

2009

Life in Western North Carolina...



WNC is a local lifestyle magazine celebrating the unique people and cultures; arts, crafts, and architecture; history; and foodways of Western North Carolina. Each issue includes features on current issues facing residents, profiles on intriguing locals, and regular departments with gorgeous homes, great weekend escapes, outdoor adventures, a calendar of regional events, and a comprehensive dining guide.



33 Patton Avenue, Suite 201 • Asheville, NC 28801 • 828.210.5030 • Fax 828.210.5035 • www.wncmagazine.com

Mountain Living in Western North Carolina

2009 Editorial Calendar



JANUARY/FEBRUARY

History

MARCH/APRIL

Home & Garden

MAY

Arts

JUNE

Outdoors & Getaways

JULY

Music

AUGUST

Family

SEPTEMBER

Harvest

OCTOBER

People

NOVEMBER/ DECEMBER

Food & Wine

IN EVERY ISSUE:

DEPARTMENTS

■ **Guideposts**

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

■ **Local Seen**

Outstanding WNC personalities

■ **Style**

Gear for living, selected from WNC stores; unique shopping destinations; and a look at the interesting possessions of intriguing locals

■ **View From Here**

Thought-provoking, first-person perspectives on life in Western North Carolina

■ **Outdoors**

Get out and about with WNC's outdoor offerings

■ **History**

Intriguing articles on little-known mountain histories

■ **Point/Counterpoint**

A look at pressing regional issues, taken from both sides

■ **WNC Home**

A tour of some of the area's most beautiful and unique residences

■ **Sustainability**

Green issues and initiatives within our communities

■ **WNC Profile**

In-depth profiles of interesting and talented citizens

■ **Food & Wine**

Restaurant reviews, entertaining, culinary trends and recipes, chef profiles, seasonal wine picks, and a dining guide

■ **Mountainscapes**

Comprehensive event listings for the region

■ **Road Trip**

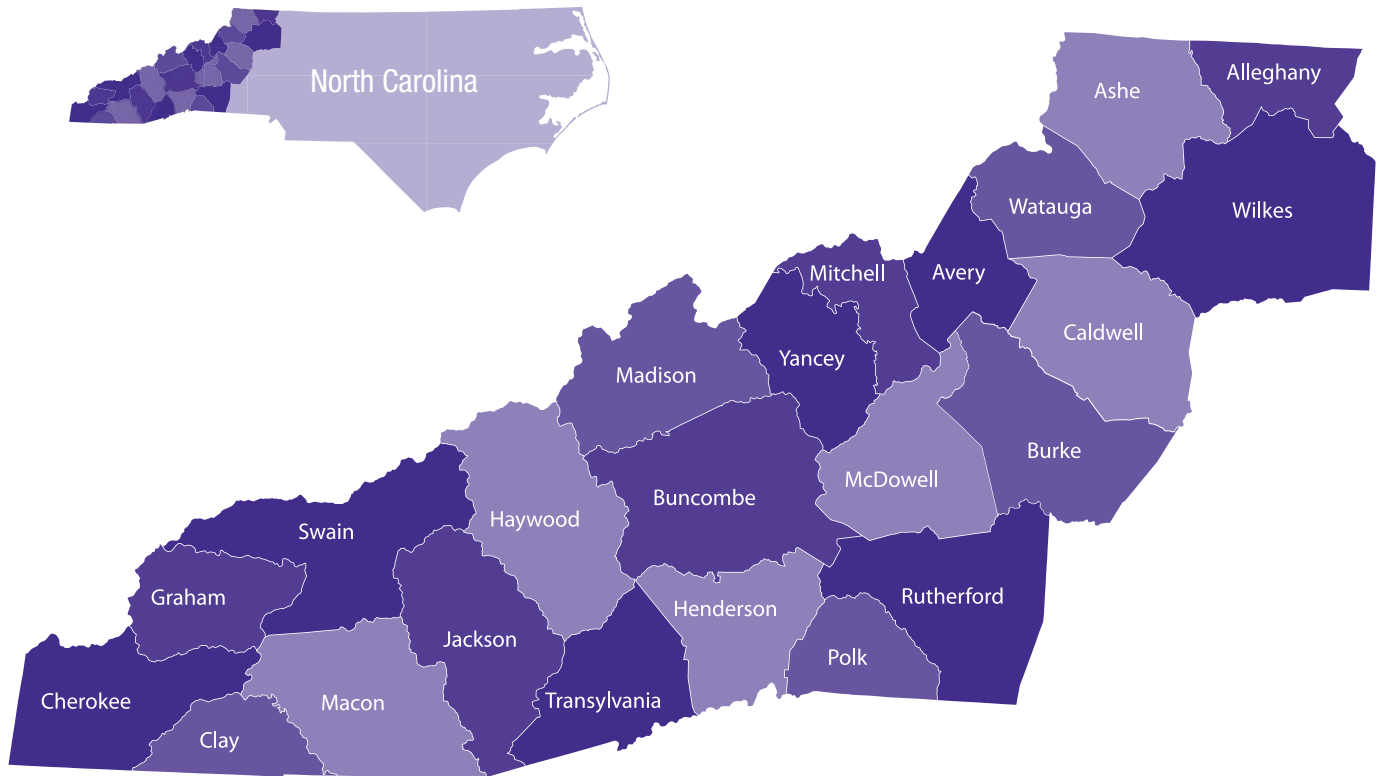
Explore WNC towns with tips on where to shop, eat, stay, and play



