

Quality advertising with major exposure.

Publication Overview

SBM is a high quality, full color, full size print magazine with a strong distribution method in the Southern section of Brunswick County, NC. A niche advertising vehicle, SBM has a slick format that helps promote your business. By advertising, you are within the Southern Brunswick County 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: SBM'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 (600)
- Business to Business Distribution (1,200)
- Medical & Dental Office Distribution (800)
- Administrative Use (200)
- Subscription (300)

Direct Mail Distribution

SBM direct mails 14,000 copies of each issue to businesses and residents in South 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

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

Supply: Kangaroo, Galloway Sands Pharmacy, Anglers Marine, Little Country Store, Brunswick Community Hospital, Brunswick Animal Hospital, Lockwood Folly Marketplace, 101 Stone Chimney Place

Shallotte: Holiday Inn Express, Ferguson-Bath, Kitchen & Lighting, Microtel, Companion Animal Hospital, Kimball Furniture, BedLand, Nationwide, Century 21 Hometown, Farm Bureau, All State, Raglands, Tideline Fabrics, Las Palmeras, Just Lovely, Collector's Corner, Tripp's Jewel Shop, Brunswick County Chamber, Comfort Inn, Rourke Library, Wags & Whiskers, Naber Dodge, Ashley Furniture, Food Lion, Lowe's Foods, CoastRoad Hearth & Patio, Coastal Insurance, Carolina Flooring, U.S. Cellular, Douglas Diamond Jewelers, Fantasy Nails, San Felipe, China Buffet, Osaka, Shallotte Insurance, Mama Brava's, Badcock Furniture, HWY 55 Burgers, Fries & Shakes

Calabash: Sunset Gallery, Lifestyle Properties, Re/Max, Century 21- Carolina Shores, Derbsters Restaurant, Sheltered Treasures, Heavenly Wings & Things, Bloomingdeals, Grapevine Restuarant, Becks Restaurant, Ella's Restaurant, Tony's Pizza, Billy Bass Restaurant, Dockside Restaurant, Capt. Nance, Capt. John's, George's Pancake Restaurant, Calabash Deli & Bakery, Totally Chic Salon, Seaside Animal Care, Elite Repeats, Calabash Creamery, Granny Allyn's, Calabash Florist, Reflections, Nesbitt's Restaurant, Calabash Smoke Shop, Back Porch Ice Cream, Gold & Silver Connection, Haley's Restaurant, Bella's Restaurant, Calabash Garden Tea Room, Aziza's Restaurant, New China Restaurant, Food Lion, Nails & Spa, Grand Strand Coffee, Victorias Ragpatch

Sunset Beach: La Cucina Italian Grill, Sunset Gourmet Cafe, Las Palmeras Restaurant, Fibber McGees, Silver Coast Properties, Shop Girl, Curiosities, Condos, Sunset Properties, Century 21 Sunset- Mainland, The Sunset Inn, Twin Lakes Restaurant, Crabby Oddwater Restaurant, Century 21 Sunset-Island, Coldwell Banker Sloane Realty- Island, Suzanne's Country Grill, Blue Heron Gallery

Ocean Isle Beach: Museum of Coastal Carolina, Joey's Pizza, Body Edge Fitness, Ocean Isle Family Medicine, Tomo Japanese Steak House, Sunset Properties, McClure Realty, Cinilti's, Coldwell Banker Sloane Realty, Ocean Isle Creamery, Cooke Realty, Hunt Bros. Pizza, East Coast Realty, Gigglynn Mackerel, Island Realty, A Grade Above, Painted Cottage, Happy Nails, Reflections, Saturno Law, Island Style Custom Yachts, Carolina Golf Coast Properties, Ocean Isle

Direct Mail Distribution

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

Beacon Townes
Brick Landing Plantation
Brunswick Plantation
Crow Creek
Farm at Brunswick
Holden Beach - All Homes on the Island
Lighthouse Cove
Lockwood Folly
Ocean Isle Beach- All Homes on the Island
Ocean Ridge Plantation
Pearl
Rivers Edge
Sandpiper Bay
Savannah Lakes
Sea Trail
St. James Plantation
Sunset Beach - All Homes on the Island
Thistle
Winding River Plantation



Distribution

Business to Business, Medical Office, Hotel, Model Homes

Beach Welcome Center, Mary Ann Bechtel Real Estate, Seaside Bakery, Exclusives Boutique, Sarah's Kitchen, Martha Lee Realty, China King, Ultra Tan, Bagels & Sandwedges Restaurant, Ocean Isle Beach Welcome Center, Victorias Ragpatch, Island Classic Interiors

Holden Beach: Holden Beach Seafood Store, Rampage Realty, Patronies Pizza, Robinson's Restaurant, Margaret Rudd, The Seafood Barn, Chillin, Martha Lee Realty, Provision Company, Re/Max, Coastal Development, Paradise Cafe, Holden Beach Properties, Capt. Pete's Restaurant, Boonedocks Restaurant, Ginny's Chicken House, Great Wall Restaurant, Food Lion

Bolivia: Kopp's Kwik Mart, Brunswick Community College

Four Corners/Oak Island: St. James, Four Paws Veterinarian, Comfort Suites, San Felipe, Coldwell Banker, Cox Furniture, Southport-Oak Island Chamber, Realty World, Lucky Fisherman, The McNeil Company, Intracoastal Realty, Art Skipper Realty, Island Brews, Margaret Rudd, San Jose, Frosty's Ice Cream, Barbee Library, Coastal Development, Jones Seafood, Oak Island Restaurant, Dorothy Essey, Flying Pig, Chagall's Fine Dining, Oak Island Vet, Oak Island Deli, BBQ Home Restaurant, Twin Carolina Realty, Animal House of Movies, Capt Stanley's Restaurant, Food Lion, Re/Max, Better Beach Rentals, Discount Furniture Warehouse, Taste of China, Food Lion, Tengu Restaurant, Klassy Konsignments, Bella Cucina, Hampton Inn, Quizno's, The Grape and Ale, Jumpin Java

