

NORTH BRUNSWICK NBM MAGAZINE

2017 media kit

Distribution, Deadlines,
Rates & Specs

Quality advertising with major exposure.

Publication Overview

NBM is a high quality, full color, full size print magazine with a strong distribution method in the Northern section of Brunswick County, NC. A niche advertising vehicle, NBM has a slick format that helps promote your business. By advertising, you are assured delivery of your message to residents, businesses and visitors in all communities within the North Brunswick area.

Circulation: 25,000 copies per print run

Readership: Approximately 100,000 readers per issue

Frequency: Quarterly - 4 times per year

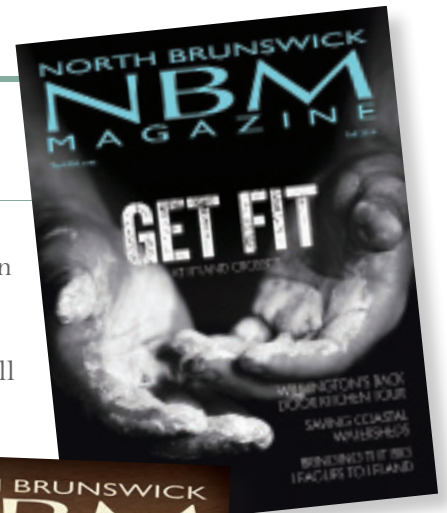
Distribution

Avenue of Distribution: NBM's distribution method is unique and we take advantage of numerous outlets including:

- Direct Mail Distribution (14,000)
- Targeted Bulk Distribution (7,900)
- New Model Home Distribution (1,000)
- Business to Business Distribution (800)
- Medical & Dental Office Distribution (800)
- Administrative Use (200)
- Subscription (300)

Direct Mail Distribution

NBM direct mails 14,000 copies of each issue to businesses and residents in North Brunswick County, NC. With the industry standard of 4 readers per copy, advertisers reach approximately 56,000 people with this distribution method alone.



Distribution

Targeted Bulk, Direct Mail



Targeted Bulk Distribution

NBM owns indoor and outdoor racks throughout the area, where we distribute our magazine in bulk quantities. Some of the locations where you can pick up a copy of NBM are:

Leland - Village Rd./Lanvale Rd./ Mt. Misery Rd./ Hwy. 74/76

HWY 55 Burgers, Fries & Shakes,
Batish Family Medicine, Charlie
MacGrooders Restaurant, Clairmont
Shopping Center, Cromshaw
Chiropractic, CVS, Farm Bureau
Insurance, Food Lion on Mt. Misery
Road, Leland Library, Leland Post
Office, Leland Veterinary Hospital, Maco
Station, Mr. Frosty's, Pestco, Piggly
Wiggly, Shirleys Diner, Town of Leland,
Yummi Yummi Chinese Restaurant, Ace
Hardware, Cape Fear Consignments

Waterford Commercial District

Four Seasons Cleaners, ABC Store, Capeside Animal Hospital, Eddie Romanellis Restaurant, South State Bank, Forever24Fit, First Bank, Harris Teeter, Logan Homes, North Brunswick Chamber, Port City Java, Coastal Properties, Rhodes Law Offices, Carolinas Coastal Health, Town of Belville, Gusto Grille, UPS Store, Honeybees Frozen Yogurt, Jersey Mikes, Hallmark, DentalWorks, Falcones, Splish Splash Dog Wash, Great Clips, Waterford Medical Building (all offices), Coldwell Banker Sea Coast Advantage.

Magnolia Greens Commercial District

Cape Fear Dental Care, Holiday Inn Express (in lobby and in all rooms), Cunningham Mortgage, Magnolia Greens C-Store, Magnolia Greens Sales Center, Magnolia Salon, Nationwide Insurance, PT's Grille, Raymond James, Thunder Alley Bowling Center, Walgreens, King Tiger TaeKwanDo.

Direct Mail Distribution

Residents and businesses in the following communities receive NBM in their mailbox free of charge quarterly:

The Arbors
Arbor Creek
Birch Creek
Brunswick Cove
Brunswick Forest
Compass Pointe
Croft Pointe
Highland Shores
Jackeys Creek
Lanvale Trace
Liberty Landing
Magnolia Greens
Mallory Creek
Olde Towne
Rice Hope
Rivercroft Estates
Sturgeon Landing
Snee Farm
Village Road
Windsor Park
Waterford of the Carolinas
Westbank
Westgate
Westport
Windsor Park
Wedgewood at Lanvale

Distribution

Business to Business, Medical Office, Hotel, Model Homes

Cross Creek Commons/Shoppes at Westgate

Afterglow Tanning, HWY 55 Burgers, Fries & Shakes, Halftime, A Goodnight Sleep Store, Americas Mattress, Cross Creek Commons (2 outdoor and multiple indoor racks), Dominos Pizza, VantageSouth, Coastal Day School, Kwik Kuts, Mailbox Express, San Felipe Mexican Restaurant, Buy N Go Gas Station, Suntrust, State Farm Insurance, Bellas, Empire Deli, Remax, Fuzzy Peach, Coastal Dance Academy, ATMC, Best Western Westgate Inn & Suites (in lobby and in all rooms).