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WNC Editorial Footprint



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

WNC magazine is sold nationwide with subscribers in almost every state and Canada. Specific location information is available.



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Mountain Living in Western North Carolina

Distribution & Circulation



Total Average Print Run
26,000

Subscribers
6,000

Newsstand
7,000

WNC magazine is distributed by national agencies to newsstands, bookstores, grocery stores, and other retail stores throughout Western North Carolina and across the country.

Hotels
6,500

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

Waiting Room Distribution
3,000

Placed in select waiting rooms in the Western North Carolina area including doctors' offices, salons, spas, and auto service centers.

Special Events & Sponsorships
3,500

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

Pass-Along Readership
3.5 readers per copy*

Average Readership Per Issue
91,000

Source: *WNC* Magazine Circulation Dept.
Numbers current as of 9/08

*National average

Hotel Distribution



MISTY LISTER

More than 6,500 copies per issue of *WNC* magazine are distributed to hotels, resorts, and bed-and-breakfasts across Western North Carolina.

- | | | |
|--|-------------------------------------|-----------------------------------|
| 105 B&B | Double Tree (Biltmore Farms) | Pineola Inn |
| 1889 WhiteGate Inn & Cottage | Earthshine Mountain Lodge | Pinnacle Inn Resort |
| 1891 Cedar Crest Victorian Inn | Eseeola Lodge | Pisgah View Ranch |
| 1899 Wright Inn & Carriage House | Fibber Magee's River Front Inn | Princess Anne Hotel |
| 1900 Inn On Montford | Fontana Village Lodge | Providence Lodge |
| 4 Seasons Rentals | Geneva Riverside Lodge | Red Rocker Inn |
| A Bed Of Roses B&B | Gideon Ridge Inn | Red Roof Inn (Biltmore West) |
| A Spa Inn Asheville | Grandview Lodge | Renaissance Hotel |
| Abbingdon Green B&B | Green Park Inn | Residence Inn by Marriott |
| Aberdeen Inn | Grove Park Inn | Richmond Hill Inn |
| Addison Inn | Hampton Inn and Suites | Ridgeway Inn |
| Albemarle Inn | Harrah's | Skyline Lodge |
| Alpine Village Inn | Haywood Park Hotel & Promenade | Sleep Inn (Biltmore Farms) |
| Aloft Charleston Airport and Convention Center | Herron House B&B | Sleep Inn (Biltmore West) |
| Ana Maria's Gift Shop | High Hampton Inn & Country Club | Sleepy Hollow B&B |
| Andon House B&B | Highland Lake Inn | Smokey Falls Lodge |
| Apple Inn B&B | Highland Suite Hotel | Sourwood Inn |
| Apple Wood Manor Inn | Highlands Inn | Sunset Lodge B&B |
| Arbor House of Black Mountain | Hill House | The Arbor At Lake Lure |
| At Cumberland Falls B&B | Hillwinds Inn | The Archers Inn |
| Baird House | Holiday Inn (Biltmore East) | The Beaufort House Inn |
