Cornelius **™TODAY**



2025 Media Kit Doing what no other local publication has done for over 20 years!

www.corneliustoday.com



Cornelius Today is a wellestablished, well-branded publication online and in print.

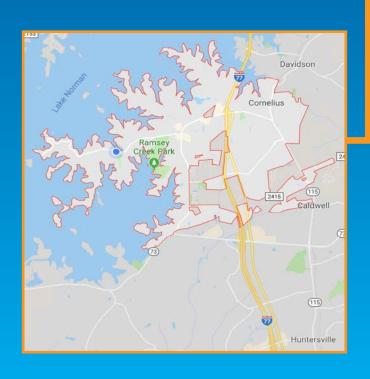
The unique local monthly news publication covers the affluent and historic Town of Cornelius.

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

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

Your Target Market









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	. 34,200 (worldpopulationreview.com)
Median Household Income	. \$114,688 (worldpopulationreview.com)
Median Home Listing Price	. \$555,000 (realtor.com)
Rate of Home Ownership	. 70% (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 1.6%
- Median age is 44
- 39% have a Bachelors Degree

Who We Reach/How We Reach



- Cornelius Today distributes to more than 34,000 residents
- Mailed to every resident of 28031 via US Postal Service
- Bonus distribution includes restaurants, Town Hall, the Chamber of Commerce and coffee shops
- Online: corneliustoday.com averages more than 37K active users a month





What's inside

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

Regular Features Include

Monthly Events Calendar

Best bets around Lake Norman

Home Sales

Recent real estate transactions

Modern Dad

Humerous take on all things Dad



News-E

Online stories you may have missed



New Corporations

Newly registered businesses



Soundoff

Readers comments & opinions



What's online

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



corneliustoday.com



Weekender Nov. 14-17: Food trucks, tree lighting, Star party, Beatles tribute and more

Thursday, Nov. 14 Ukraine - Sleeping Disorder 7 - 8:30 pm I Nov. 14. Join an evening with photographer Ira Lupu to discuss her exhibit in the Wall Building at Davidson College: "Ukraine - Sleeping Disorder." Lupu will discuss her work produced during summer visits to wartime Ukraine in 2022, 2023 and 2024. Free and [...]

Continue Reading Post a comment Cornelius News



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Veterans Day was a special day in

Nov. 12. There were two special events on Veterans Day in Cornelius that really were special

Planning Board to review Royal second was the behind Town Hall.



businesstodaync.com



Leading developer sets sights on BoatYard property in Cornelius

Sept. 17. By Dave Vieser. Developer Jake Palillo has plans for Boatyard Lake Norman, the 3.4 acre outdoor music venue at the corner of Westmoreland and Hwy 21/Statesville Road, which would turn the site into an automotive services complex with a convenience store and gas pumps, a car wash, multiple detailing options and an oil/lube facility.



October, down from 3.8 percent in September. The national rate was unchanged at 4.1 percent. But the state's un

Deborah Young lands small business award from LKN Chamber

Lakefront mansion in Cornelius hits the market at \$9 million

June 8. By Dave Vieser, Debora lius for more than 30 years, has

The award, which is given by the Li

Aug. 30. An eight-bedroom lakefront mansion in Cornelius has hit the market at \$9 Aug. St. An eight-beaution landnant manach in Contenus has the traction at so million, Located on Tinker Place—a small street off Mollypop near the end of Belle Trision. Located on Histor Place—a stress stress on nonsylvop treat the late, the estate has over 300 feet of shoreline with wide main channel The house has a spiral staircase, elevator, multiple great rooms, a movie theater, I for reactor rise a sparse orientation, warrenor, manufacture green receive, a market processor. golf simulator, a resort-like pool, covered boat house, six-car garage and a pet roc



2025 Rate Card

Print	12 x	9 x	6 x	3 x	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	6 x	3x	OPEN
Web Link*	\$190	\$205	\$215	\$230	\$ 255
Web Banner*	\$240	\$ 255	\$ 275	\$ 295	\$ 325
Web Video*	\$260	\$280	\$ 295	\$ 315	\$ 350
Newsletter	\$240	\$ 255	\$ 275	\$ 295	\$ 325

^{*}Price per website. Second website half price.



