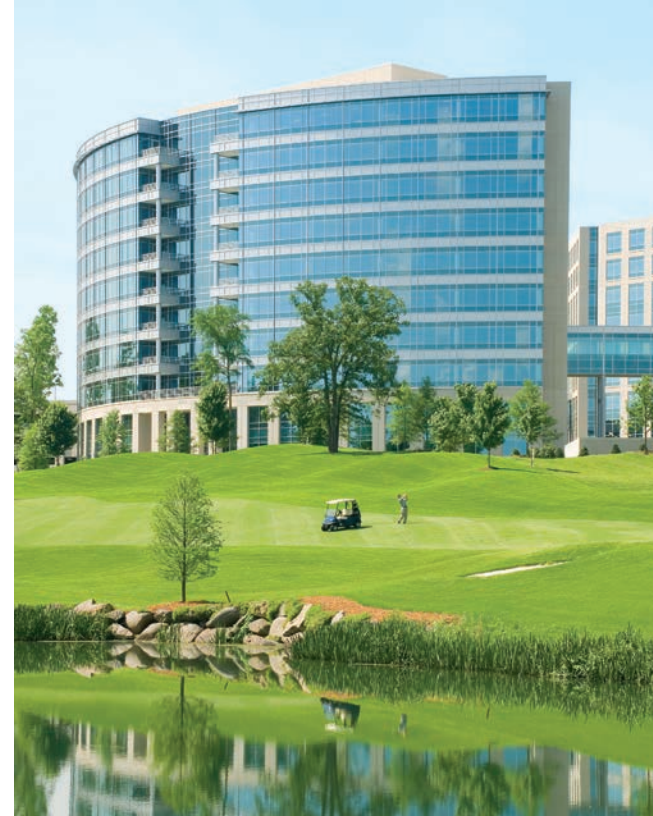




# BALLANTYNE<sup>®</sup> magazine



## 2017 MEDIA KIT



## EVERYTHING BALLANTYNE

THE PEOPLE, THE COMMUNITY, THE TRENDS...

**Ballantyne Magazine** is your definitive source for the complete Ballantyne experience. Celebrating 17 years of covering this thriving, affluent community in Charlotte, NC, *Ballantyne Magazine* shares the latest news, enriching features and compelling profiles that expertly capture the area's vitality. Advertisers benefit from our coveted distribution, gaining unparalleled access to a desirable readership of well-educated, sophisticated professionals.



## BALLANTYNE AREA STATISTICS



Fastest household population growth  
**50% FASTER THAN CHARLOTTE MSA**



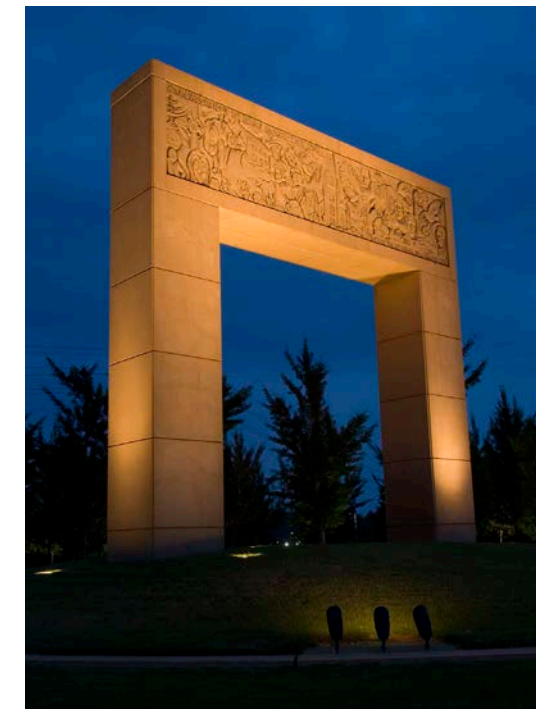
Highest concentration of college grads in Charlotte  
**NEARLY 2 OUT OF 3 ADULTS HAVE A 4-YEAR COLLEGE DEGREE**



