



What's in STORE for RETAIL

INSIDE

www.CorneliusToday.com

January 2022 • VOLUME

POSTAL CUSTOMER
CORNELIUS NC 28031



Hot Properties

Home sales around
Lake Norman

Pages 18-22

DATED NEWS - POSTMASTER
PLEASE DELIVER BY 12/31
CORNELIUS NC 28031
P.O. Box 2062
CORNELIUS NC 28031

NC 28031-2062
Z62
Today



INSIDE

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August 2022 • VOLUME 17 NUMBER 10

POSTAL CUSTOMER
CORNELIUS NC 28031



Hot properties

Home sales around
Lake Norman

Pages 18-22

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Get your Beer Here!

PAGE 4

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October 2022 • VOLUME 17 NUMBER 12

POSTAL CUSTOMER
CORNELIUS NC 28031



Modern Dad

Still friends after all
these years

Page 38

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► 2023 Media Kit

Doing what no other
local publications have
done for 21 years!

► www.corneliustoday.com

► www.businesstodaync.com



Your • Target • Market



Cornelius Today and Business Today are two well-established, well-branded publications online, and one in print.

The unique local monthly news publication covers the affluent and historic Town of Cornelius.

We're daily online, monthly in print, combining the best of both worlds in a contemporary and nimble business model.

Thanks to the internet, our footprint is not just Cornelius!

- Hand-crafted stories of human interest, politics, and development
- Extensive local event coverage
- Business news and updates
- Unmatched reader involvement

Powerful Statistics

Population	33,377 (worldpopulationreview.com)
Median Household Income	\$90,377 (worldpopulationreview.com)
Median Home Value	\$554,367 (realtor.com)
Rate of Home Ownership	71.5% (worldpopulationreview.com)

Fast Growth

Unlike some areas in the region, Cornelius is enjoying rapid growth and expansion, making it an attractive venue for your company's branding and marketing:

- Annual population growth rate was 2.04%
- Median age is 43
- 38.27% have a Bachelors Degree

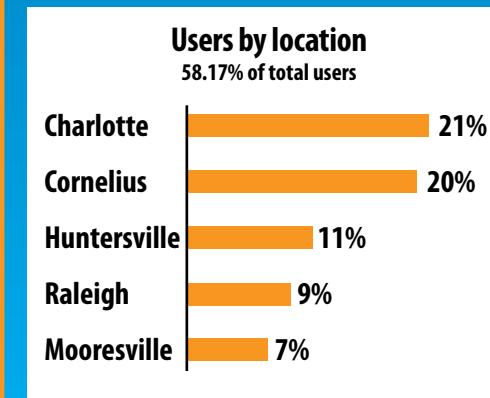
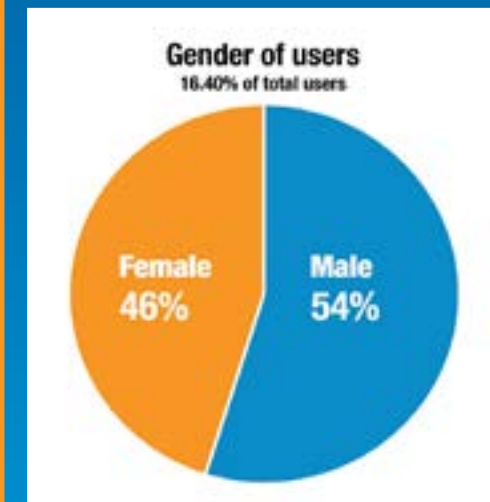
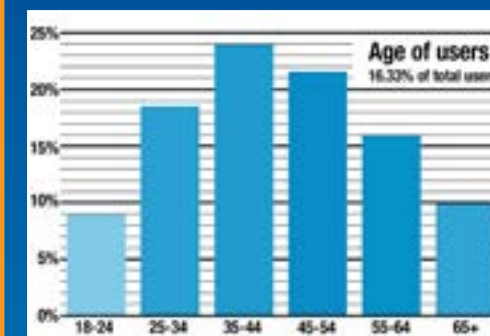
Who We Reach/How We Reach

- Cornelius Today distributes more than 16,500 copies monthly
- Mailed to every resident of 28031 via US Postal Service
- Bonus distribution: Restaurants, Town Hall, the Chamber of Commerce and coffee shops
- **Online:** corneliustoday.com and businesstodaync.com average more than 45K active users a month

Demographics

Google Analytics data for corneliustoday.com

Jan. 1 - Dec. 31, 2022



Special Delivery

Cornelius Today is hand-delivered to mailboxes, never thrown. We're not tossed on driveways only to be driven over.



Every month Cornelius Today/Business Today publishes exclusive stories on local business, real estate, community happenings and more.

