



MEDIA KIT | 2019



Redefining the City Magazine

648,000 Reads in the Queen City Metro Annually

188 Pages+
based on 2018 averages

9 Issues
published annually

31,000+
social media followers

7,000+
direct mail and subscribers/issue

500+
distributed locations

For seven years we have curated the best of the Queen City's culture while connecting readers with engaging human interest and lifestyle stories.

In 2018, we expanded the size of each issue by an average of 16 pages and grew our digital and social media presence by thousands of followers and tens of thousands of views. Because of this, our advertisers saw various new marketing opportunities. From distribution to over 500 businesses throughout the Charlotte region to exclusive sponsored events with highly targeted audiences, our advertising partners continue to enjoy the benefits of this evolution.

QC Exclusive works best on the relationships we build. Our creative department works to improve advertiser brand awareness, the editorial and digital staff craft the finest content, and account representatives promote lasting partnerships. Together, we are simply like-minded individuals who want to share the best that Charlotte and the Carolinas have to offer.





THE STANLEY



THE MINT MUSEUM



DOUGLAS ROSE CO.



HABERDISH

EXCLUSIVE CONTENT

Each issue is filled with feature-rich stories and profiles, providing a sampling of the premier events, newest tastemakers, best designers, and top

destinations in the Carolinas. These are presented in beautiful multi-page spreads that are attuned to the main theme of the issue, *9 times a year*, in a beautiful 188+ page magazine.

The EVENTIST

25+ top cultural events in Charlotte and around the Carolinas for the coming months

The CULTURE

Stories and interviews on fine arts, performing arts, crafts, style, and wellness

The SPREAD

Content on new restaurants, delicious recipes, sophisticated cocktails, and culinary experiences

The FOLIO

Exposure to top area designers and designs, as well as featured homes that inspire

The EXPLORED

Profiles on exclusive regional and international destinations, including adventure and sporting

The EXCLUSIVES

Long-form articles and sprawling photo essays, reflecting the theme of each issue

EXCLUSIVE EVENTS



Our advertising partnerships allow us to promote or host exclusive events, giving advertisers networking and engagement opportunities with our highly targeted group of readers and our sophisticated partners.

EXCLUSIVE NETWORK

Referrals are some of the biggest drivers of new business.

Strong relationships with our partners create an invaluable referral source to maximize your return on investment (ROI). A partnership with *QC Exclusive* gives advertisers direct access to our network of business owners in the Charlotte luxury niche.



Most balanced
readership in
Charlotte*

44% Male
56% Female

AVERAGE HHI IN
TARGETED MARKETS

\$187,322

*Based on reader polls.

DISCERNING READERSHIP

Our comprehensive model includes print and digital versions of the magazine, QCExclusive.com, email newsletters, and social media. This

provides our readers with direct access to our exclusive content in their preferred medium, and partners a multi-level platform to reach them no matter how they access content.

20,500
copies printed per issue

76%
of readers with
household income
\$150K+

45%
college degrees
42%
graduate degrees

READERSHIP AGES

25% **45%** **30%**
21-30 31-55 56-75

FAMILY LIFE

56%  **62%**
married with children

TARGETED DIRECT MAIL DISTRIBUTION

Uptown Charlotte	Myers Park/ Eastover	Ballantyne/ SouthPark	Lake Norman
1,000	2,000	2,000	2,000
luxury condos & penthouses	homes with \$250k+ income	homes with \$250k+ income	Pointe/Peninsula \$250k+ homes

 **89%**
interested in architecture, home decor, design, and improvements

59% 
have an interest in the outdoors

 **66%**
travel regularly

43% 
have an interest in the arts

 **36%**
buy health and beauty items

72,000
readers per issue

30,000
page views per month

31,000+
social media followers

2,500
email newsletter subscribers

135,500+
monthly engagement

*All statistical information is generated from reader surveys, provided by our distribution services, and obtained from website analytics.

