



Founded in 2005, Forsyth Magazines has served Winston-Salem readers for nearly 30 years. In 2022, we launched LKN Magazine for the Lake Norman community, continuing our commitment to delivering quality content.

EACH ISSUE IS FILLED WITH CONTENT THAT IS HEARTWARMING, EDUCATIONAL, INSPIRING AND LOCAL.

60,000+
READERS

From Statesville to North Charlotte,
and Everywhere In Between!

- Grocery Stores, Including Harris Teeter and Food Lion
- Boutiques & Retail

- Salons & Spas
- Med Spas
- Health Clinics

400+

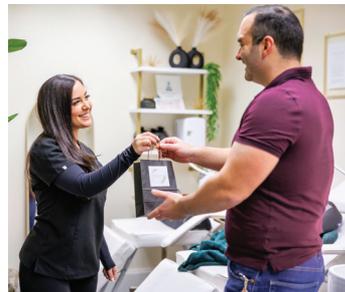
DISTRIBUTION POINTS

Reach your ideal customers right where they live, work, and play!

- Medical Offices
- Specialty Providers
- Public Libraries

- Community Resources
- And Much More!

For a full list of our distribution points, visit www.LKN-Magazine.com/find-a-copy



WE LOVE OUR COMMUNITY!

We love helping local businesses and nonprofits tell their story. Partner with us to elevate your brand's story to your target audience. If you are interested in advertising with us email advertising@lkn-magazine.com to learn more.

PRICING:

- All rates are per month and per magazine.
- Dual advertiser discount is available.
- 10% premium for guaranteed placement.
- 10% fee applied to ads that do not run consecutively, month to month
- Prices are subject to change.

DESIGN:

- LKN Magazine offers initial, complimentary ad design with up to two revisions.
- Additional charges may apply.

DEADLINES:

- 1st of the prior month for ads that LKN Magazine's graphic department designs.
- 3rd of the prior month for camera-ready ads.

RATE TABLE:

1X = 1 MONTH CONTRACT RATE | 6X = 6 MONTH CONTRACT (MONTHLY RATE) | 12X = 12 MONTH CONTRACT (MONTHLY RATE)

1x \$1,050
6x \$975
12x \$925
monthly rate

FULL (BLEED)
Trim Size: 8.25" x 10.75"
Bleed: 0.125"
Safety Margin: 0.375"

1x \$850
6x \$775
12x \$725
monthly rate

HALF HORIZONTAL
7.5" x 4.95"

1x \$500
6x \$450
12x \$400
monthly rate

THIRD HORIZONTAL
7.5" x 3.25"

1x \$400
6x \$350
12x \$300
monthly rate

QUARTER VERTICAL
3.676" x 4.95"

**EXCLUSIVE PERKS
FOR A 12-MONTH COMMITMENT!
FULL & HALF PAGE ADS ONLY**

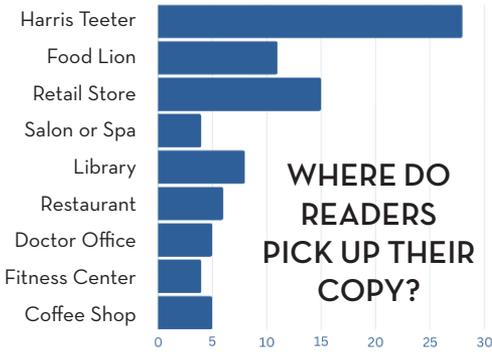
- **Cover Story:** Includes a 4-page editorial, a feature on the front cover, and a callout on the Table of Contents.
- **Monthly Ads:** Guaranteed placement in each issue.
- **Social Media Exposure:** Consistent promotion through our social channels.
- **Regular Editorial Features:** Up to 4 inside editorials per year, tailored to your brand's narrative.

AD SUBMISSION GUIDELINES:

- Four-color process only (CMYK) or grayscale.
- No spot colors, no RGB.
- Please create ad on a page that is the same dimension as the ad.
- No crop marks, color bars, etc.
- Do not build black type - make 100% black.
- No true type fonts.

FILE TYPES ACCEPTED:

- **InDesign:** Include all type 1 fonts and graphics (packaged).
- **TIFF:** 300 dpi @ 100%, CMYK or grayscale.
- **EPS:** All fonts to outline, CMYK or grayscale.
- **PDF:** All fonts embedded/outlined, CMYK or grayscale, press ready (300 dpi for all halftone images, 1200 dpi for bitmapped images @ 100%).
- **JPEG:** 300 dpi @100%, CMYK or grayscale.



REACH A HIGHLY
ENGAGED AUDIENCE
THROUGH OUR
WEBSITE TRAFFIC!

4,000

AVERAGE NUMBER OF WEBSITE
VISITORS PER MONTH.

38

AVERAGE NUMBER OF SECONDS
SPENT ONLINE PER SESSION.

