

Cornelius TODAY



2026 Media Kit

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

► www.corneliustoday.com



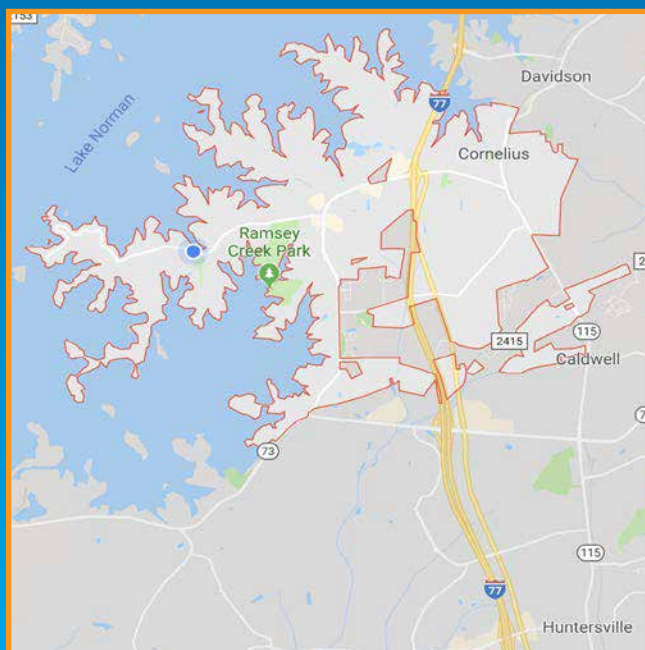
Cornelius Today is a well-established, well-branded publication online and in print.

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	35,270 (worldpopulationreview.com)
Median Household Income	\$114,688 (worldpopulationreview.com)
Median Home Listing Price	\$720,000 (realtor.com)
Rate of Home Ownership	26.5% (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 2.6%
- Median age is 44.8

Who We Reach/How We Reach



- Cornelius Today distributes to more than 34,000 residents and hundreds of businesses
- Mailed to every resident of 28031 via US Postal Service
- Bonus distribution includes two dozen retail shops and destinations
- **Online:** corneliustoday.com averages 40K visitors a month



What's in print

Every month we publish exclusive stories on local business, real estate, community news and more. Request story adjacency for only 5% more.

Regular Features Include

Live at the Lake
LKN entertainment listings

Home Sales
Recent real estate transactions

New Developments
Updates on local growth & change

September Events

Things to do

Friday, Sept. 3

September 10

September 17

September 24

September 31

September 10

September 17

September 24

September 31

Advertising opportunity

HOME SALES

These recent property transactions were recorded by the Mecklenburg County Register of Deeds

Cornelius

10/20/22 \$1,460,000 Steve & Wade Claude to Gary & Joann Shapiro, 19123 Main Rd.

10/20/22 \$994,000 Inhabits LLC to Jonathan & Sarah Smith, 17229 Green Dolphin Ln.

10/20/22 \$589,000 South Creek Construction to Edna Griffin, 20033 Molly Harper Drive

10/20/22 \$135,000 Bailey Forest Development to South Creek Construction, Lot 128 Bailey's Forest

10/20/22 \$648,000 South Creek Construction to William & Carolyn W. Smith, 14233 Gateway Drive

10/20/22 \$135,000 Bailey Forest Development to South Creek Construction, Lot 134 Bailey's Forest

10/20/22 \$472,000 Maria Eisenhauer to Joseph & Megan Kaufman, 10311 Watonga Way

10/25/22 \$385,500 Shirley Ostrom to Susan McAlary, 8955 Rosalyn Glen Rd.

10/25/22 \$400,000 Julie Briggs to Cristian Munoz, 7837 Village Harbor Drive

Advertising opportunity

Development News

Downtown residents speak out against master plan

Advertising opportunity

Lifestyle columns
Milling About, What's Delish? & more

Business Today
The latest in business news

High School Sports
Prep news

WHAT'S DELICIOUS?