**CHARLOTTE'S WEALTHIEST ZIP CODE**  
Based on largest total population



**\$419,473**  
Average Home Value



## MAGAZINE DEMOGRAPHICS

Median Age of Reader.....**38**

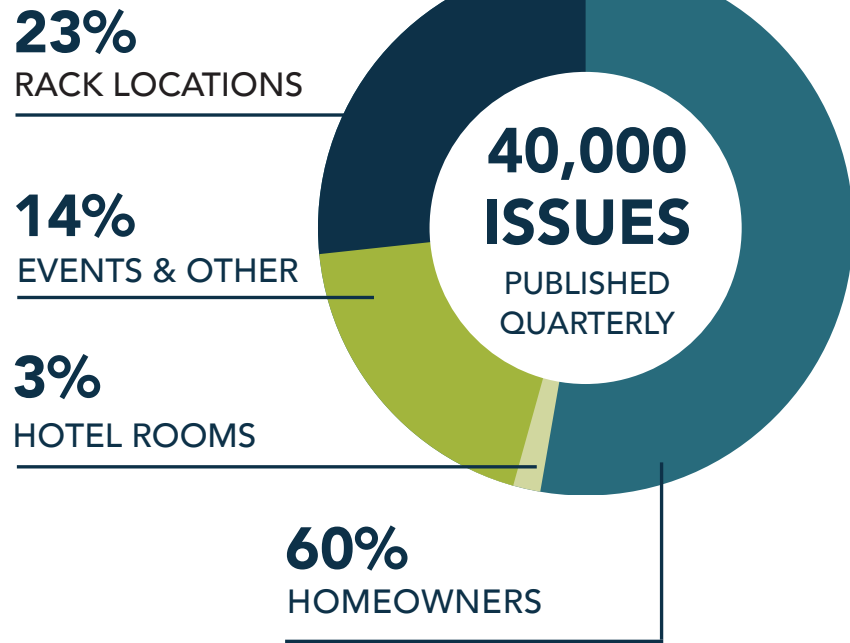
Average Household Income  
of Residential Mailing List.....**\$136,200**