| Balsam Mountain Inn | Holiday Inn (Biltmore West) | The Cabins at Seven Foxes |
| Beach 2 Beech Rentals | Holiday Inn Express (Biltmore) | The Cottages at Spring House Farm |
| Bear Run Log Cabins | Hot Springs Spa | The Esmeralda Inn |
| Bent Creek Lodge | Hummingbird Realty | The Fire House Inn |
| Biltmore Village Inn | Humpback Hollow Cabins | The Freeze House |
| Black Walnut B&B | Inn At Blue Ridge | The Greystone Inn |
| Blowing Rock Inn | Inn at Ragged Gardens | The Hawk and Ivy B&B |
| Blowing Rock Lodge | Inn At Wintersun | The Inn at Crestwood |
| Blueberry Villa & Banner Elk Winery | Inn on Mill Creek | The Jarrett House |
| Boone's Country Cabins | Innisfree Victorian Inn | The Lion & The Rose |
| Boxwood Lodge | JL Watkins House | The Lodge On Lake Lure |
| Brookside Mtn Mist Inn | Kanuga Conference Center | The Mast Farm |
| Broyhill Inn & Conference Center | Killarney House Inn | The Meadowbrook Inn |
| Cabins In The Laurel | Lake Toxaway Realty Company | The Olde Towne Inn |
| Carolina B&B, LLC | Little Switzerland Book Exchange | The Pines Cottages |
| Cataloochee Ranch | Little Switzerland Inn | The Red House Inn |
| Chandler Inn | Main Street Inn | The Residences at Biltmore |
| Chateau On The Mountain | Monte Vista Hotel | The Secret Garden Inn & Spa |
| Chestnut Street Inn | Mountain High Inn | The Windover Inn |
| Chimney Rock Inn | Mountain Laurel Inn | Vacation In Asheville |
| Claddagh Inn | Mountain Magnolia | Veterans Inn |
| Cliff Dwellers Inn | Mountain Village Chalets & Cottages | Villa Capri Cottages |
| Comfort Inn (Biltmore West) | North Lodge | Village Inns |
| Corner Oak Manor | Old Stone Inn | Waverly Inn |
| Creeside Cottages | Outdoor Resorts of America | West Glow Spa |
| Creeside Lodge | Owl's Nest Inn at Engadine | Wildberry Lodge B&B |
| Crooked Oak Mtn Inn | Parkview Lodge | |
| Crowne Plaza | Pinecrest B&B | |

General Rates & Closing Dates



FOUR COLOR

	1X	3X	6X	9X
Spread			Call for prices	
Full page			Call for prices	
Bookend (Full page + 1/3 vertical)	Annual only		Call for prices	
2/3 vertical			Call for prices	
Island (limited availability)			Call for prices	
1/2 horizontal			Call for prices	
1/3 horizontal or vertical			Call for prices	
1/6 horizontal or vertical			Call for prices	

COVERS

Back Cover	Annual Buy only	Call for prices
Inside Front Cover Spread	Annual Buy only	Call for prices
Inside Back Cover	Annual Buy only	Call for prices

* *RATES ARE NET AND PER INSERTION*

* Purchase ads in *WNC*, *Charleston* and/or *G* magazines and receive 10% off each ad if placed at the same time.

ADVERTISING DEADLINES

ISSUE	SPACE	MATERIALS
Jan./Feb.	Nov. 21	Nov. 26
Mar./Apr.	Jan. 23	Jan. 28
May	Mar. 20	March 25
June	Apr. 17	April 22
July	May 22	May 27
Aug.	June 19	June 24
Sept.	July 24	July 29
Oct.	Aug. 21	Aug. 26
Nov./Dec.	Sept. 18	Sept. 23