Advertising opportunity

Advertising opportunity

Cornelius incubator brings tech smarts to the chicken yard

Advertising opportunity

Advertising opportunity

High School Sports

Hough boys soccer gearing up for state playoffs

Advertising opportunity

2026 Rate Card

Print

Open Rate

3 months 10% off

6 months 15% off

9 months 20% off

12 months 25% off

Double Truck	\$1,905	\$1,715	\$1,615	\$1,525	\$1,425
Full Page	\$1,145	\$1,030	\$975	\$915	\$855
3/4 Page	\$925	\$835	\$785	\$740	\$695
Island	\$835	\$750	\$710	\$670	\$625
1/2 Page	\$805	\$725	\$685	\$645	\$605
3/8 Page	\$600	\$540	\$510	\$480	\$450
1/4 Page	\$435	\$390	\$370	\$345	\$325
1/8 Page	\$230	\$205	\$195	\$185	\$175
Inserts	\$1,840	\$1,655	\$1,565	\$1,475	\$1,380

Guaranteed Position Fee: Add 15% for guaranteed page placement or story adjacency

Digital

Open

3 months

6 months

9 months

12 months

Web Banner (Traditional)	\$325	\$295	\$275	\$255	\$240
Web Banner (In-feed)	\$400	\$360	\$340	\$320	\$300
Newsletter Sponsorship	\$435	\$390	\$370	\$345	\$325

News Section Sponsor- \$700 (Sports, Business, Real Estate, Live Entertainment, Features)

Inserts | \$1,840 open rate

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

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 guaranteed page placement or 5% for story adjacency.

Advertorial

Full Page*

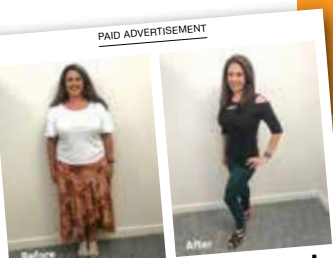
760 words
w/ photo

1/2 Page*

390 words
w/ photo

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

Examples



Lose weight without chronic exercise or calorie counting

PHD Weight Loss
Dr. Ashley Lucas, RD
PHD Weight Loss is a doctor and dietitian developed and individually-tailored weight loss program that just opened its second Charlotte location in Lake Norman (and its fifth nationwide). So far, we have helped 5,000+ clients lose over 200,000 pounds!

PHD is unique from other programs in many ways. We are obsessed with challenging the standard ways of thinking when it comes to nutrition and weight loss. We use a holistic, food-only based program—no supplements, drops, shots or hormones. We understand that your body is much more complicated than calories in and out and that weight gain isn't your fault. Our dietary protocol is effective at reversing obesity-related health conditions like high blood sugar, high blood pressure, high cholesterol, sleep apnea and more. PHD takes out all of the guess work when it comes to what, when, and how much to eat. We work with each of our clients to create a tailored meal plan and program that focuses on nutrition education, behavior change, and a ton of accountability through our weekly 1:1 coaching. The best part is that you won't have hunger or cravings and will enjoy the food you eat! Our clients work with health coaches, nutritionists, life coaches and certified PHD consultants who are supported by an advisory 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 process, we will never leave your side.

We would love to help you just like we helped David!
"I worked with the folks at PHD Weight Loss last year. At first, I was skeptical that I'd be able to get the results they suggested at my first kick-off call, but I decided to commit to their plan and work to commit to their plan and work to commit to their plan. Boy, am I glad I did! Between Jul and Dec 2022 I lost 65 pounds. I feel great, look great (at least I hope I do), and I no longer need any of the prescription medications I was taking before. I used to need a CPAP machine for sleep apnea at night, and I no longer need that, either. Since the beginning of 2023 I've been in maintenance mode and have easily kept the weight off. They've got a wonderful team with great tools and food products, and the coaches are very responsive and supportive. I highly recommend them!"
— PHD Client David

PHD WEIGHT LOSS
624 Jetton Street, Suite 210
Davidson, NC, 28036
980-306-2100
www.myphdweightloss.com
@drashleylucas
@dr_ashleylucas



For more information contact

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

Advertise in Print...

Cornelius Today is distributed monthly to the 28031 zip code.

Common
ad sizes
include...

Mecklenburg County to on 1% sales tax increase

Mecklenburg County voters will decide in the November 2021 election whether to approve a 1% sales tax increase, raising the state's rate from 7.25% to 8.25%, starting as early as October 1, 2020.

Proponents argue that the tax is essential to address traffic congestion attributed to the region's growth and infrastructure needs that stretch through north Mecklenburg, and emphasize that the funding stream would support critical infrastructure and safety projects that have been delayed for years, such as road widening, intersection improvements, and extensions and widening of transit lines.

If the measure passes, the three North Mecklenburg towns are projected to receive over \$100 million in additional funding to the local government, creating a funding stream to the local government for road construction and improvement projects.



Mecklenburg County is projected to receive approximately \$100 million in additional funding to the local government, creating a funding stream to the local government for road construction and improvement projects.

The Outpost and Caffeto Coffee embark on new community adventure

BY JON SHORE

The newest retail shop in Cornelius is set to launch in the heart of the town's downtown district, a new adventure for two local businesses.

