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The Heart of the Highlands-Cashiers Plateau

The Laurel Magazine, the Heart of the Plateau, is a monthly celebration of the uncommon magic that can be found daily in the Highlands and Cashiers communities.

Whatever the Plateau's secret, it's always been a clarion call for all those looking for something different – the hardy pioneers, naturalists, poets, musicians, artists, and assorted dreamers.

They, we've, discovered and nurtured something unique and precious.

We've been featuring the stories and the lives of Cashiers, Highlands, Glenville, Scaly Mountain and Toxaway (and all those glorious little places in between) for over 20 years.

We like to think that *The Laurel Magazine* is a pretty good reflection of these communities. It's what we chronicle with

every issue, every calendar listing, every video we post. Each is a testament to the love that we share for this place and these people.

And those 20+ years of publication have granted us a unique perspective on this small patch of land and its people. It's given our magazine a unique flavor, and our pages are an invitation to savor life on the Plateau.

Naturally, our photography can't really capture the transcendent beauty of, say, Blue Valley or Silver Run Falls, nor can our prose, no matter how clever or poetic, ever match the big ideas and big hearts of the people who live here. But we make every effort with each and every issue.

Join us

Be part of the story we're telling.

our reach

The Laurel Magazine can be picked up at over 200 locations throughout the area, including hotels, chambers of commerce, country clubs, retail outlets, convenience stores, banks, real estate offices, grocery stores, and more. The Laurel Magazine is the most widely distributed and popular magazine in the area, and receives dozens of requests for wedding packets and special events.

added value

Our advertisers receive a multitude of added value incentives at no additional charge: Ad design and ad photography; Listing in *the Laurel*'s index of advertisers; Listed on monthly shopping map; Clickable ad in monthly digital magazine version; and complimentary Top Tier Listing at thelaurelmagazine.com.

in every issue

Known for engaging content that offers readers the inside track on the Highlands-Cashiers Plateau.

WHAT TO DO

A deep dive into area events, including an at-a-glance monthly calendar

RECREATION AND CREATION

Exploring the Plateau's many outside wonders

ARTS

Featuring local artists and art events

DINING

Focusing on the Plateau's best restaurants, chefs, recipes, and an at-a-glance restaurant guide

SHOPPING

A curated look into local shopping, offerings, and featuring shopping maps

HISTORY

Revealing the Plateau's unique backstory

LIFESTYLES AND WELLNESS

A look into the area's beautiful homes, unique lifestyle, and wellness offerings

GIVING BACK

Spotlighting the quiet generosity of the people who live here

BUSINESS SPOTLIGHT

Highlighting the Plateau's business community

print advertising investments

AD TYPE	SAFETY	TRIM	BLEED	I ISSUE	3 ISSUES	6 ISSUES	I I ISSUES
I/4 Page	N/A	3.66 x 4.6	N/A	\$390	\$370*	\$350*	\$330*
I/2 Page Horizontal	N/A	7.5 x 4.6	N/A	\$740	\$675*	\$640*	\$600*
Full Page	8.25 x 10.75	8.375 x 10.875	8.875 x 11.375	\$1315	\$1255*	\$1190*	\$1120*
Double Truck	16.625 x 10.75	16.75 x 10.875	17.25 x 11.375	\$2050	\$1995*	\$1930*	\$1810*
Service Directory	N/A	2.4 x 2.8	N/A	\$100	\$100*	\$100*	\$85*
Bind-In Post Card	3.875 x 5.875	4 x 6	4.25 x 6.25	\$4600	\$4370*	\$4140*	\$3910*

Dimensions are in inches | *per issue

same issue multi-page discounts

PAGES	INVESTMENT		
4–7 Full pages	\$725/per page		
8–15 Full pages	\$530/per page		
16-23 Full pages	\$450/per page		
24+ Full pages	\$430/per page		

deadlines

The Laurel publishes II issues each year.

Deadline / closing ad dates are the 1st of each month.

January/February combo issue closes December 1;

March closes February 1; April closes March 1; May closes April 1;

June closes May 1; July closes June 1; August closes July 1;

September closes August 1; **October** closes September 1;

November closes October 1: December closes November 1.

ways to save

Prepay for your entire 2025 ad run and receive a **IO% DISCOUNT**

Submit ad by 1st of each month and receive a 5% **DISCOUNT**

guaranteed placement

Secure your requested positions (such as upper right or specific page) with a **5% UPCHARGE**

ad file submissions

Ad design is included in advertising cost. If camera ready ads are submitted, please follow these guidelines:

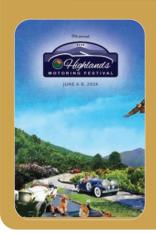
- Applications supported are: Adobe Photoshop, Adobe Illustrator, and Adobe InDesign.
- Formats supported are: PDF, EPS, TIF, and PSD.
- Files should be processed at a resolution of no less than 300 dpi at 100% of desired printing size.
- All fonts should be Post Script and included (screen and printer).

email files to: michelle@thelaurelmagazine.com

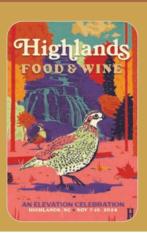
community publications

Prepay and save an additional 10%.

FULL PAGE \$850 Village Green / Food & Wine (6"w x 9"t) | **\$1100** Highlands Motoring Festival (8.25"w x 10.75"t) **HALF PAGE** \$500 Village Green / Food & Wine (5"w x 3.5"t) | \$600 Highlands Motoring Festival (7.5"w x 4.6"t) **QUARTER PAGE \$300** Village Green / Food & Wine (2.4"w x 3.5"t) | **\$400** Highlands Motoring Festival (3.66"w x 4.6"t)







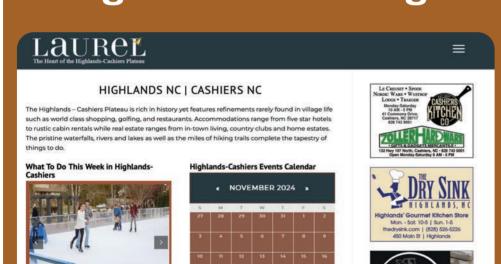
Highlands Motoring Festival

The Village Green

Highlands Food & Wine Festival

Distribution Festival Week

digital advertising investments



Expand your reach by advertising on thelaurelmagazine.com and receive monthly social media postings on the Laurel's Facebook and Instagram

NON PRINT ADVERTISER \$200*

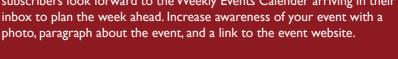
PRINT ADVERTISER \$100*

(600px x 450px linkable website ad) *per month with 12 month agreement Billed monthly



weekly calendar of events e-blast

Blast your event details to our 3,800+ Weekly Events subscribers. Our subscribers look forward to the Weekly Events Calender arriving in their inbox to plan the week ahead. Increase awareness of your event with a





\$25 per week