

Laurel

The Heart of the Highlands-Cashiers Plateau

Media Kit **2024**



LAUREL

The Heart of the Highlands-Cashiers Plateau

The Laurel Magazine, the Heart of the Plateau, is a monthly celebration of the uncommon magic that can be found daily in the Highlands and Cashiers communities.

Whatever the Plateau's secret, it's always been a clarion call for all those looking for something different – the hardy pioneers, naturalists, poets, musicians, artists, and assorted dreamers.

They, we've, discovered and nurtured something unique and precious.

We've been chronicling the stories and the lives of Cashiers, Highlands, Glenville, Scaly Mountain and Toxaway (and all those glorious little places in between) for over 20 years.

We like to think that *The Laurel Magazine* is a pretty good reflection of these communities. It's what we chronicle with

every issue, every calendar listing, every video we post. Each is a testament to the love that we share for this place and these people.

And those 20+ years of publication have granted us a unique perspective on this small patch of land and its people. It's given our magazine a unique flavor, and our pages are an invitation to savor life on the Plateau.

Naturally, our photography can't really capture the transcendent beauty of, say, Blue Valley or Silver Run Falls, nor can our prose, no matter how clever or poetic, ever match the big ideas and big hearts of the people who live here. But we make every effort with each and every issue.

Join us!

Be part of the story we're telling.

our reach

The Laurel Magazine can be picked up at over 200 locations throughout the area, including hotels, chambers of commerce, country clubs, retail outlets, convenience stores, banks, real estate offices, grocery stores, and more. The Laurel Magazine is the most widely distributed and popular magazine in the area, and receives dozens of requests for wedding packets and special events.

added value

Our advertisers receive a multitude of added value incentives at no additional charge: Ad design and ad photography; Listing in *the Laurel's* index of advertisers; Listed on monthly shopping map; Clickable ad in monthly digital magazine version; and complimentary Top Tier Listing at thelaurelmagazine.com.

in every issue

Known for engaging content that offers readers the inside track on the Highlands-Cashiers Plateau.

WHAT TO DO

A deep dive into area events, including an at-a-glance monthly calendar

RECREATION AND CREATION

Exploring the Plateau's many outside wonders

ARTS

Featuring local artists and art events

DINING

Focusing on the Plateau's best restaurants, chefs, recipes, and an at-a-glance restaurant guide

SHOPPING

A curated look into local shopping, offerings, and featuring shopping maps

HISTORY

Revealing the Plateau's unique backstory

LIFESTYLES AND WELLNESS

A look into the area's beautiful homes, unique lifestyle, and wellness offerings

GIVING BACK

Spotlighting the quiet generosity of the people who live here

BUSINESS SPOTLIGHT

Highlighting the Plateau's business community

print advertising investments

AD TYPE	SAFETY	TRIM	BLEED	1 ISSUE	3 ISSUES	6 ISSUES	11 ISSUES
1/4 Page	N/A	3.66 x 4.6	N/A	\$390	\$370*	\$350*	\$330*
1/2 Page Horizontal	N/A	7.5 x 4.6	N/A	\$740	\$675*	\$640*	\$600*
Full Page	8.25 x 10.75	8.375 x 10.875	8.875 x 11.375	\$1315	\$1255*	\$1190*	\$1120*
Double Truck	16.625 x 10.75	16.75 x 10.875	17.25 x 11.375	\$2050	\$1995*	\$1930*	\$1810*
Service Directory	N/A	2.4 x 2.8	N/A	\$100	\$100*	\$100*	\$85*
Bind-In Post Card	3.875 x 5.875	4 x 6	4.25 x 6.25	\$4600	\$4370*	\$4140*	\$3910*

Dimensions are in inches | *per issue

same issue multi-page discounts

PAGES	INVESTMENT
4–7 Full pages	\$725/per page
8–15 Full pages	\$530/per page
16–23 Full pages	\$450/per page
24+ Full pages	\$430/per page

deadlines

The *Laurel* publishes 11 issues each year.
Deadline / closing ad dates are the **1st of each month.**

January/February combo issue closes December 1;
March closes February 1; **April** closes March 1; **May** closes April 1;
June closes May 1; **July** closes June 1; **August** closes July 1;
September closes August 1; **October** closes September 1;
November closes October 1; **December** closes November 1.

ways to save

Prepay for your entire 2024 ad run and receive a
10% DISCOUNT

Submit ad by 1st of each month and receive a
5% DISCOUNT

guaranteed placement

Secure your requested positions
(such as upper right or specific page)
with a **5% UPCHARGE**

ad file submissions

Ad design is included in advertising cost. If camera ready ads are submitted, please follow these guidelines:

- ❖ Applications supported are:
Adobe Photoshop,
Adobe Illustrator, and
Adobe InDesign.
- ❖ Formats supported are:
PDF, EPS, TIF, and PSD.
- ❖ Files should be processed at a
resolution of no less than 300 dpi at
100% of desired printing size.
- ❖ All fonts should be
Post Script and included
(screen and printer).

email files to: michelle@thelaurelmagazine.com

community publications

Extend your marketing with these community publications. Advertise in all 3, and take 10% off!
Prepay and save an additional 10%.

FULL PAGE	\$850 Village Green / Food & Wine (6" w x 9" t) \$1100 Highlands Motoring Festival (8.25" w x 10.75" t)
HALF PAGE	\$500 Village Green / Food & Wine (5" w x 3.5" t) \$600 Highlands Motoring Festival (7.5" w x 4.6" t)
QUARTER PAGE	\$300 Village Green / Food & Wine (2.4" w x 3.5" t) \$400 Highlands Motoring Festival (3.66" w x 4.6" t)



Highlands Motoring Festival

Deadline: April 1
Distribution begins in May

The Village Green

Deadline: April 1
Distribution begins in May

Highlands Food & Wine Festival

Deadline: October 1
Distribution Festival Week

digital advertising investments

HIGHLANDS NC | CASHIERS NC

The Highlands – Cashiers Plateau is rich in history yet features refinements rarely found in village life such as world class shopping, golfing, and restaurants. Accommodations range from five star hotels to rustic cabin rentals while real estate ranges from in-town living, country clubs and home estates. The pristine waterfalls, rivers and lakes as well as the miles of hiking trails complete the tapestry of things to do.

What To Do This Week in Highlands-Cashiers

Bluegrass Wednesday at The Ugly Dog Pub
October 25 6:30 pm – 9:30 pm

Highlands-Cashiers Events Calendar

OCTOBER 2023						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

RENT IN HIGHLANDS

CCP Vacation Rentals

A boutique vacation rental company
www.rentinhighlands.com
507 Main Street, Highlands, NC
828-787-2002

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Expand your reach by advertising on **thelaurelmagazine.com** and receive monthly social media postings on the **Laurel's Facebook** and **Instagram**

NON PRINT ADVERTISER
\$200*

PRINT ADVERTISER
\$100*

(600px x 450px linkable website ad)
*per month with 12 month agreement
Billed monthly



weekly calendar of events e-blast

Blast your event details to our 3,700+ Weekly Events subscribers. Our subscribers look forward to the Weekly Events Calendar arriving in their inbox to plan the week ahead. Increase awareness of your event with a photo, paragraph about the event, and a link to the event website.

\$25 per week

