

# Cornelius TODAY



## Cornelius TODAY

Pages 27-28  
Over 50,000 readers in print and online!  
soundofcornelius@gmail.com

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## Cornelius TODAY

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daily e-newsletter:  
News, events  
and more



The Race for  
**MAYOR**

PAGES 8-10

- 2025 • VOLUME 20 NUMBER

### INSIDE

[www.CorneliusToday.com](http://www.CorneliusToday.com)

October 2025 • VOLUME 20 NUMBER 12

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### Milling about

New column about  
life in Lake Norman

Page 6

# 2026 Media Kit

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

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



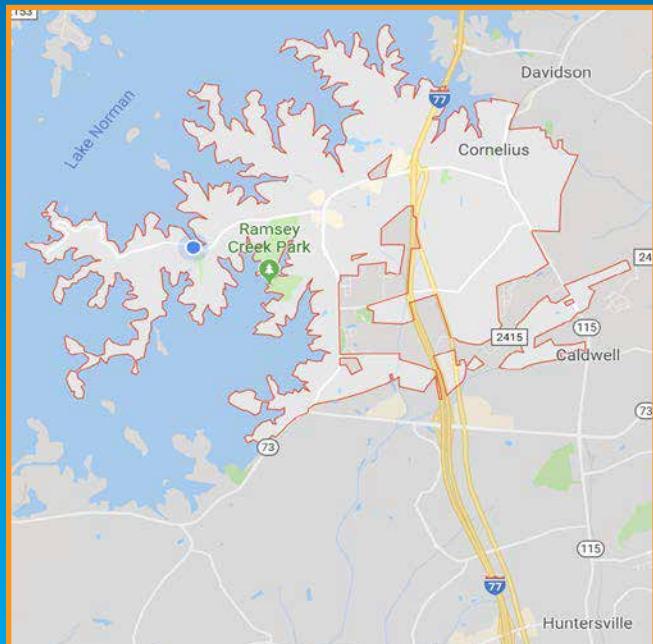
*Cornelius Today is a well-established, well-branded publication online and in print.*

*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 .....	<b>35,270</b> (worldpopulationreview.com)
Median Household Income .....	<b>\$114,688</b> (worldpopulationreview.com)
Median Home Listing Price .....	<b>\$720,000</b> (realtor.com)
Rate of Home Ownership .....	<b>26.5%</b> (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





# 2026 Rate Card

Print	Open Rate	3 months 10% off	6 months 15% off	9 months 20% off	12 months 25% off
<b>Double Truck</b>	\$1,905	\$1,715	\$1,615	\$1,525	\$1,425
<b>Full Page</b>	\$1,145	\$1,030	\$975	\$915	\$855
<b>3/4 Page</b>	\$925	\$835	\$785	\$740	\$695
<b>Island</b>	\$835	\$750	\$710	\$670	\$625
<b>1/2 Page</b>	\$805	\$725	\$685	\$645	\$605
<b>3/8 Page</b>	\$600	\$540	\$510	\$480	\$450
<b>1/4 Page</b>	\$435	\$390	\$370	\$345	\$325
<b>1/8 Page</b>	\$230	\$205	\$195	\$185	\$175
<b>Inserts</b>	\$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
<b>Web Banner (Traditional)</b>	\$325	\$295	\$275	\$255	\$240
<b>Web Banner (In-feed)</b>	\$400	\$360	\$340	\$320	\$300
<b>Newsletter Sponsorship</b>	\$435	\$390	\$370	\$345	\$325

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

PAID ADVERTISEMENT

**Inserts | \$1,84**  
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## Lose weight without chronic exercise or calorie counting

**PHD Weight Loss**  
**Dr. Ashley Lucas, RD**

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

PHD is different 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 meal replacements, drops, shots or supplements. We understand that your body is much more complicated than calories in and out and that weight gain isn't your fault. Our dietary program 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 weight loss, when, and how much to eat, so the process is much easier, so we work with each of our clients to create a tailored meal plan and program that focuses on nutrition education, behavior change, and a sense of accountability through our weekly 1:1 coaching. The best part is that you won't have sugar 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 Dr. Lucas 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 the program. Boy, am I glad I did! Between Jul and Dec 2022 I lost 65 pounds. I feel great, look great (at least I think I do), and I no longer need any of the prescription medications I was taking before. I used to need a CPAP machine to 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 that 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

980-305-2100

www.myphdweightloss.com

@drashleylucas

@dr.\_ashleylucas

## "She saved my life!"

Charlotte resident Diane B. had been experiencing the painful side effects of Peripheral Neuropathy for years. "My feet and legs were extremely painful and my doctor told me there was nothing they could do. She said I would have to take Gabapentin for the rest of my life."

Then she met **Chiropractic** every week Kristina Shimoda, Licensed Acupuncturist.

Peripheral Neuropathy is the pain, numbness and loss of function of the peripheral nervous system. Diabetics are at high risk, like anyone who has been on the balloons were. "I have been to the doctor for the last 30 years, and I have never been able to get out of those things."

Experiencing the beginning, tingling and shooting pain and weakness, Diane decided to "try walking on pins." "I was in my office, sitting in my office chair, and I was thinking that nothing would

Diane's story is all about 3 million Americans who have peripheral neuropathy. "I was a manager, and I was constantly on my feet, and I was having a hard time getting up in the morning, and I was definitely not doing any exercise," she said. "I was having a hard time getting up in the morning, and I was definitely not doing any exercise," she said.

"I'm life altering. As far as I'm concerned, she saved my life."

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Specializing in chronic pain cases, Kristina has been described as "miracle worker" and "miracle healer."

"What we do is a combination of chiropractic, acupuncture and a technology called microcurrents. Using the same technology as acupuncture and a technology called microcurrents. Using the same technology as

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"I'm life altering. As far as I'm concerned, she saved my life."

Mrs. Shimoda adds her team helps the senior community enjoy the coming winter and into the springtime months.

**Exam**

**For more in**  
**Jason Benav**

**For more information contact**  
**Jason Benavides, Creative Director**  
**production.todaypubs@gmail.com**

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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 of the Year 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](#)

***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**



Tags: restaurants

November 7, 2024

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

# ► 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*  
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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.  

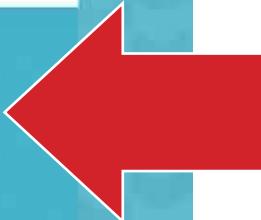

[Tell Giselle: Longevity vs Health](#)  
Our weekly advice column from Giselle Mardi.  

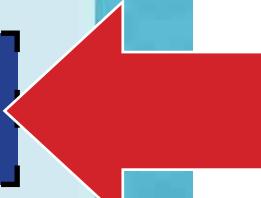

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# 2026 Deadline for Creative

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](http://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!

•••

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