Brunswick Forest Commercial District

Brunswick Forest Welcome Center, Brunswick Forest Medical Center, Brunswick Forest Wellness Center, BB&T Bank, Port City Java, Lowes Foods, CVS, Murray Art & Frame, Edward Jones, Shoe Center, Brunswick Forest Veterinary Hospital BlueWave Dentistry, Pizzettas, State Farm Insurance, Tideline Home Fashions, Austin Oral Surgery, New Hanover Regional Medical Center Building, Hollywood Nails

Business-to-Business Distribution

All businesses in North Brunswick County receive a copy of each issue via direct mail or drop off from our distributor. This helps ensure that your business message gets to business owners, their employees as well as their customers.



Medical & Dental Office Distribution

All medical and dental offices in New Hanover and Brunswick Counties receive NBM in the mail every issue. There are approximately 800 offices between these two counties and on average, a magazine gets 20 reads per day in a medical office.

Hotel Distribution

NBM is the only authorized publication that is distributed in **EVERY** room at the Holiday Inn Express at Magnolia Greens (106 rooms) and the Best Western Westgate Inn & Suites (100 rooms) in Leland. NBM is restocked when a visitor checks out from their visit.

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Brunswick Forest
Compass Pointe
Croft Pointe
Highland Shores
Jackeys Creek
Lanvale Trace
Liberty Landing
Magnolia Greens
Mallory Creek
Olde Towne
Rice Hope
Rivercroft Estates
Sturgeon Landing
Snee Farm
Village Road
Windsor Park
Waterford of the Carolinas
Westbank
Westgate
Westport
Windsor Park
Wedgewood at Lanvale

Testimonials

Additional Distribution, About Us, Testimonials

Additional Distribution

NBM also has distribution in other areas, these areas include: New Hanover and Brunswick County Area Port City Java (inside racks), Area Harris Teeter and Food Lions (inside racks), Wilmington Chamber of Commerce, Southport Oak Island Chamber of Commerce, Southport Visitors Center, Cotton Exchange, Shallotte Visitors Center and Brunswick County Chamber of Commerce, Multiple other locations in downtown Wilmington

Event Participation and Sponsorship

NBM is actively involved in the community. We participate in area events, where we help with sponsorship and in addition, distribute our product. This is another way that NBM distributes your business message throughout the community.

Pass Along

We run into numerous residents and receive positive emails all the time in regards to the quality and content of our publication. A few in particular, pass along NBM to their family members living in other areas of the country. Read our pass along testimonials online at www.TheNBM.com/feedback

About the Publisher

Carolina Marketing Company, Inc., strives to produce quality marketing and advertising products. Since 2005, Carolina Marketing Company, Inc., has done this through our print publications, advertising designs, marketing campaigns and direct mail procedures. Carolina Marketing Company, Inc. is heavily involved in the North Brunswick County community. Our memberships and awards include:

North Brunswick Chamber of Commerce Member (2006-Present)
North Brunswick Chamber of Commerce Board Member (2008-2011)
North Brunswick Chamber of Commerce New Member of the Year (2006)
North Brunswick Chamber of Commerce Coastal Entrepreneur of Year Award (2009)
North Brunswick Chamber of Commerce Business of the Year (2012)
Leland Business Association Member (2006-Present)
Business Network Int'l Member (2008-Present)
Greater Wilmington Chamber of Commerce Member (2008-Present)
Southport-Oak Island Chamber of Commerce Member (2008-Present)
North Brunswick Young Professionals Network Co-Founder (2008-Present)
Brunswick County Chamber of Commerce (2009-Present)
Little River Chamber of Commerce (2009-Present)
Founding Member - Leland Area Rotary Club (2009-Present)
Town of Leland Tourism Development Authority (2009-Present)

Testimonials

"So often new patients call our office and say that they found us through our ad in the North Brunswick Magazine. It's truly gratifying to see such an immediate return on investment. Not to mention, when our batch of new magazines gets dropped off at the office, we all run to grab our own copy as well!"

- Jen Ludwig
Cape Fear Dental Care

"As new chiropractors in town, we were approached by advertising reps every day. Everything sounded great, but just about all of the advertisements we bought did not deliver. As new small business owners, we learned from our mistakes. North Brunswick Magazine was the only source that consistently drove patients to our office. I can't tell you how many times a patient has uttered the phrase, "I saw your ad in NBM and figured I'd try you guys out." Everyone I know in the area reads this magazine religiously when it comes out. We have since dropped all our advertising except NBM and things have not slowed down! Thanks, NBM, for sending us patients!"