The Outpost is the evolution of an outdoor clothing store that created five years ago by Cornelius resident Jon Shore and his business partner, Adam, a former at Hough High School.

Shore came up with the idea for the store after he had another passion project, a retail store, that he had been working on for years. "I had been thinking about it for a while, but I didn't really have the space," he said. "I had been thinking about it for a while, but I didn't really have the space."

The Outpost and Caffeto Coffee are now open in the heart of the town's downtown district, a new adventure for two local businesses.



The Outpost and Caffeto Coffee are now open in the heart of the town's downtown district, a new adventure for two local businesses.

General store

The Outpost and Caffeto Coffee are now open in the heart of the town's downtown district, a new adventure for two local businesses.

The Outpost and Caffeto Coffee are now open in the heart of the town's downtown district, a new adventure for two local businesses.

1/4 page (regular)
As low as
\$325 / month

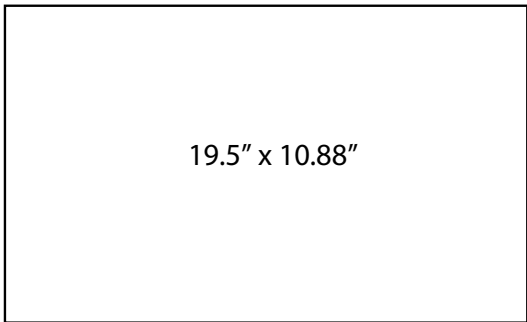
1/8 page (horizontal)
As low as
\$175 / month

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

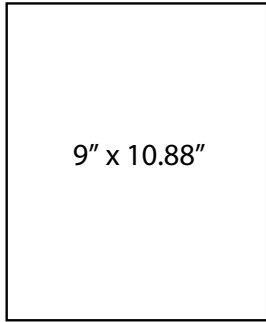
1/2 page (vertical)
As low as
\$605 / month

2026 Ad Sizes

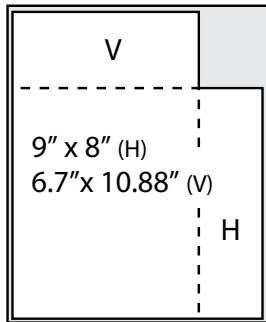
Two page spread (Double-truck)



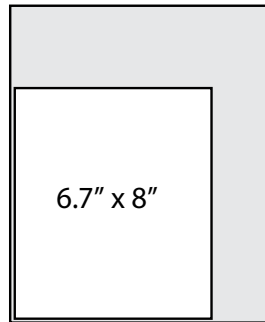
Full Page



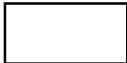
3/4 Page



Island

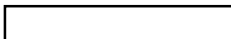


Newsletter



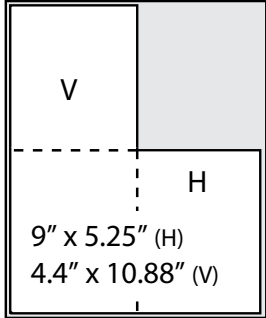
720 x 288 pixels
or 5" x 2"

Web Banner

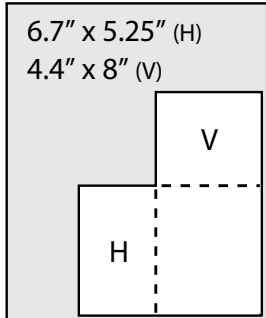


720 x 144 pixels
or 5" x 1"

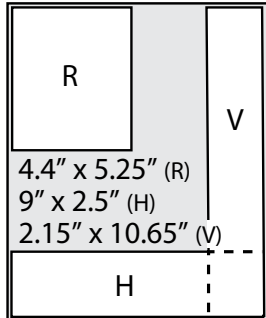
1/2 Page



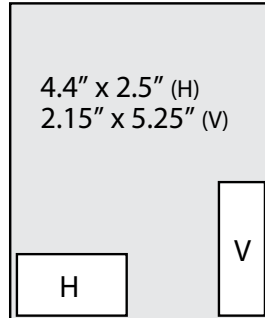
3/8 Page



1/4 Page



1/8 Page



▶ Advertise Online...

Traffic for corneliustoday.com averages over 40K visitors a month.

[News](#)[Business](#)[Sports](#)[Events](#) ▾[Real Estate](#)[Features](#)[Advertise](#)[Contact](#)[Subscribe](#)

Latest News

[Oct 8: Business Today: Crate diggers have new home for vinyl quests](#)[Oct 8: Girl Scouts hosting food drive on Saturday for Ada Jenkins](#)[Oct 8: McG](#)

Cornelius News

October 8, 2025

Business Today: Crate Diggers Have New Home For Vinyl Quests

Oct. 8. Wax heads and vinyl junkies can stop hunting [...]

