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February 2023 • VOLUME

POSTAL CUSTOMER  
CORNELIUS NC 28031



#### Hot properties

Home sales around  
Lake Norman

Pages 22-26

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#### Hot properties

Home sales around  
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CORNELIUS NC 28031



#### Hot properties

Home sales around  
Lake Norman

Pages 22-28

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# ► 2024 Media Kit

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► www.corneliustoday.com

► www.businesstodaync.com



**Cornelius**  
**TODAY**

**Business Today**

# Your • Target • Market

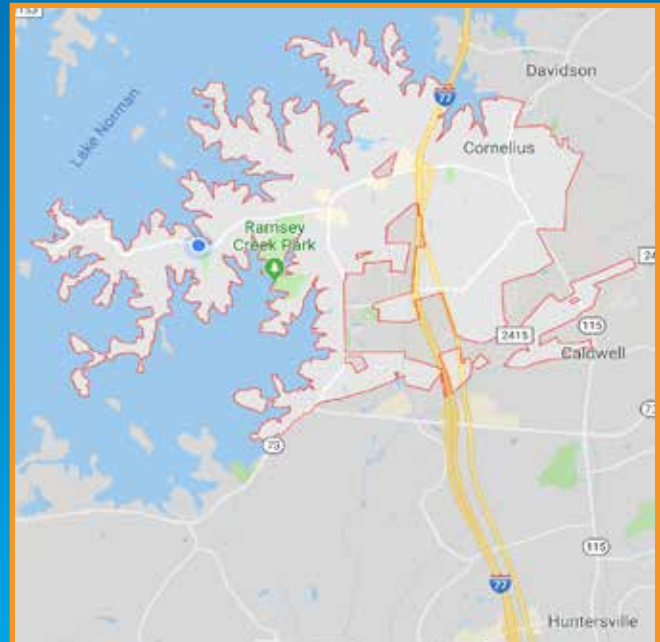
*Cornelius Today and Business Today are well-established, well-branded publications online, and in print.*

*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



## Special Delivery

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



# Powerful Statistics | Cornelius

Population .....	32,044 (worldpopulationreview.com)
Median Household Income .....	\$95,147 (worldpopulationreview.com)
Median Home Value .....	\$560,800 (realtor.com)
Rate of Home Ownership .....	69.8% (worldpopulationreview.com)

## Fast Growth



Cornelius is enjoying rapid growth making it an attractive venue for your company’s branding and marketing:

- Average annual population growth rate was 2%
- Median age is 43
- 38.45% 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









# What's online

We own and operate both [corneliustoday.com](http://corneliustoday.com) and [businesstodaync.com](http://businesstodaync.com) and update both sites daily



[corneliustoday.com](http://corneliustoday.com)



## 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 Malcom Holzman calls the design "Lake Norman Precise." The alternating dark and darker [...]

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### FEATURED POSTS



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#### Missing Madalina: Police looking for possible witnesses in Madison County

Jan. 6. Cornelius Police, in a Facebook post, say the search for Madalina Cojocari (pronounced Kojocari) is ongoing. The 11-year-old, who was last seen as she walked to school on Nov. 21, is the subject of an active investigation by the FBI.

## Weekender Oct. 13-16: Laketoberfest, Balloonfest, HEARTS Harvest and live music



Here's highlights of what is going on around Lake Norman that repeat weekly: we've created an ONGOING calendar.

Through Oct. 27

### Annual Artsfest

Noon-4 pm | Tuesday-Friday, 10am - 2pm | Saturdays at Mooresville Arts Depot, 103 W. Center Ave.

## Ed's Tavern brings a family feel to Lake Norman

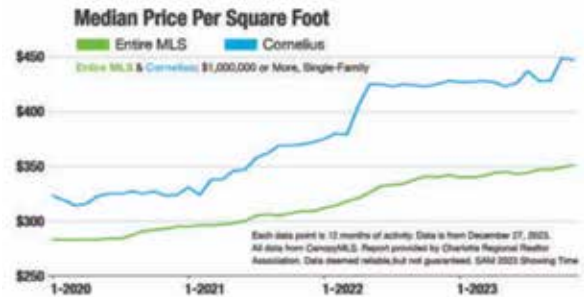


Nov. 22. Story and photos by Jason Bensivides. After a few unexpected delays, Ed's Tavern in Kerton Place opened its doors to the Lake Norman crowd on Tuesday. Nov. 21. The owners of Ed's Tavern in Dilworth and FreeMore Tavern took over the Piper's at Galway Hooker space early this year when the opportunity presented itself. Manager Jake says, "we are excited to finally be open."

Patrons familiar with the original Ed's Tavern will find a lot of similarities. The traditional pub style menu features signature burgers, jumbo wings and a variety of hand-helds.



[businesstodaync.com](http://businesstodaync.com)



## Luxury home outlook for 2024 remains strong

Jan. 17. By Dave Yochum. Despite two overseas wars, rising mortgage rates and economic uncertainties like inflation, luxury home prices have remained strong with multimillion-dollar cash transactions more and more common. High construction costs, labor shortages and unprecedented in-migration are contributing to a shortage of listings above \$1 million. Sticker shock? Average prices for all [...]

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#### Atrium ups their minimum wage

Jan. 16. Atrium is increasing its hourly rate from \$15.00 per hour to \$17.50 per hour. This increase will result in an additional \$328.40 per year for employees. The new minimum wage affects all employees and environmental [...]