Monthly Events Calendar

Best bets around Lake Norman

Recent real estate transactions

Humorous take on all things Dad

[illegible]

Newly registered businesses

Readers comments & opinions

[illegible]

We own and operate both corneliustoday.com and businesstodaync.com and update both sites daily

Cornelius TODAY
corneliustoday.com

Business Today
businesstodaync.com

2022 Page Views
1,214,422

2022 Active Users
450,642

2022 Page Views
132,667

Cain Center is the result of more than a decade of work
Jan. 6. By Dave Yochum. With a diverse array of performances and a monumental presence in downtown Cornelius, the Cain Center for the Arts will be an exceptional place to experience and participate in the arts in the Lake Norman region. Architect Malcolm Holzman calls the design "Lake Norman Precise." The alternating dark and darker [...] [Continue Reading](#) [One comment](#) [Cornelius News](#)

Missing Madalina: Police looking for possible witnesses in Madison County
Jan. 6. Cornelius Police, in a Facebook post, say the search for Madalina Cojocari is ongoing. The 11-year-old, who was last seen as she disappeared on Nov. 21, is the subject of an active investigation by the Madison County Sheriff's Office, the FBI [...] [Continue Reading](#) [One comment](#) [Cornelius News](#)

Hot Properties: Million-dollar deals
Dec. 13. Recent home sales over \$1 million [...] [Continue Reading](#) [One comment](#) [Business](#)

New missions program coordinator at Access to Success
Jan. 5. Uchechukwu Uliochukwu is the new missions program coordinator at Access to Success, a Davidson-based nonprofit focused on providing sustainable programs that generate positive change for Nigerian children and their communities. Founded by Andrew Lovelace, a former Davidson basketball player, APS programs are primarily held in his hometown of Benson City, Nigeria. Uliochukwu is responsible for leading the community outreach in the US and Nigeria, Human Resources and the planning and execution of Access to Success's Vision Trips. She earned her MBA from Bradley University following her Bachelor of Science in marketing from Wake Forest University. Uliochukwu, originally from Benson City, has a unique connection to APS. She had never played basketball until April 2013, when [...] [Continue Reading](#) [One comment](#) [Business](#)

Weekender Oct. 13-16: Laketoberfest, Balloonfest, HEARTS Harvest and live music
Jan. 6. Laketoberfest is a free event [...] [Continue Reading](#) [One comment](#) [Cornelius News](#)

Poke Lake restaurant opens Shops at the Fresh Market
Jan. 6. By Ty Bernthal. Fans of Poke (pronounced 'poh-keh') don't have to travel to Moonsville to satisfy their taste for fresh Hawaiian-inspired ingredients, from sushi for a traditional experience to shrimp, chicken or tofu bowls. **Poke Lake** opened Wednesday in Shops at the Fresh Market, next to Fresh Chef. The restaurants are owned by partners Zhishu Zhu, who goes by Kyle and handles the day-to-day restaurant operations, and Zuyin Zhu, who handles permits, construction and financial concerns. The partners are not related. [...] [Continue Reading](#) [One comment](#) [Cornelius News](#)

2023 Rate Card

Print	12x	9x	6x	3x	OPEN
Double Truck	\$1,298	\$1,385	\$1,470	\$1,557	\$1,730
Full Page	\$780	\$832	\$885	\$935	\$1,040
3/4 Page	\$630	\$675	\$715	\$755	\$840
Island	\$570	\$608	\$645	\$685	\$760
1/2 Page	\$548	\$585	\$620	\$655	\$730
3/8 Page	\$410	\$435	\$465	\$490	\$545
1/4 Page	\$295	\$315	\$335	\$355	\$395
1/8 Page	\$155	\$168	\$178	\$190	\$210

Online	12x	9x	6x	3x	OPEN
Web Link	\$155	\$168	\$178	\$190	\$210
Web Banner	\$200	\$215	\$225	\$240	\$265
Web Video	\$260	\$280	\$295	\$315	\$350
Newsletter Sponsorship	\$200	\$215	\$225	\$240	\$265

Position fee: Add 15% for premium position placement including: Back Cover, Inside Back Cover, Double Truck.

COMBO DEAL!
Combine print and online ads for a 5% discount

BUNDLE DEAL!
Advertise on both corneliustoday.com and businesstodaync.com and get the second video/banner/link for half price!

DESIGN HELP!
We can assist in the creation of your ad free of charge.