[Continue Reading](#)

Upcoming Events

Big Bad Voodoo Daddy

December 29 @ 7:30 pm - 10:00 pm

Torrence Chapel AME Zion Church Family Month

December 16 @ 7:00 pm - 8:00 pm

Birkdale Buds

December 28 @ 10:30 am - 12:00 pm

Be Well Birkdale

December 30 @ 6:00 pm - 7:00 pm

Latest News

[Tags: Business](#)

October 8, 2025

Business Today: Crate Diggers Have New Home For Vinyl Quests

[Read More](#)[Tags: lake norman, lifestyle](#)

October 7, 2025

Milling About: Celebrating The End Around Lake Norman

[Read More](#)[Tags: events](#)

October 6, 2025

Weekly Calendar

Latest Business News

[Tags: local economy, real estate](#)

January 15, 2025

Economic Outlook: Newsmakers Breakfast Q&A Jan. 23 Features Leading Economist

[Read More](#)[Tags: restaurants](#)

November 7, 2024

Port City Club Sets Sail, Reopening As Lake House Wine Bar & Grill

Our new site launches in early 2026 and will allow for additional advertising options including In-feed Web Banners (right) and News Section Sponsors.

Web Banner (In-feed)
As low as \$300 / month

Web Banner (Traditional)
As low as \$240 / month



Advertise in our Newsletter...

Our daily E-Blast goes out 5 days a week to more than 9,000 subscribers.

Cornelius TODAY

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

Wednesday, November 12

Hundreds gather to recognize veterans at Rotary Plaza

Cornelius veterans, residents and civic officials gathered at Cornelius Town Hall on Tuesday for the town's annual Veterans Day celebration.



Snuggle up with a cozy fall book

Here are a few library staff picks to set the mood if you're looking for a cozy read to accompany the autumn season.

Tell Giselle: Longevity vs Health

Our weekly advice column from Giselle Martin.



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▶ 2026 Deadline for Creative

Note: Dates are subject to change

January Edition
Dec. 26

February Edition
Jan. 26

March Edition
Feb. 23

April Edition
March 23

May Edition
April 27

June Edition
May 25

July Edition
June 22

August Edition
July 27

September Edition
Aug. 24

October Edition
Sept. 28

November Edition
Oct. 26

December Edition
Nov. 20

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



Creative Specs and Policies

- Cornelius Today is printed on newsprint. All creatives for print should be CMYK and sent as PDFs or JPEGs. Creatives for online should be RGB and sent as PNGs or JPEGs.
- Publisher, Microsoft Word, Excel, Power Point or Word Perfect file formats *ARE NOT* accepted for creative art.
- Electronic files for *in-house ad creation* may be sent as EPS 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.

Cancellations: Two-week notice to withdraw from next edition via email. A penalty fee may be applied if ad agreement is not fulfilled.

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

For your convenience, we accept payment by check or Visa or Mastercard, with a 3 percent processing fee. Credit card transactions require card number, exp. date, CVC code, street number of billing address and ZIP code.

► Community Involvement

Big Day at the Lake charity event and Newsmakers Breakfast.

Big Day at the Lake

More than four dozen volunteers helped make the 2025 Big Day at the Lake a big success for more than 150 Bigs and Littles. Sponsors and individual donors contributed \$105,000 to Big Brothers Big Sisters of Central Carolinas.

Support over the many years have enabled organizers to meet 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!

If interested in being a Big Day sponsor or a Boat Host for 2026 visit

bigdayatthelake.com



Newsmakers Breakfast

Newsmakers Breakfast secures a speaker(s) who is an expert on the subject with sponsors and attendees invited to enjoy a hot breakfast, networking opportunities and a highly qualified speaker who will enlighten the audience in a Q&A format.



The November 2025 Newsmakers Breakfast featured Troy Fitzsimmons, Cornelius Parks and Recreation director.

\$275 for Coffee sponsor

(Includes one ticket) THREE available

\$375 for Breakfast sponsor

(Includes two tickets) TWO available

\$550 for Presenting sponsor

(Includes three tickets) ONE available

Sponsorships include

- Editorial coverage (photographer and reporter will be on site and the following month a story will publish in the print edition of Cornelius Today)
- Recognized in NMB print ad and all eblasts and social media posts.
- Public intro/thank you at event



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
jon@corneliustoday.com

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

Follow us

