



# BALLANTYNE<sup>®</sup> magazine



2018 **MEDIA KIT**



# EVERYTHING BALLANTYNE

THE PEOPLE, THE COMMUNITY, THE TRENDS...

**Ballantyne Magazine** is your definitive source for the complete Ballantyne experience. Celebrating 18 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.



**TWO-TIME  
PLATINUM MARCOM  
AWARD WINNER**  
FOR CREATIVE EXCELLENCE



**TWO-TIME  
GOLD MARCOM  
AWARD WINNER**  
FOR CREATIVE EXCELLENCE



**GOLD  
COMMUNICATOR  
AWARD WINNER**  
2015

## 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

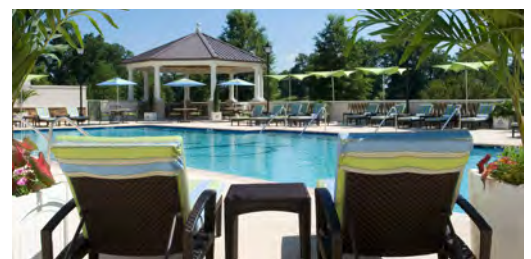
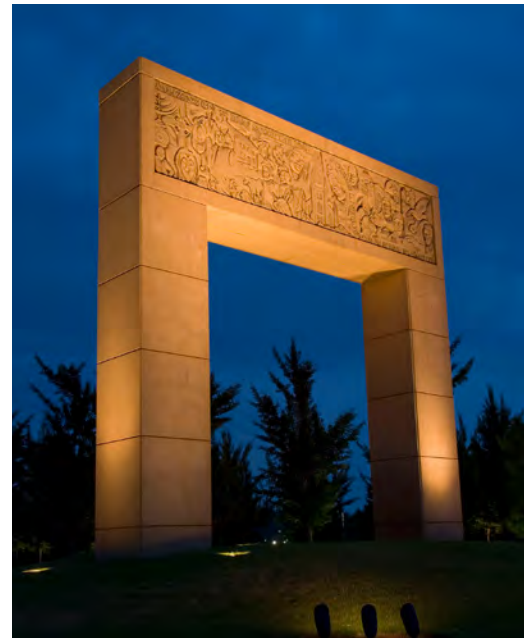


**\$419,473**  
Average Home Value

## MAGAZINE DEMOGRAPHICS

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

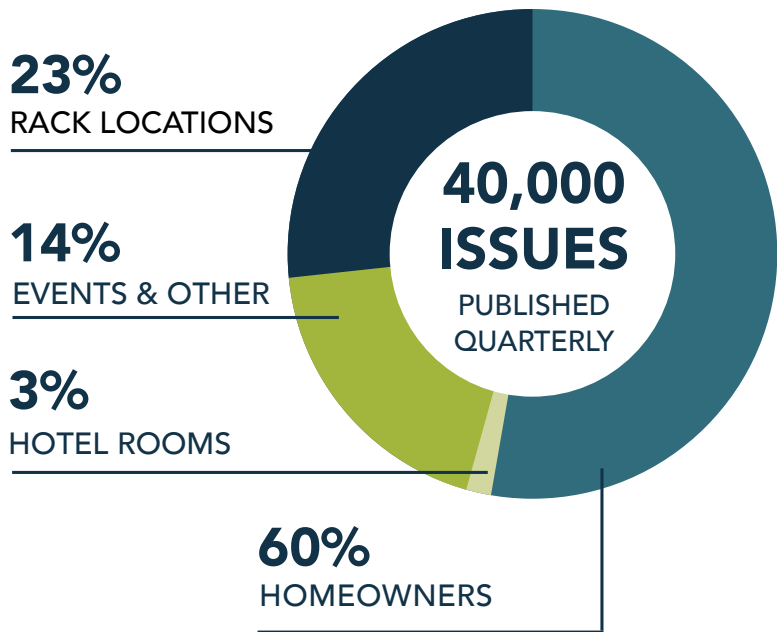
Average Household Income  
of Residential Mailing List.....**\$136,200**