## Hot Properties: "Talladega Nights" house tops million-dollar deals

Dec. 8. Recent home sales in excess of \$1 million.



\$8,750,000 Daniel & Judith Moore to K Cornelius

## Pickleball/Top Golf/restaurant complex coming to Cornelius



Nov. 20. Local Entrepreneurs and Philanthropists Jack and Robin Salzman plan to build a pickleball, restaurant, café and Top Golf complex on a 6.3 acre site on Chartown Drive south of Life Fellowship Church fronting I-77 in Cornelius.





# 2024 Rate Card

Print	12x	9x	6x	3x	OPEN
Double Truck	\$1,425	\$1,525	\$1,615	\$1,715	\$1,905
Full Page	\$855	\$915	\$975	\$1,030	\$1,145
3/4 Page	\$695	\$740	\$785	\$835	\$925
Island	\$625	\$670	\$710	\$750	\$835
1/2 Page	\$605	\$645	\$685	\$725	\$805
3/8 Page	\$450	\$480	\$510	\$540	\$600
1/4 Page	\$325	\$345	\$370	\$390	\$435
1/8 Page	\$175	\$185	\$195	\$205	\$230

Online	12x	9x	6x	3x	OPEN
Web Link*	\$175	\$185	\$195	\$205	\$230
Web Banner*	\$220	\$235	\$250	\$265	\$295
Newsletter Sponsorship	\$220	\$235	\$250	\$265	\$295
Web Video*	\$300	\$320	\$340	\$360	\$400

\*Price per website. Second website half price.

**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](http://corneliustoday.com) and [businesstodaync.com](http://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](mailto:production.todaypubs@gmail.com)**



# ▶ 2024 Advertising Due Dates

*Note: Dates are subject to change*

CR = Camera Ready | PR = Press Run

## January Edition

CR: Dec. 29

PR: Jan. 3

## February Edition

CR: Jan. 29

PR: Jan. 31

## March Edition

CR: Feb. 26

PR: Feb. 28

## April Edition

CR: March 25

PR: March 27

## May Edition

CR: April 29

PR: May 1

## June Edition

CR: May 27

PR: May 29

## July Edition

CR: June 24

PR: June 26

## August Edition

CR: July 29

PR: July 31

## September Edition

CR: Aug. 26

PR: Aug. 28

## October Edition

CR: Sept. 23

PR: Sept. 25

## November Edition

CR: Oct. 28

PR: Oct. 30

## December Edition

CR: Nov. 25

PR: Nov. 27

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.
- 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.



***Cornelius Today* is distributed monthly to the 28031 zip code**



**1/2 page  
(vertical)  
As low as  
\$605 / month**

## Two page spread (Double-truck)

19.5" x 10.88"

9" x 10.88"

3/4 Page

## Island

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

6.7" x 8"

## Web Link

1/2 Page

3/8 Page

1/4 Page

1/8 Page

225 x 75  
pixels (W)

## Web Banner

468 x 125  
pixels (W)

v

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

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

H

 $\parallel$  R

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

0

v

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

100

V



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## 'First Lady' Sharon Washam will serve a 4th term

Jan. 17. By Dave Yochum. When she was a just a kid on a tobacco and dairy farm in Boonville, Sharon Hobson Washam would ride her father's donkey at Democratic functions all over North Carolina. Yes, he brought the family donkey to Democratic events. James "Bobby" Hobson ran for NC Senate around 1964, and he [...]

Continue Reading Post a comment Cornelius News

### FEATURED POSTS



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## Upcoming EVENTS

Weekly calendar Jan. 15-21: Chili cook-off, polar plunge, music and more



### Recent Posts

Low highs and low lows on the way

Town budget survey online

MLK Day holiday for newsletter

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\$175**

**month /  
per site**

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video/banner/link  
for half price!

**Business 20 Today**

Latest Post: Corkscrew liquidation sale and Birkdale news

Corkscrew is holding a liquidation sale through Jan. 15, when it must close in Birkdale Village. A bartaco will be opened in the Corkscrew Wine Shoppe and Bar staffer says the wine bar and shop when it finds a location, hopefully [...]

Post a comment

# ▶ Advertise Your Business in our Newsletter...

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

## Cornelius TODAY *Business Today*

Today's Newsletter is brought to you by  
[Sponsor Name Here](#), [Sponsor Name Here](#),  
[Sponsor Name Here](#) and [Sponsor Name Here](#)

Friday, January 5

### Fin & Fino, Jon Dressler's new entree in Birkdale, opens in March

A mainstay of fine dining in Lake Norman for two decades, Dressler's closed for remodeling in September.



### Royal Bliss expected to come before Cornelius Planning Board in February

Royal Bliss plans a two-story, 10,300-square-foot brewery and restaurant with open-air seating.

### Cain Center at one year mark: development is...

...news you want to share...  
[Click here.](#)



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# Community Involvement

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

## Big Day at the Lake

In 2023 more than 315 Bigs, Littles, Boat Hosts and volunteers gathered for the 19th Year of Big Day at the Lake. More than \$143,000 was raised for Big Brothers Big Sisters.

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 2024!

**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 October 2023 Newsmakers Breakfast featured  
U.S. Senator Thom Tillis**

### **\$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



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!

...

**Dave Yochum** | Editor  
nebiztoday@gmail.com

**Jason Benavides** | Creative Director  
production.todaypubs@gmail.com

**Dave Vieser** | Writer

**Jon Show** | Writer

**Katie Piccirillo** | Writer

**TL Bernthal** | Writer

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