For more information contact

Jason Benavides
Creative Director
704-895-1335
production.todaypubs@gmail.com

or

Gail Williams
Sales Director
704-492-8676
gail.todaypubs@gmail.com

2023 Advertising Due Dates

Note: Dates are subject to change

CR = Camera Ready | DD = Drop Dead Date

January Issue
CR: Dec. 26
DD: Dec. 28

April Issue
CR: March 27
DD: March 29

July Issue
CR: June 26
DD: June 28

October Issue
CR: Sept. 25
DD: Sept. 27

February Issue
CR: Jan. 30
DD: Feb. 1

May Issue
CR: April 24
DD: April 26

August Issue
CR: July 24
DD: July 26

November Issue
CR: Oct. 30
DD: Nov. 1

March Issue
CR: Feb. 27
DD: March 1

June Issue
CR: May 29
DD: May 31

September Issue
CR: Aug. 28
DD: Aug. 30

December Issue
CR: Nov. 27
DD: Nov. 29

Email camera ready files to: production.todaypubs@gmail.com

Digital Specs and Policies

- Cornelius Today/Business Today is printed on newsprint. All Camera-Ready ads should be CMYK and sent as Adobe PDFs with all fonts embedded. Electronic files for in-house ad creation may be sent as EPS, TIF or PDF format. We also accept Photoshop, Illustrator and InDesign files.
- All photography must be high resolution; 300 dpi or greater JPEG or PDF files. Digital photography preferred.
- Publisher, Microsoft Word, Excel, Power Point or Word Perfect file formats ARE NOT accepted for ad art.

Cancellations: Two-week notice to withdraw from next edition via email.

Billing: Invoices due on receipt; new customers must pre-pay.

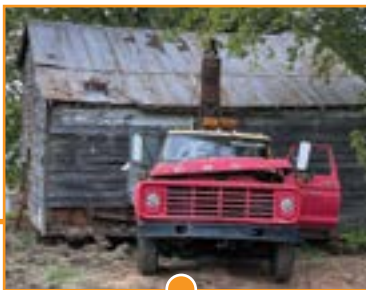
For your convenience, we accept payment by check or Visa or Mastercard, with a 2 percent processing fee. Credit card transactions require card number, exp. date, CVC code, street number of billing address and ZIP code.

We covered some big news in 2022



FEB. 23
Cornelius tests 'social district' allowing alcohol consumption outdoors

MARCH 3
Over 150 Residents turn out for a Ukrainian flag raising in Bailey's Glen



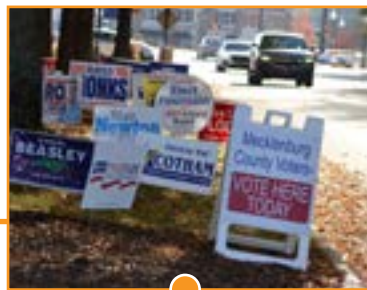
AUG. 19
The historic tenant house on Alexander Farm towed to its new site

AUG. 26
A lakefront Cornelius home hits market at a record \$16 million



OCT. 11
After a two-year hiatus The LKN Chamber Business Expo returns

OCT. 19
Developer announces tentative plans to build new-wave resort



NOV. 8
John Bradford defeats Christy Clark in a District 98 rematch

JAN. 3, 2023
The Cain Center for the Arts officially opens with a ribbon cutting



Advertise Your Business in Print...

Cornelius Today is distributed monthly to the 28031 zip code

Common ad sizes include...

3/8 page (horizontal)
\$545 / month

1/4 page (regular)
\$395 / month

1/8 page (horizontal)
\$210 / month

1/2 page (vertical)
\$730 / month

2023 Ad Sizes

Two page spread (Double-truck)

19.5" x 10.88"

Full Page

9" x 10.88"

3/4 Page

V

6.7"x 10.88" (V)
9" x 8" (H)

H

Island

6.7" x 8"

Web Link

w

225 x 75 pixels (W)

Web Banner

w

468 x 125 pixels (W)

1/2 Page

V

4.4" x 10.88" (V)
9" x 5.25" (H)

H

3/8 Page

4.4" x 8" (V)
6.7" x 5.25" (H)

V

H

1/4 Page

R

4.4" x 5.25" (R)
2.15" x 10.65" (V)
9" x 2.5" (H)

H

V

1/8 Page

2.15" x 5.25" (V)
4.4" x 2.5" (H)

H

V

Advertise Your Business Online...

Website traffic averages over 45K unique visitors a month

Web Video
\$350 / month per site

Both sites are capable of high quality video!