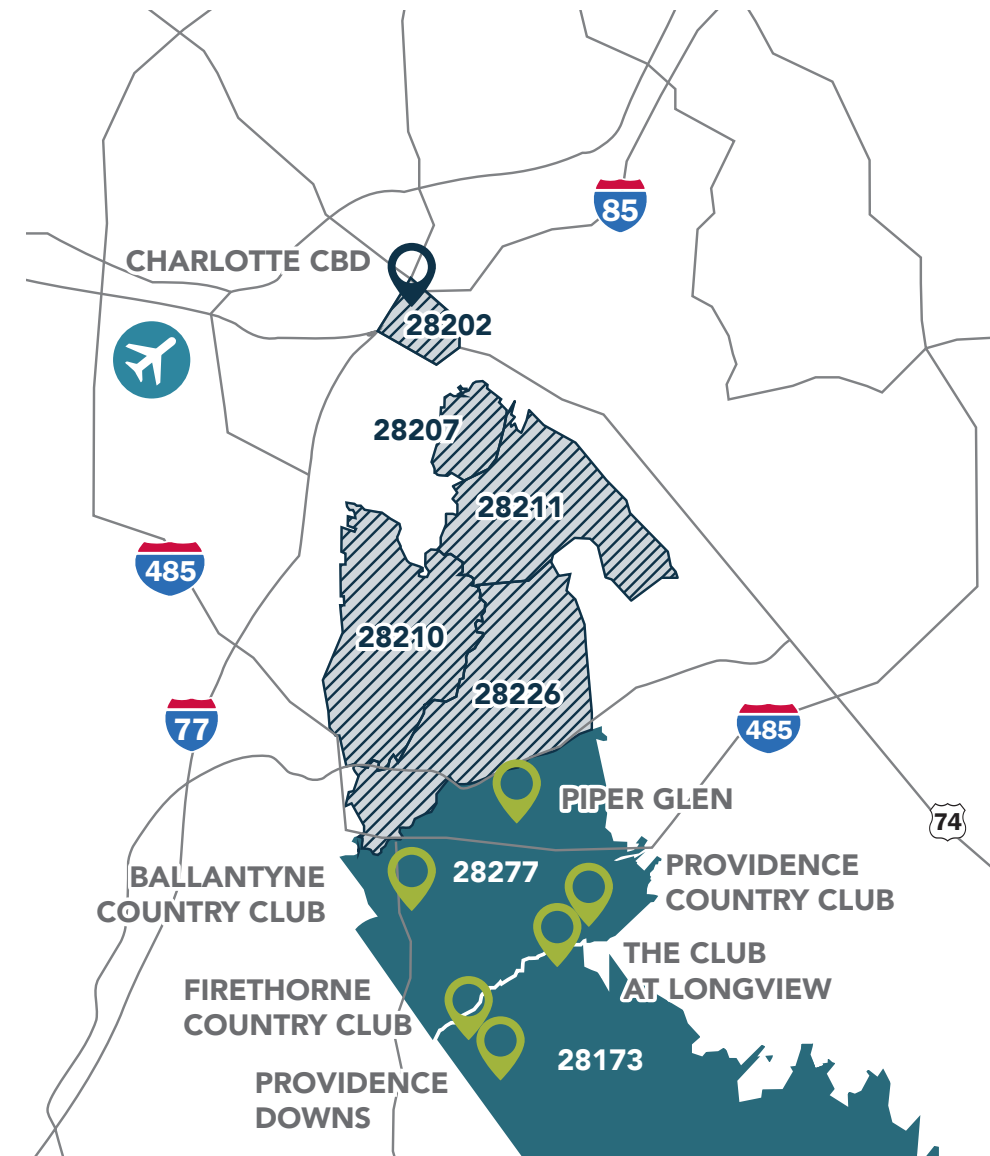


# OUR DISTRIBUTION

CONNECT EFFORTLESSLY WITH YOUR IDEAL AUDIENCE >>



# SIGNIFICANT PRESENCE IN UPSCALE COMMUNITIES



## MORE THAN 60 RACK LOCATIONS

ACCESS TO **16,000+ EMPLOYEES** IN 40 BUILDINGS IN BALLANTYNE CORPORATE PARK



### ADDITIONAL LOCATIONS

- Amelie's French Bakery
- Bad Daddy's Burger Bar
- Ballantyne Country Club
- Ballantyne Dentistry
- Ballantyne School of Music
- Bombay Grille
- Charlotte Uptown Visitor's Center
- Chef Kwo
- Club at Longview
- Earth Fare
- Famous Toastery
- First Citizens Bank
- Hickory Tavern
- Lorenzo's Pizzeria
- Morrison YMCA
- Newk's
- Nothing But Noodles
- Penn Station Subs
- Terrace Café
- The Butcher's Market
- The Shops at Piper Glen
- UPS Store Ballantyne Commons
- Woodie's Auto Repair



### PRINT SCHEDULE

ISSUES	SPACE RESERVATION	AD DEADLINE	PUBLICATION DATE
Spring 2017	January 17	January 27	March 3
Summer 2017	April 18	April 28	June 2
Fall 2017	July 18	July 28	September 8
Winter 2017	October 17	October 27	December 1

INCREASED EXPOSURE AT **BALLANTYNEMAGAZINE.COM**

# FEATURE SECTIONS

IN EVERY ISSUE >>

- WIRE** The latest news in Ballantyne
- FACES** Profiles of three local personalities
- STYLE POINTS** What's hot in fashion
- FAB FARE** Local restaurants and cuisines
- WHO KNEW?** Something new about the community
- EXPERT DIRECT** Tips from local pros
- SOCIAL SEEN** Photos from Ballantyne's latest events
- ESCAPE** Travel destinations with a Ballantyne connection



## CREATIVE SERVICES

**Ballantyne Magazine** is happy to produce print-ready ads for a small fee for advertisers without camera-ready material. This ad production includes two rounds of edits only. An extra fee will be charged if edits go beyond two proofs.

**Yearly Design Fee: \$500 | One-Time Design Fee: \$250**

## DIGITAL ADVERTISING

INQUIRE ABOUT CUSTOM SOCIAL MEDIA PACKAGES >>



Learn more and view past issues at [ballantynemagazine.com](http://ballantynemagazine.com).

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704-248-2155 | [sales@ballantynemagazine.com](mailto:sales@ballantynemagazine.com)

Ballantyne Magazine is not responsible for the color or image quality of incorrectly produced ads. Ads with any changes or technical problems will incur a \$300 production fee. If materials do not meet requirements, the advertiser is subject to removal of ad and full charge of space reservation.