

*Welcome  
to...*

*We are:*

- The only lifestyle publication dedicated to serving all of the Triad
- A quarterly magazine covering everything from Beauty and Style to Hometown Stories
- Dedicated to covering the topics readers want to know about

*We cover:*

- Communities throughout the Triad
- The people and organizations making a difference locally
- Beauty, fashion and health
- Home interiors
- Travel and outdoors
- Finance
- Education
- Food and wine

*We reach over 70,000 readers each issue, including:*

- The region's most affluent market
- Residences with combined incomes of more than \$250,000
- Distribution at newsstand racks throughout Alamance, Forsyth and Guilford counties, including coffee shops, doctors' offices and grocery stores

# Triad LIVING

*The Triad's Premier Lifestyle Magazine*



*Reach your target market  
through our high-quality,  
quarterly lifestyle magazine.*

For advertising information, call

**919.870.1722**

or visit us online at

**[www.triadlivingmagazine.com](http://www.triadlivingmagazine.com)**

# Triad LIVING

## Distribution

PUBLISHED QUARTERLY

Over 70,000 Readers Every Issue

- With the most diverse distribution of any local publication, *Triad Living* is direct-mailed to residences with a combined annual household income of more than \$250,000 and is delivered to targeted newsstand locations throughout Alamance, Forsyth and Guilford counties, including all Harris Teeter, Whole Foods and selected Lowes Foods grocery stores.
- Distribution includes delivery to fine retailers, select grocery stores, hotels, real estate and relocation offices, chambers of commerce, medical offices, day spas, luxury auto dealers, restaurants, coffee shops, bookstores, and libraries.
- The magazine also is distributed at participating advertisers' locations.
- Subscriptions and single copies are available for purchase online at [www.triadlivingmagazine.com](http://www.triadlivingmagazine.com).

## Readership Demographics

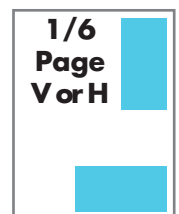
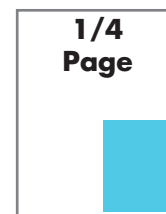
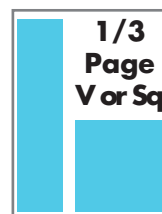
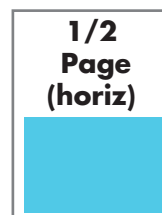
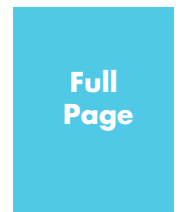
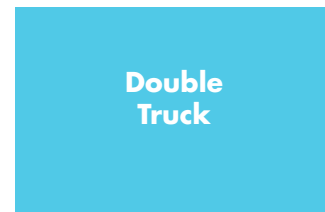
- 70 percent of our readers are women.
- Our typical readers range in age from the late 20s to early 50s, with an average age in the mid-40s.
- Our readers' average household income is more than \$125,000.
- 75 percent of our readers are married with 2 children. They plan on vacationing more than twice a year, and dine out or go out for entertainment at least three times a month.
- 87 percent of our readers are college educated, with 20 percent holding advanced degrees.

\* Includes online readership

Rate Card 4  
3/11

## 2012 Advertising Rates

	1 TIME	2 TIME	4 TIME
IBC	\$3,415	\$3,100	\$2,785
IFC	\$3,415	\$3,100	\$2,785
BC	\$7,080	\$6,430	\$5,775
DT	\$4,550	\$4,100	\$3,630
FP	\$2,750	\$2,475	\$2,195
2/3	\$2,090	\$1,870	\$1,620
1/2	\$1,790	\$1,600	\$1,420
1/3	\$1,350	\$1,210	\$1,075
1/4	\$1,150	\$1,060	\$935
1/6	\$815	\$735	\$660
Internet LANDSCAPE Home Page			\$450
Internet DOUBLE BANNER Home Page			\$420
Internet BANNER Home Page			\$375
Internet LANDSCAPE 420 x 150			\$350
Internet DOUBLE BANNER 150 x 308			\$320
Internet BANNER 150 x 150			\$250



**Premium positions billed at 15% above rate.**

**1/2 Vertical ads billed at 15% above rate.**

See sales rep for custom gate folds/BRC cards.

10% multiple-page discount for 2 or more pages.

**All rates are net.**

Landscape and banner Web advertising available with bundled advertising packages.

**Call 919.870.1722 for more information.**

## Department Descriptions

### AROUND TOWN

This section covers what makes the towns and cities of the Triad tick. From the streets of downtown Greensboro to small-town historic districts and rural communities, we'll focus on what's hot and happening in the Triad.

### HOMETOWN STORIES

This section features various personalities in the Triad, from celebrities making their homes here to residents with compelling stories to share.

### PAY IT FORWARD

This section showcases the philanthropic individuals and organizations making a difference in our community.