# OUR DISTRIBUTION

CONNECT EFFORTLESSLY WITH YOUR IDEAL AUDIENCE >>



## MORE THAN 60 RACK LOCATIONS



ACCESS TO  
**17,000+**  
**EMPLOYEES**  
IN MORE THAN  
40 BUILDINGS IN  
BALLANTYNE

## ADDITIONAL LOCATIONS

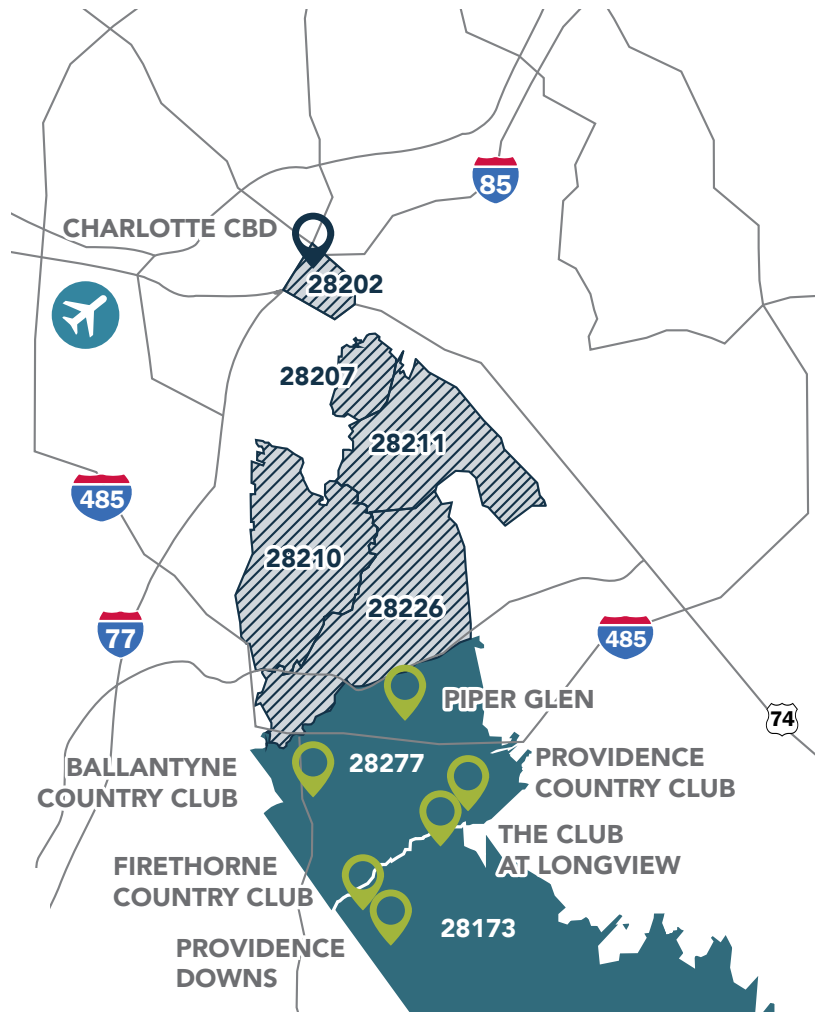
- Amelie's French Bakery
- Bad Daddy's Burger Bar
- Ballantyne Country Club
- Ballantyne Dentistry
- Ballantyne School of Music
- Bombay Grille
- Charlotte Home Experts
- Charlotte Uptown Visitor's Center
- Chef Kwo
- Club at Longview
- Earth Fare
- Famous Toastery
- First Citizens Bank
- Hickory Tavern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

# SIGNIFICANT PRESENCE IN **UPSCALE COMMUNITIES**

 PRIMARY DISTRIBUTION

 ADDITIONAL DISTRIBUTION

 NEIGHBORHOODS WITH HIGH DISTRIBUTION



## PRINT SCHEDULE

ISSUES	SPACE RESERVATION	AD DEADLINE	PUBLICATION DATE
Spring 2018	January 15	January 26	March 2
Summer 2018	April 16	April 27	June 1
Fall 2018	July 17	July 26	September 7
Winter 2018	October 15	October 26	November 30



INCREASED EXPOSURE AT **BALLANTYNEMAGAZINE.COM**



# FEATURE SECTIONS

IN EVERY ISSUE >>

**WIRE** The latest news in Ballantyne

**FACES** Profiles of three local personalities

**FAB FARE** Local restaurants and cuisines

**STYLE POINTS** What's hot in fashion

**PRO PERSPECTIVE** Tips from local experts (Sponsored)

**ESCAPE** Travel destinations with a Ballantyne connection

**WHO KNEW?** Something new about the community

**SOCIAL SEEN** Photos from Ballantyne's latest events

**CREATIVE SPARK** Q&A with area innovators



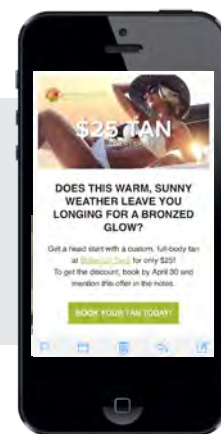
## CREATIVE SERVICES

**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

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

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