Sponsorship

Lose weight without chronic exercise or calorie counting

PHD Weight Loss

PHD Weight Loss is a doctor a dietitian developed and individually-delivered weight loss program that just opened its second Charlotte location in Lake Norma (and its fifth nationwide). So far, we have helped 8,000+ clients los over 200,000 pounds!

PIDI is unique from other protams in many ways. We are obsessed with challenging to sundard ways of the country of the West are no supplements, drops, shorts or hormones. We understand that your body is much more complicated than calories in adurant and that weight gain sail your fault. Our detary protony of fault of the country of the feetive at reversible the high blood pressure, high controlled the country of the proposed of the country of the PIDI takes out all of the guess work when it comes to what.

PID takes out all of the gives work when it comes to what, when, and how much to work when it comes to what, when and how much to work with the process is a program that the program that focuses on nutrition education, behavior change, and a to to accountability through our week? 1-1 concluding. The best part you won't have been the program ings and continues the program ings and the program of the work of the program of the program work in the program of the program work in the program of the program work in the program of the program who are supported by an adviser board of physicians and PhDs in psychology.

Plus, we offer free maintenance support, for life. Understanding that for most of our clients, weight loss is an addiction recovery pro-



www.myphdweightloss.co

SPECIAL ADVERTISING

Inserts | \$742

.6 oz insertion will be distributed with the 16,500 mailed copies.

She saved my life!"



Advertorial Full Page*

760 words w/ photo

1/2 Page*
390 words
w/ photo

*Rates follow Full & 1/2 Page terms as seen above.

COMBO DEAL

Combine print and online ads for a 5% discount

DESIGN HELP

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

POSITION FEE

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

For more information contact

Jason Benavides

Creative Director

production.todaypubs@gmail.com

Advertise Your Business in Print... Cornelius Today is distributed monthly to the 28031 zip code.

Common ad sizes include...

Town budger scussions g under way post-revaluation

3/8 page (horizontal) As low as \$450 / month

Fire Chief Barbee

Running toward danger for 30 years



As low as \$325 / month

1/4 page

(regular)

1/8 page (horizontal) As low as \$175 / month

1/2 page (vertical)

As low as \$605 / month

2025 Ad Sizes

Two page spread (Double-truck)

19.5" x 10.88"

Full Page

9" x 10.88"

3/4 Page

6.7"x 10.88" (V) 9" x 8" (H) Н

Island

6.7" x 8"

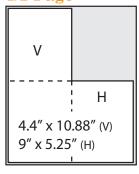
Web Link

W 225 x 75 pixels (W)

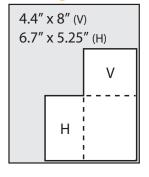
Web Banner

468 x 125 pixels (W)