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

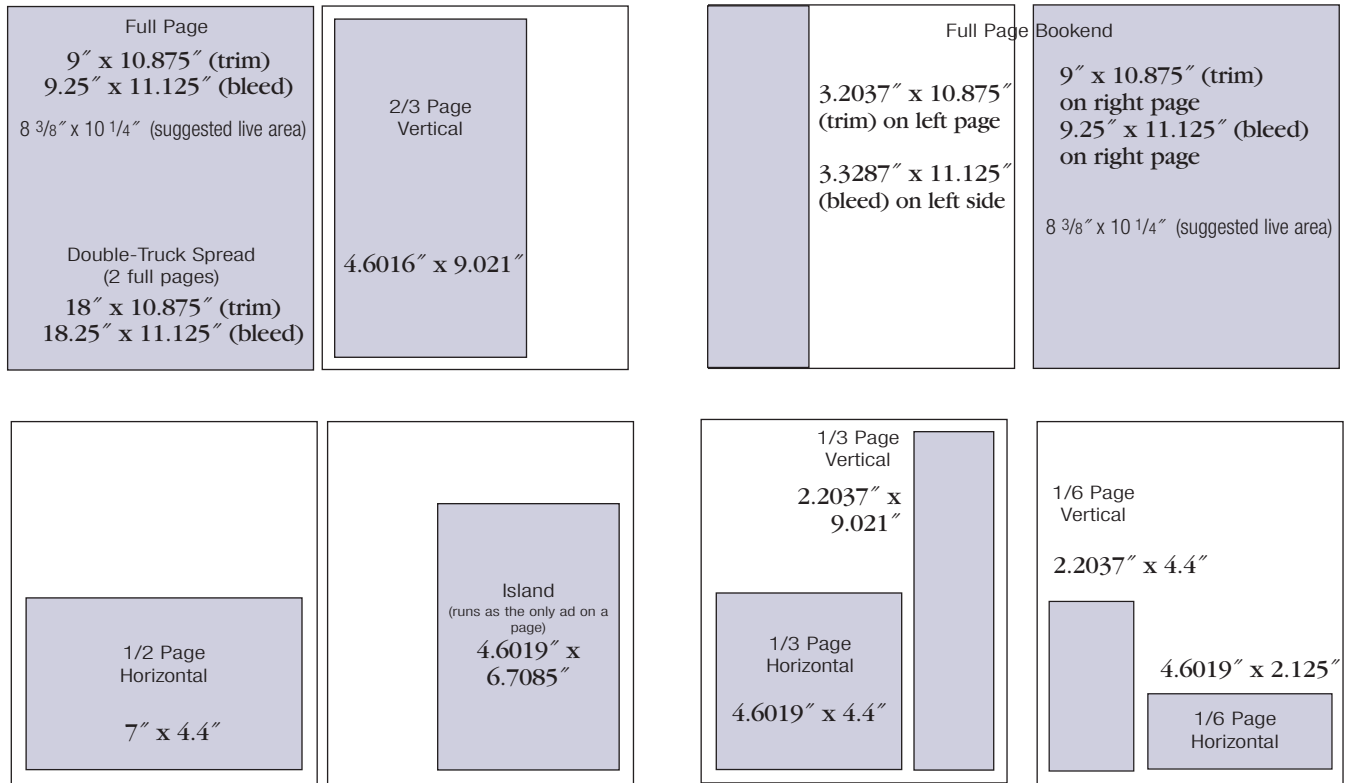
AD PRODUCTION

We have limited capability to produce your ad but can recommend freelance graphic designers to you. If you wish to utilize our services, please send us 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 advertising director. Please check with your account executive.

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.

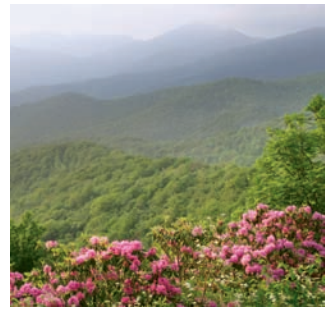
E-mail: For files 10 megabytes and under, email file to production@wncmagazine.com. Files over 10 megabytes, please email production@wncmagazine.com for Web Upload or FTP site instructions.



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Special Advertising Sections



Love It!

Showcase an item of your choice in our "Love It!" marketplace. Businesses that advertise nine times a year, with at least a one-third size ad, have the opportunity to submit an item related to the issue's theme. Digital photos can be e-mailed to your account executive, or your item can be photographed in our studio.

Value – \$900 per listing

SPECIAL ADVERTISING SECTION

Love it!

Whimsical accessories keep your home from angling the blues.