### CULINARY CORNER

Get to know some of the area's finest eateries in our Restaurant Spotlight. Whether it's a four-course meal or a tapas experience you're seeking, the Triad serves up a variety of tasty dining options. You'll also find original recipes from area chefs and wine selections to fit every taste.

### HEALTH WATCH

The Triad's high quality of life has a lot to do with a genuine concern for the well-being of its citizens. The variety of health resources offered here, as well as some of the finest research facilities in the world, ensure that we'll never run out of health topics to cover.

### BEAUTY & STYLE

Keep your style all your own, but check out our Beauty & Style section, which features articles on the latest trends in fashion, from clothing to shoes.

### HOME INTERIORS & TECHNOLOGY

This section offers articles on home interiors and improvement projects, featuring the latest trends in home automation and technology that help beautify your home and simplify your life.

### TRAVEL & OUTDOORS

The Triad region contains a rich variety of outdoor entertaining venues, from state parks to amphitheaters. Step outside the area and you'll also find pristine beaches, quaint inns, bountiful wineries, and verdant mountain hideaways. This section highlights them all.

### FINANCE

Good financial advice goes a long way. Our financial experts simplify complex subjects so that you can make wise decisions about your personal finances. Topics range from tax-law changes and investment tips to insurance options and mortgage lending.

### EDUCATION

This section touches on the local issues facing students and their parents as they journey through their school years.



## Visit our Web Site

Our Web site offers a wealth of information that includes both what's in print and regular updates on what's happening in the Triad.

### WE OFFER:

- All published articles of each magazine
- Full archival of each issue, with search capabilities to find previously published articles
- An online news page highlighting the latest information from area businesses and nonprofits
- Links to our Facebook and Twitter pages, where we regularly update the latest news from advertisers and the community
- A link to all advertisers in at least two different Web pages

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## 2012 Advertising Deadline Schedule

Issue	Space Reservation Deadline	Camera Ready Materials	Delivery Date*
Spring	Jan. 27	Feb. 7	Feb. 24
Summer	Apr. 30	May 9	May 25
Fall	July 31	Aug. 8	Aug. 24
Winter	Oct. 30	Nov. 7	Nov. 27

\*Exact dates may vary depending on holidays.

## Ad Specifications

### AD SIZES:

- \* Double Truck: 16.75" x 10.875" trim
  - \* Full Page: 8.375" x 10.875" trim
  - Half Page (Horiz.): 7.375" x 4.875"
  - Half Page (Vert.): 4.875" x 7.375"
  - \* Back Cover: 8.375" x 10.875" trim
  - \* **add .125" Bleed, allow .5" Safe Area**
- 2/3 Page: 4.875" x 9.875"
  - 1/3 Page (Vert.): 2.375" x 9.875"
  - 1/3 Page (Sq.): 4.875" x 4.875"
  - 1/4 Page: 3.562" x 4.875"
  - 1/6 Page (Horiz.): 4.875" x 2.375"
  - 1/6 Page (Vert.): 2.375" x 4.875"

### INTERNET ADS

- Landscape: 420 x 150 pixels
- Double Banner: 150 x 308 pixels
- Banner: 150 x 150

## Ad Design Specifications & Guidelines

Ad design rate includes the following services:

1. Design and layout of advertiser-supplied ad materials.
2. Supplied photos scanned on high-end scanner; all photography must be supplied by advertiser.
3. Two rounds of corrections/changes to designed advertisements.
4. Final color PDF proof sent to advertiser for approval.

Ad design rate DOES NOT INCLUDE the following services:  
photography, logo design, copy writing

Suggested format requirements for advertiser-supplied photography and artwork:

- 300 DPI (high resolution) Digital Photography\*  
Must be supplied at 300 DPI resolution at least 100% of desired photo size to ensure highest reproduction quality.
- 4" x 6" glossy prints, positive film or \*4" x 5" transparencies
- Logo  
Must supply high resolution digital file at 300 DPI. (eps, jpeg or high res. PDF)

## \*Supplied Digital Output Specifications

Digital files must be supplied with the following requirements:

1. All files must be in Macintosh format.  
**Accepted programs:** InDesign CS5, QuarkXpress 6, Photoshop CS5, Illustrator CS5 (with type changed to outlines) or lower, and high-res PDF
2. Fonts: All used fonts must be supplied. ONLY Mac postscript fonts accepted.
3. Photos: All photos must be 300 DPI @ 100% of desired photo size to ensure the highest quality.
  - Photos must be CMYK
  - Format Tiff or EPS (high-res jpegs may be acceptable)
4. Color: All colors must be CMYK value. PMS spot or RGB colors are not accepted.
5. Proof: **Color or black and white proof must accompany digital files.**

### SEND ARTWORK TO:

Triad Living Magazine  
189 Wind Chime Ct., Suite 104  
Raleigh, N.C., 27615  
919.870.1722  
ccarley@whmags.com  
or upload files at  
weissandhughespublishing.com  
password: magazine08

\*If an advertiser submits materials that do not meet the above requirements, Weiss & Hughes Publishing Inc. will not be held responsible for any quality discrepancies.