50%

OF TRAFFIC ORIGINATING FROM
ORGANIC SEARCH METHODS.

20+

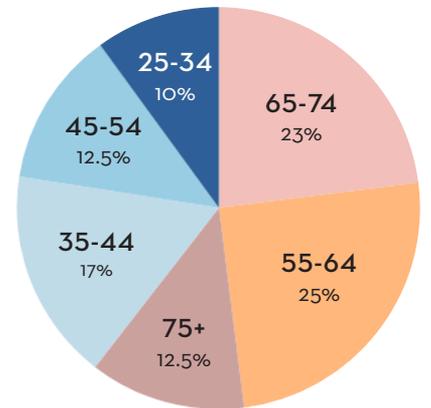
Number of years experience our team
has with publishing local magazines.

READER INTERESTS

- Travel
- Home Decor
- Cooking
- Shopping
- Reading
- Gardening

93%
of our readers share their copy of the
magazine after they read it.

AGE OF READERS



WHAT CITIES DO OUR READERS
LIVE IN?



- CORNELIUS
- DAVIDSON
- DENVER
- HUNTERVILLE
- MOORESVILLE
- SHERILLS FORD
- CHARLOTTE
- STATESVILLE

81%
OF OUR READERS HAVE SHARED LKN MAGAZINE
ARTICLES THROUGH SOCIAL MEDIA OR EMAIL.

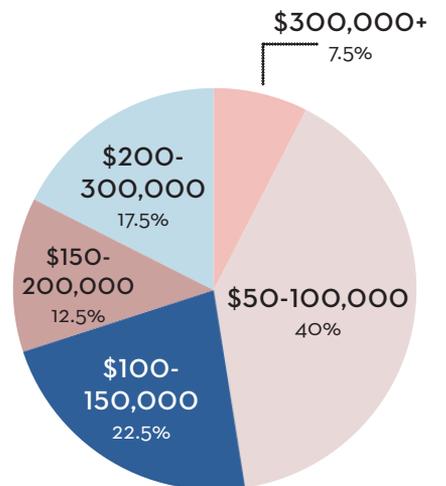
Contact us for additional digital advertising options!



GENDER



INCOME LEVEL



At LKN Magazine, every issue celebrates the incredible local businesses and stories that make Lake Norman shine. Our content is deeply rooted in community – we highlight the entrepreneurs, shops, restaurants, and professionals who advertise with us, ensuring their stories reach thousands of engaged readers each month.

Each issue features recurring columns our readers look forward to including local dining, recipes, home & lifestyle, local artists, and community features alongside seasonal content that aligns with how our audience lives, shops, and connects throughout the year.

EDITORIAL FOCUS BY MONTH

<p>January HEALTH & WELLNESS</p> <p>FRESH STARTS, FITNESS, AND SELF-CARE TO KICK OFF THE NEW YEAR STRONG. PLUS! BEST OF THE LAKE AWARDS (LNHBA)</p>	<p>July SUMMER FUN (PART 2)</p> <p>LAKE LIFE, TRAVEL, OUTDOOR LIVING, AND FAMILY ADVENTURES.</p>
<p>February LOVE LOCAL</p> <p>ROMANTIC GETAWAYS, LOCAL GIFTS, AND SELF-LOVE INSPIRATION.</p>	<p>August BACK TO SCHOOL & ROUTINES</p> <p>EDUCATION, FAMILY ORGANIZATION, AND EVERYDAY WELLNESS TIPS.</p>
<p>March SPRING REFRESH</p> <p>HOME PROJECTS, STYLE UPDATES, AND LOCAL WAYS TO RESET FOR SPRING.</p>	<p>September STYLE & HOME</p> <p>FALL FASHION, COZY HOMES, AND LIFESTYLE INSPIRATION.</p>
<p>April COMMUNITY & CAUSES</p> <p>SPOTLIGHTING NONPROFITS, EVENTS, AND NEIGHBORS MAKING A DIFFERENCE.</p>	<p>October FALL EVENTS & LOCAL EATS</p> <p>PUMPKIN SEASON FAVORITES, LOCAL FESTIVALS, AND DINING FEATURES.</p>
<p>May MOTHER'S DAY GIFT GUIDE</p> <p>THOUGHTFUL GIFTS AND EXPERIENCES FOR MOMS, MENTORS, AND MORE.</p>	<p>November HOLIDAY GUIDE (PART 1)</p> <p>EARLY GIFT IDEAS AND LOCAL SHOPPING SPOTLIGHTS.</p>
<p>June SUMMER FUN (PART 1)</p> <p>LAKE LIFE, TRAVEL, OUTDOOR LIVING, AND FAMILY ADVENTURES.</p>	<p>December HOLIDAY GUIDE (PART 2)</p> <p>FESTIVE CELEBRATIONS, COMMUNITY EVENTS, AND LAST-MINUTE LOCAL GIFTING.</p>