Web Banner
\$265 / month / per site

Web Banner
\$265 / month / per site

Web Banner
\$265 / month / per site

Web Link
\$210 / month

Web Link
\$210 / month

Web Link
\$210 / month

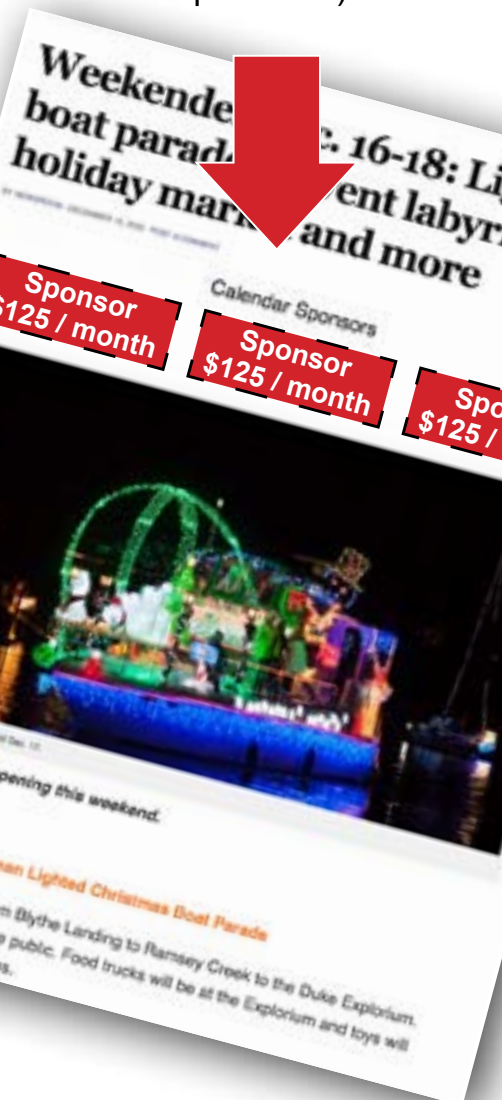
Advertise on both corneliustoday.com and businesstodaync.com and get your second video/banner/link for half price!

► Advertise Your Business in our Newsletter...

Our daily E-Blast goes out 5 days a week to over 4,000 subscribers

**New in
2023!**

Starting at
\$125/month
you can sponsor
either our
**Events Calendar
or Public Records**
(Includes Home Sales,
Hot Properties and New
Corporations)



Cornelius TODAY

Today's Newsletter is brought to you by Your name here
Your name here, Your name here, Your name here, Your
name here, Your name here and Your name here

Thursday, March 11

Modern Dad

Things Jon Show learned about family, the dog and himself since the concept of social distancing was foisted upon us one year ago this month.



The business of moving forward, together

As we start to manage COVID-19 there are several ways we may have to adjust and adapt, again, and move forward together.

Many lessons were taught in local Black barber shops

Black barber shops are a critical part of the African American story nationwide as well as Cornelius.



If you enjoy our content, please forward this email to a friend so they can subscribe as well! [Click here to subscribe.](#)

Our Partners

Newsletter Sponsorship
\$265 / month
Your LOGO and link here

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Your LOGO and link here

► Community Involvement

The Big Day at the Lake charity event and Newsmakers Breakfast are back

Big Day at the Lake

In 2022 fifty-four Boat Hosts; 94 Littles and 94 Bigs; 75 volunteers; 500 pounds of ice; 500 hot dogs; 250 hamburgers; 600 chicken tenders; one misting tent (it was hot); and many tubs of ice cream helped make for a cool Big Day at the Lake.

The support over the many years have enabled us to meet our three goals: Provide a day of fun on the lake for at-risk children, recruit Bigs and raise money for Big Brothers Big Sisters of Central Carolinas!

Contact us if interested in being a Big Day sponsor or a Boat Host for 2023!

**bigdayatthelake.com or
704-895-1335**



Newsmaker Breakfast

If you're not familiar with Newsmakers Breakfast, we secure a speaker(s) who is an expert on the subject and invite sponsors and attendees to enjoy a hot breakfast, invaluable networking opportunities and a highly qualified speaker who will enlighten the audience in a Q&A format.



The April 2022 Newsmakers Breakfast topic was Historic Preservation with speakers Dan Morrill, Abigail Jennings and Michael Jeffcoat.

\$275 for Coffee

(Includes one ticket) THREE available

\$375 for Breakfast

(includes two tickets) TWO available

\$550 for Presenting

(includes three tickets) ONE available

Sponsorships include

- Editorial coverage before and after. (photographer and reporter will be on site and the following month a story in the print edition of Cornelius Today will be published. All sponsors will be recognized)
- Print ad in March.
- Public intro/thank you



Cornelius TODAY

Business Today

Thank you
for considering advertising with
Cornelius Today/Business Today.

Don't hesitate to reach out to us
with any questions or comments.

We appreciate you!

...

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Gail Williams | Sales Director
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Dave Vieser | Writer

Jon Show | Writer

TL Bernthal | Writer

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