- Chris Rizzo D.C.
North Brunswick Chiropractic & Acupuncture

View more customer testimonials at www.TheNBM.com/results

Advertising Rates

Additional Distribution, About Us, Testimonials

Ad Rates & Sizes

The below rates are per issue. Advertising design is included for each issue with a minimum of a 3 issue ad agreement. Any other commitments, ad design is billed at \$95 per ad. This includes up to 2 hours of work and any additional time spent on ad design beyond 2 hours will be billed out at \$75 per hour. Any ads submitted to NBM by client or agency that do not fit the correct specs and standards will be billed to client at \$75 per hour for any redesign or fixing.

Web Advertising

By advertising annually (4 issues), you will also receive your company name, phone number and web address from the “advertisers” section of our website. But other online opportunities are available. Ask your Account Executive for additional information on website advertising. We have opportunities available including exclusive sponsorship of our digital magazines online, web banner advertising, inbound links and more.



Deadlines and Release Dates:

ISSUE	RELEASE	CONTRACTS DUE	ARTWORK DUE
Fall Issue	September	July 15	July 25
Winter Issue	December	October 15	October 25
Spring Issue	March	January 15	January 25
Summer Issue	June	April 15	April 25

Premium Positions*

Back Cover	Inside Front Cover	Inside Back Cover	Page 3-15
4X.....\$2,195	4X.....\$1,895	4X.....\$1,795	4X.....\$1,695
Monthly.....\$775	Monthly.....\$665	Monthly.....\$625	Monthly.....\$595

Special Insertion

Business Profile 1
Full Page.....\$1,495
Half Page.....\$995

Standard Rates Positioning

Double Truck	Full Page	Half Page	Third Page	Quarter Page	Sixth Page	Ninth Page
1X.....\$2,795	1X.....\$1,495	1X.....\$915	1X.....\$735	1X.....\$595	1X.....\$415	1X.....\$360
3X.....\$2,595	3X.....\$1,395	3X.....\$835	3X.....\$670	3X.....\$535	3X.....\$365	3X.....\$315
4X.....\$2,295	4X.....\$1,295	4X.....\$755	4X.....\$590	4X.....\$445	4X.....\$315	4X.....\$250
Monthly...\$795*	Monthly...\$460*	Monthly...\$275*	Monthly...\$210*	Monthly...\$165*	Monthly...\$110*	Monthly...\$90*

* Annual Contracts Only.

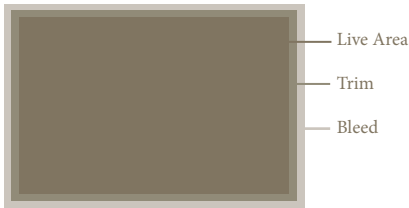
1 Must have an ad in the magazine in order to purchase a business profile.

‡ Monthly rates are for 12 months and only include a 4 issue ad agreement.

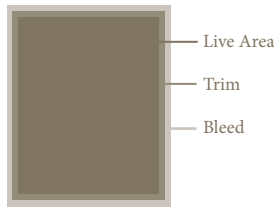
- Any ads created for North Brunswick Magazine by Carolina Marketing Company, Inc., become our property and may not be used in any other publications without consent from the publisher and an additional design fee.

Sizes & Specs

Art Sizes & Specifications - Please keep all live matter 1/2" from trim



2 Pg. Bleed (Double Truck).....17" x 11.375"
 2 Pg. Non Bleed
 (DT w/ 1" gutter).....15.5" x 9.875"
 Trim Size.....16.5" x 10.875"
 Live Area (w/ 1" gutter).....15.5" x 9.875"



Full Pg. Bleed.....8.75" x 11.375"
 Full Pg. Non-Bleed.....7.25" x 9.875"
 Trim Size.....8.25" x 10.875"
 Live Area.....7.25" x 9.875"



1/2 Pg. Vertical.....3.562" x 9.875"
 1/2 Pg. Island.....4.812" x 7.3125"
 1/2 Pg. Horizontal.....7.25" x 4.812"



1/3 Pg. Vertical.....2.312" x 9.875"
 1/3 Pg. Horizontal.....4.812" x 4.812"



1/4 Pg. Vertical.....3.562" x 4.812"
 1/4 Pg. Horizontal.....7.25" x 2.312"



1/6 Pg. Vertical.....4.812" x 2.312"
 1/6 Pg. Horizontal.....2.312" x 4.812"



1/9 Pg. Vertical.....2.312" x 3.125"

We cannot be responsible for color variations and quality of files submitted not following these guidelines. No advertisements may be cancelled 60 days before press date. All finished art is due on or before the material deadline. Please make sure all supplied artwork, including photos, logos and camera-ready ads, are at 300 dpi. Only high resolution, press-quality PDFs in CMYK format with a color proof will be accepted.

Send all materials to art@northbrunswickmagazine.com

A Publication of Carolina Marketing Company, Inc.
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