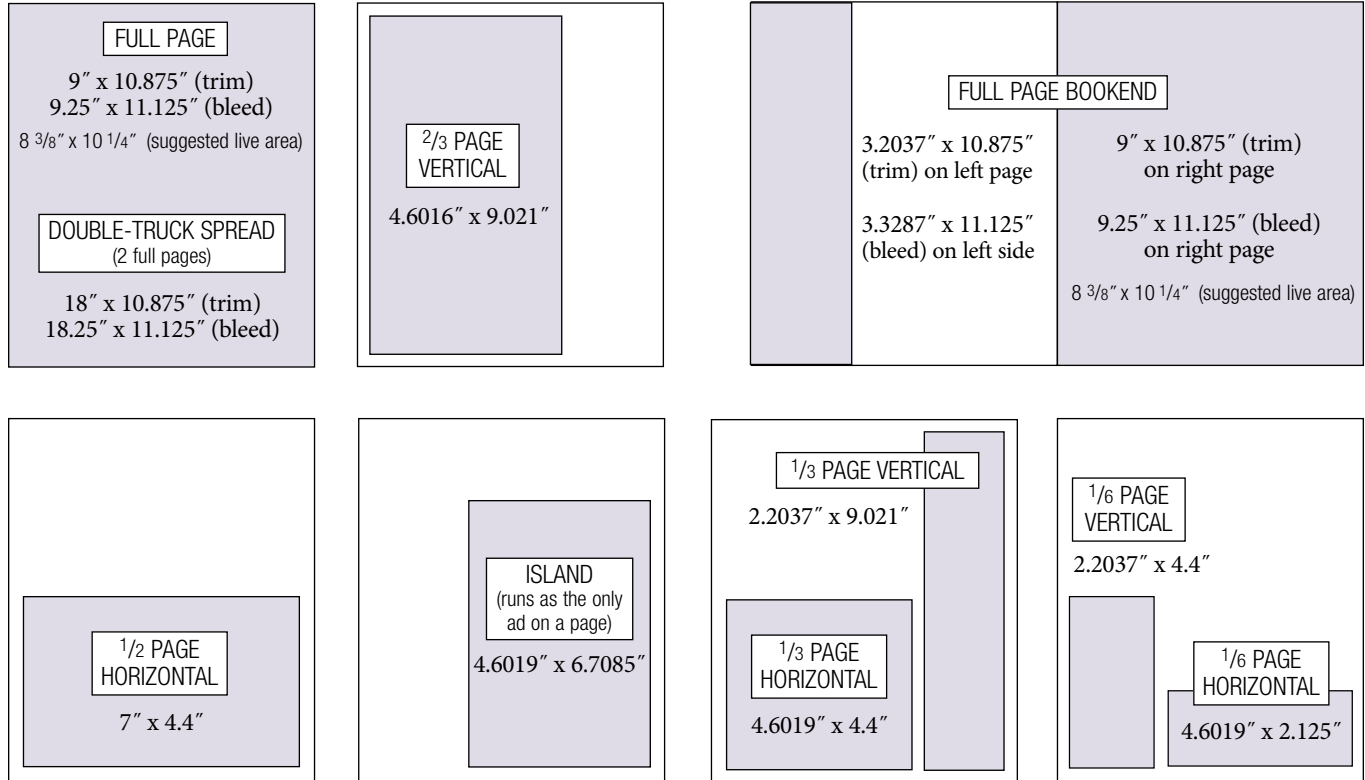
- Size: 300 x 250 pixels
- File Type: pdf, jpg, or gif
- Color & Resolution: RGB, 72 dpi
- Max File Size: 30K



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Advertising Sizes & Specifications



ACCEPTED FILE FORMATS

- InDesign CS3 (packaged with fonts and images); QuarkXPress 7.0 (collected with fonts and images); PDF (Press ready – see PDF Specifications); Photoshop (flattened and converted to CMYK); Illustrator (fonts outlined and converted to CMYK).
- If changes are to be made to an ad, source files must be provided.
- All disks must be Mac-compatible.
- If an ad is submitted that does not contain a rule around the outside, we retain the right to add a border if we deem necessary.
- **If you are working through an ad agency or a graphic designer and do not understand this process, it is your responsibility to make sure that we receive formats with which we can work.**

PDF SPECIFICATIONS

- Prior to the creation of the PDF, colors and images should be converted to CMYK (no spot colors or RGB).
- Finished PDF should be hi-resolution with fonts and images embedded.
- **If using InDesign**, simply export the file as a "press quality" PDF.
- **If using QuarkXpress**, PDFs should be created by making a postscript file and distilling with Acrobat Distiller.
- **WNC magazine cannot be held responsible for printing errors due to incorrectly created files. If there are any questions about creating your PDF, please email the advertising production department at production@wncmagazine.com.**

DPI SPECIFICATIONS

WNC is printed with a 133 line screen. Provide all photos at 300 dpi. Line art should be provided at 600-1200 dpi.

TRIM SIZE

9" x 10.875"

LIVE AREA

All type or graphics not intended to trim should be positioned .25" from trim.

GUTTER SAFETY (full page ads only)

All copy should be placed 3/8" (.375") from the gutter on full-page ads.

BLEED SPECIFICATIONS

- Material intended to bleed must be furnished with a minimum of 1/8" (.125") image area beyond the trim (*making the document size 9.25" x 11.125"*)
- **On anything less than 1/8" bleed, publisher cannot guarantee consistent bleed.**

MATERIALS SUBMISSION

- Files need to be stuffed or compressed with fonts and images included.
- **All materials must be clearly labeled with magazine title and issue.**
- A color-match proof must be provided for accuracy in color and content.

Mail: Advertising Production, 33 Patton Avenue, Suite 201, Asheville, NC 28801.

E-mail: For files 10 megabytes and under, email file to production@wncmagazine.com.

Files over 10 megabytes, please e-mail production@wncmagazine.com for Web Upload or FTP site instructions.



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