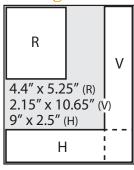
1/2 Page



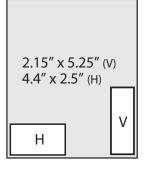
3/8 Page



1/4 Page

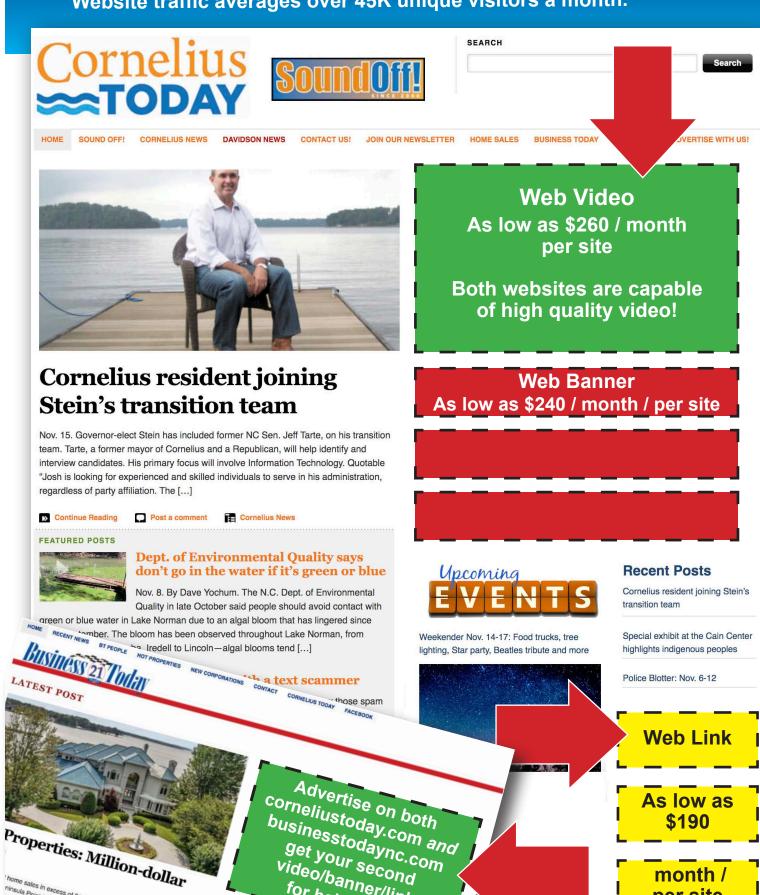


1/8 Page



Advertise Your Business Online...

Website traffic averages over 45K unique visitors a month.



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

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month / per site

Advertise Your Business in our Newsletter...

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



Today's Newsletter is brought to you by
Sponsor Name Here, Sponsor Name Here,
Sponsor Name Here and Sponsor Name Here

Friday, January 5

<u>Is a hold on permits a path to</u> <u>restoring a sidewalk on W. Catawba?</u>

A hold has been placed on the Junker apartment project prohibiting any new permits being issued until a new sidewalk is installed.





Live concerts this weekend benefit Western NC

Two live concert events this weekend will benefit victims of Tropical Storm Helene in Western North Carolina.

Cain Cent at one yer park:

news ye int to she

Co. <u>as here.</u>

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
As low as \$240 / month
Your LOGO and link here



2025 Advertising Due Dates

Note: Dates are subject to change

CR = Camera Ready | PR = Press Run

January Edition

CR: Dec. 30 PR: Jan. 1

February Edition

CR: Jan. 27 PR: Jan. 29

March Edition

CR: Feb. 24 PR: Feb. 26 April Edition CR: March 24 PR: March 26

May Edition

CR: April 28 PR: April 30

June Edition

CR: May 26 PR: May 28

July Edition

CR: June 23 PR: June 25

August Edition

CR: July 28 PR: July 30

September Edition

CR: Aug. 25 PR: Aug. 27 **October Edition**

CR: Sept. 22 PR: Sept. 24

November Edition

CR: Oct. 27 PR: Oct. 29

December Edition

CR: Nov. 24 PR: Nov. 26

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

Digital Specs and Policies

- Cornelius 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.







Community Involvement

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

Big Day at the Lake

In 2024 more than 350 Bigs, Littles, Boat Hosts and volunteers gathered separately and together for Year 20 of Big Day at the Lake. Sponsors and individual donors contributed \$115,000 to Big Brothers Big Sisters of Central Carolinas.

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 2025!

bigdayatthelake.com



Newsmakers 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 2024 Newsmakers Breakfast featured NC House District 98 candidates, Melinda Bales and Beth Helfrich.

\$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 following month's edition
 - Public intro/thank you



Thank you

for considering advertising with Cornelius Today.

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

We appreciate you!

Jon Show | Owner/Editor corneliustoday@gmail.com

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

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