EDITORIAL CALENDAR | 2019

	EDITORIAL FEATURES	IMPORTANT DATES	SPECIAL AD SECTION		EDITORIAL FEATURES	IMPORTANT DATES	SPECIAL AD SECTION
JAN/FEB	WELLNESS	AD CLOSE: NOV. 23 ON SHELVES: EARLY JAN.	HEALTH & WELLNESS	AUG	FOOD & DRINK	AD CLOSE: JUN. 17 ON SHELVES: LATE JUL.	FOOD & DRINK
MAR	HOME & DESIGN	AD CLOSE: JAN. 7 ON SHELVES: MID FEB.	HOME + DESIGN GUIDE #1	SEP	ARTS & CULTURE	AD CLOSE: JUL. 29 ON SHELVES: MID SEP.	HOME + DESIGN GUIDE #2; ART GALLERIES
APR	TRAVEL & LEISURE	AD CLOSE: FEB. 18 ON SHELVES: LATE MAR.	N/A	OCT/NOV	SPORT & CONSERVATION	AD CLOSE: SEP. 5 ON SHELVES: MID OCT.	LUXURY REAL ESTATE GUIDE #2
MAY	THE LUXURY ISSUE	AD CLOSE: MAR. 25 ON SHELVES: EARLY MAY	LUXURY REAL ESTATE GUIDE #1; WEALTH MGT	DEC	THE HOLIDAY ISSUE	AD CLOSE: OCT. 10 ON SHELVES: LATE NOV.	N/A
JUN/JUL	THE SUMMER ISSUE	AD CLOSE: MAY 6 ON SHELVES: MID JUN.	N/A		<p>Each issue of QC Exclusive, from the layout to the photos, is what sets us apart from other magazines in the region, and we feel, the Southeast as a whole. We have paired each issue with special ad sections for our partners to better reach our market base.</p>		



BASAL COFFEE



PRISM SUPPLY CO.



WILLIAM DISSEN, HAYMAKER



COPAIN GATHERINGS

MIGNONNE GAVIGAN



LISA SHERRY INTERIEURS



KINDRED CHARCUTERIE



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PRINT AD SPECS AND OPTIONS

Our creative department allows for advertisers to work directly with creatives and marketing experts to plan, design, and execute advertising that

matches the visual integrity of our magazine as well as the advertiser's brand. Options for advertising include the magazine, qcexclusive.com, email newsletters, events, and more.

Contact Information

SEND PRINT MATERIALS

Sunny Hubler - Ad Coordinator
sunny@qcexclusive.com
(207) 631-4644

CREATIVE DEPT. INQUIRIES

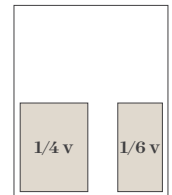
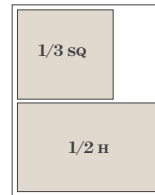
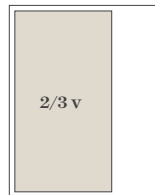
JP Grice - Creative Director
info@qcexclusive.com
(828) 773-4922

For current rates, contact your account representative.

PRINT AD SIZES

<i>Double Page*</i>	17" x 10.875"
<i>Full Page*</i>	8.5" x 10.875"
<i>2/3 Vertical</i>	4.75" x 9.125"
<i>1/2 Horizontal</i>	7.375" x 4.5"
<i>1/3 Square</i>	4.75" x 4.5"
<i>1/4 Vertical</i>	3.5" x 4.5"
<i>1/6 Vertical</i>	2.375" x 4.5"

**Please add a .25" bleed to all full and double page ads. We also suggest adding a .375" margin to all ads to supply ample room for text. Ads that do not adhere to specifications will be returned.*



FOR PRESS READY ADS

- All images for ads should be color corrected, high resolution (300 dpi) CMYK files.
- Avoid scaling images. If you must, do not scale below 50% or above 110%.
- Ads will be accepted as **JPEG or PDF only**.
- Trim marks should not be added.
- QC Exclusive is not responsible for any color, size, or positioning variations if above specifications are not followed.



DIGITAL ADS & EVENT LISTINGS

QCExclusive.com and email newsletters are excellent alternatives to your traditional advertising. Banners, sponsorships, and branded content are available. Contact your rep for details.

Is there an event you'd like to promote in an upcoming issue or online? Please contact your account rep for specifications and rates.



The Quintessential Charlotte Magazine