

Carolina Living .info



Our Standards

Our journalistic heritage provides the ultimate insider experience with an original provocative approach to healthy living, parenting, leisure and much more.



Carolina Living is a true multi media publication. We guarantee all our subscribers and visitors a stimulating experience, one that satisfies their inherent curiosity while respecting your intellect and sophistication when it comes to experiencing the very best life has to offer.



Our Promise

We strive to exceed the highest standards of written and visual journalism in all our digital media.

As always, we will approach the subject of editorial content with intelligence and refinement guided by a keen sense of the elegance and good taste cultivated by active, successful affluents.



Circulation & Demographics

A DEDICATED, INVOLVED READERSHIP

Publisher's estimate as of January 2009

AUDIENCE DEMOGRAPHICS

For those looking to market their products and services to the ideal and most capable affluent consumers, look no further than Carolina Living.info readers.

Demographic % Comp

18-34 14%
35-49 43%
50+ 43%
Male/Female 70/30
Married/Partnered 82%

Affluent Survey

Base: Head of Household
Carolina Living .info subscribers are highly educated, affluent leaders.

Education

Attended College 92%
Post-Graduate Study 36%

Employment

Professional/Managerial 84%
Owner/Partner 68%
Self-employed 47%

Income

Average Household Income \$1,214,000
Households \$100,000+ 89%
Households \$500,000+ 46%

Real Estate Value

Primary Residence \$250,000+ 71%
Source: 2008 Carolina Living .info Subscriber Survey,

Feature Article: Listed under Editors Choice. **Free**

Thumbnail picture and link to your site: **\$195 per year**

Oversized Thumbnail with picture or video & description: **\$495** per year

Own Sub Heading. Max 5 Pages. Includes all photos, videos and description **\$1495**

Own your own online publication: Max 15 pages. Custom Templates.

One time fee of **\$4995. (Optional \$495 per year to update and host for you)**



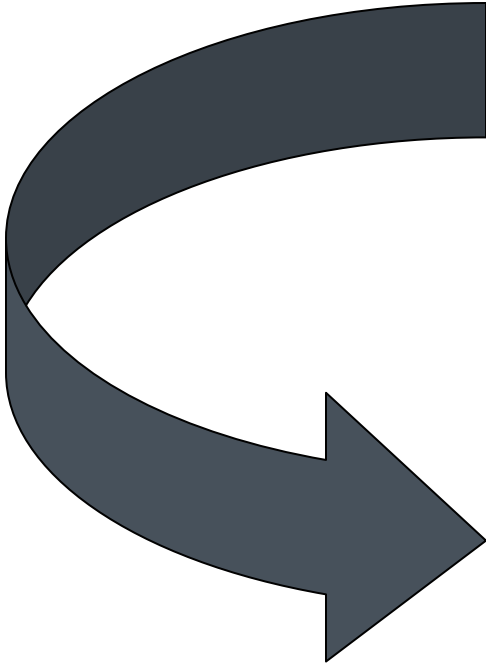
Free Feature Article on your Business

In efforts to introduce you to the magnitude and effectiveness of advertising with us, we will collect information from your current web site and create a feature article. **The Free Feature article** will compose of pictures and a description of your business and or service



Thumbnail

Remain a constant source to our readers. By enrolling in our Thumbnail Section, readers can link directly to your site. Your thumbnail will remain for an entire year. **Only \$195 per year.** Includes all thumbnail ad copy and picture.



Carolina Living of

Main Health Beauty Parenting Professionals Leisure

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Editors Choice

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	 Learn the advantages of buying fruits and vegetables directly from local farmers.	 Beautiful Necklaces

Sport Watch



Emporio Armani combines function with fashion in this sleek, sporty watch. The stainless steel case features a bright blue dial with chronograph movement and a date window at the 4-hour marker add extra functionality. The 3-link stainless steel bracelet completes the look. Case: Stainless Steel Strap: Stainless Steel Case Size: 42 mm Water Resistant: 5 ATM Packaging: Ships in an Armani Box Warranty: 2 year International Origin: Imported

SLK-Class Roadster



Mercedes recently rolled out a facelift for the SLK-Class roadster, along with a few mechanical changes to the line-up's supercharged four-cylinder and 3.5-liter V6.


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Only \$1495 per year



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Main Sub Headings

Sub Heading Full Page. Publish your very own full under one of our main headings. If you prefer we will create a custom main heading for you at no additional cost. **Only \$1495 per year.** Includes all thumbnail ad copy, pictures and video.

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