Big Lady

Travel in style with this beautiful hand bag by Stephanie Johnson. \$79. Porter & Prince (828) 236-2337

Brighten Up, Lighten Up

Bring the outdoors into your home with this lamp designed by nature. \$325. New River Interiors & Design Center (828) 268-0433

Red Fish, Blue Fish

These colorful fish plates look so good you could eat them for breakfast. Display one or arrange several in a playful group. Prices range from \$12 for the small fish to \$143 for the larger K2 model (828) 268-0400

Touch of Glass

Get glass artwork on your mantel along with this beautiful handcrafted bowl. Call for price. \$800. Dorothea Handwerks & Art (828) 273-0555

Whoddy Walls

Decorate your kitchen or bath with inspiration, mirrored using Rich Terborgh's collection of whimsical ceramic tiles. Call for price. New River Interiors & Design Center (828) 268-0433

Circle of Light

Make the most dramatic statement with this handcrafted lamp. The high back and deep seat makes it ideal for long, peaceful reads. \$2,499. Victory's Tree (828) 274-4276

Beautiful Receipts

Make the most dramatic statement with this handcrafted chair by Beverly Bunker. The high back and deep seat makes it ideal for long, peaceful reads. \$2,499. Victory's Tree (828) 274-4276

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Real Estate Marketplace

The Real Estate Marketplace is a reader's guide to the area's premier properties. Advertisers who purchase a nine-time annual contract for a full-page ad are eligible to submit two properties at no charge.

Value – \$1,100 per listing

Advertisers who purchase a half-page ad may submit one at no charge.

Value – \$550 per listing

Contact your account executive for details.

Award - reader's choice - flat track - best investment

wnc estate marketplace

Your guide to luxury homes in Western North Carolina

Poplar Ridge

Located in the heart of Poplar Ridge, this 4,000 sq ft home features a gourmet kitchen, master suite, and a large pool. Call for price. \$1,200,000. Dorothea Handwerks & Art (828) 273-0555

Lake View Park

Located in the heart of Lake View Park, this 3,500 sq ft home features a gourmet kitchen, master suite, and a large pool. Call for price. \$1,100,000. Dorothea Handwerks & Art (828) 273-0555

Grove Park

Located in the heart of Grove Park, this 3,000 sq ft home features a gourmet kitchen, master suite, and a large pool. Call for price. \$1,000,000. Dorothea Handwerks & Art (828) 273-0555

Whisper Mountain

Located in the heart of Whisper Mountain, this 2,500 sq ft home features a gourmet kitchen, master suite, and a large pool. Call for price. \$900,000. Dorothea Handwerks & Art (828) 273-0555

Rare Large Trout Near Asheville

Located in the heart of Rare Large Trout Near Asheville, this 2,000 sq ft home features a gourmet kitchen, master suite, and a large pool. Call for price. \$800,000. Dorothea Handwerks & Art (828) 273-0555

Biltmore Forest

Located in the heart of Biltmore Forest, this 1,500 sq ft home features a gourmet kitchen, master suite, and a large pool. Call for price. \$700,000. Dorothea Handwerks & Art (828) 273-0555

The Highlands of Hendersonville

Located in the heart of The Highlands of Hendersonville, this 1,000 sq ft home features a gourmet kitchen, master suite, and a large pool. Call for price. \$600,000. Dorothea Handwerks & Art (828) 273-0555

Belmont

Located in the heart of Belmont, this 800 sq ft home features a gourmet kitchen, master suite, and a large pool. Call for price. \$500,000. Dorothea Handwerks & Art (828) 273-0555

Reflections

Located in the heart of Reflections, this 700 sq ft home features a gourmet kitchen, master suite, and a large pool. Call for price. \$450,000. Dorothea Handwerks & Art (828) 273-0555

Cedar Rock

Located in the heart of Cedar Rock, this 600 sq ft home features a gourmet kitchen, master suite, and a large pool. Call for price. \$400,000. Dorothea Handwerks & Art (828) 273-0555

Biltmore Lake

Located in the heart of Biltmore Lake, this 500 sq ft home features a gourmet kitchen, master suite, and a large pool. Call for price. \$350,000. Dorothea Handwerks & Art (828) 273-0555

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