Southport: Seven C's Restaurant, Asian Taste, Plaza Garibaldi, Surfer's Restaurant, Zeetlegoo's Pet, Wingate Inn, Margaret Rudd, Taylor's Restaurant, Three Rivers Realty, Angel Wings, Mr. P's Restaurant, Port City Java, Southport Realty, Cape Fear Restaurant, Visitors Ceter, Harper Library, Cape Fear Jewelers, Goodship Lollipop, Thai Peppers, Cattail Cottage, Cat on a Whisk, Papaya Island, Life Oak Cafe, National Petland, Doshier Memorial Hospital, Knotts Landing Restaurant, Port Realty, Lowes Foods

Boiling Spring Lakes: Pepperoni Grill, Kopp's Mini Mart

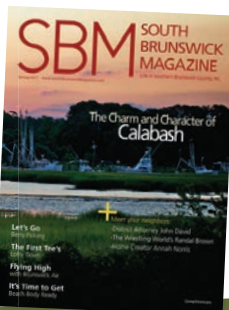
Business-to-Business Distribution

All businesses in South 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.

Model Home Distribution

Every new model home in the South Brunswick area receives multiple copies of each issue of SBM. This ensures that future homeowners receive a copy of the magazine before they move here and helps them get to know our wonderful area in depth and detail. Some of our model home distribution points are:

Beacon Townes
Capeside
Cedar Tree
Cobblestone Village at Sunset Beach
Holden Beach Landing
Meadowlands
Oakridge
Overlook at Caisons Creek
Rourk Woods
Rutledge
Savanna Lakes
Spring Mill Plantation
Sunset Ridge
The Marina Club
The Regency at Sunset Beach
The Retreat at Ocean Isle Beach
Thistle
Thistle Downs
Waterway Cove



Testimonials

Additional Distribution, About Us, Testimonials

Medical Office Distribution

All medical offices in New Hanover and Brunswick Counties receive SBM 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 & Rental Home Distribution

SBM is distributed in EVERY room at the The Winds Resort & Beach Club in Ocean Isle Beach, all Sunset Properties Rental Homes on Ocean Isle and Sunset Beaches, and all Sloane Vacations Rental Homes on Ocean Isle and Sunst Beach. SBM is restocked when a visitor checks out from their visit.

Event Participation and Sponsorship

SBM is actively involved in the community. We participate in area events where we help with sponsorship and, in addition, distribute our product. These events include Cape Fear Italian Festival, North Brunswick Business Expo, Brunswick Springfest, Wilmington Business Expo, Brunswick Home and Garden Show, North Carolina Oyster Festival and more. This is another way that SBM 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 SBM to their family members living in other areas of the country. Read our pass along testimonials online at www.TheSBM.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 South Brunswick County community. Our memberships and awards include:

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

Testimonials

"Choosing to advertise in the South Brunswick Magazine has by far been a terrific experience for Dan & me. Not only is its appearance stylish and professional, but it consistently delivers exceptional balance in copy, content, and relevance. It is the perfect medium for us to gain exposure within our community. I love it when I run into someone in the grocery store, Walmart, church, or on the street that comments on our advertisements. It makes me feel like a celebrity! Thanks so much for your sensitivity to our business needs as well as your focus & dedication to building a strong sense of community through the magazine."

- Jennifer Vanasse
Wells Fargo Advisors

"South Brunswick Magazine and North Brunswick Magazine are the best looking and most sophisticated magazines ever to be published in our county. This type of firstclass, quality magazine has been a long time coming, but I'm so thankful and excited that you are finally here in Brunswick County. Thank you for offering Martha Lee Realty such a tasteful and beautiful advertising window to the residents of Brunswick County and to the world. More and more of our clients tell us, "We saw your ad in the South Brunswick Magazine." Keep up the good work, great articles and beautiful photos, and keep those presses running. You are the best thing that's happened in Brunswick County (marketing and advertising wise) in forever!"

- Martha Lee
Martha Lee Realty

View more customer testimonials at www.TheSBM.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 SBM 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. Other online opportunities are also available. Ask your Account Executive for additional information on website advertising, 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	October	August 1	August 15
Winter Issue	January	November 1	November 10
Spring Issue	April	February 1	February 15
Summer Issue	July	May 1	May 15

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.

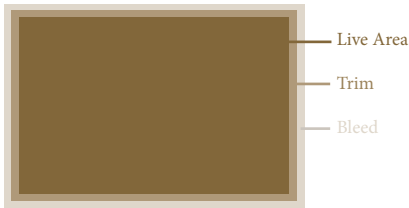
1 Must have an ad in the magazine in order to purchase a business profile.

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

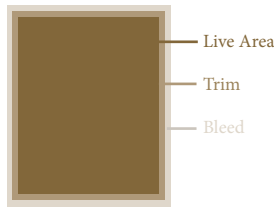
- Any ads created for North Brunswick Magazine by Carolina Marketing Company, Inc., become our property and may not be used in any other publications without consent from the publisher and an additional design fee.

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@southbrunswickmagazine.com

A Publication of Carolina Marketing Company, Inc.

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