

# LAUREL

The Heart of the Highlands-Cashiers Plateau

**MEDIA  
KIT**

2025

*A Monthly Celebration*

**Be Part Of The Story**

# LAUREL

## 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](http://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	1 ISSUE	3 ISSUES	6 ISSUES	11 ISSUES
<b>1/4 Page</b>	N/A	3.66 x 4.6	N/A	\$390	\$370*	\$350*	\$330*
<b>1/2 Page Horizontal</b>	N/A	7.5 x 4.6	N/A	\$740	\$675*	\$640*	\$600*
<b>Full Page</b>	8.25 x 10.75	8.375 x 10.875	8.875 x 11.375	\$1315	\$1255*	\$1190*	\$1120*
<b>Double Truck</b>	16.625 x 10.75	16.75 x 10.875	17.25 x 11.375	\$2050	\$1995*	\$1930*	\$1810*
<b>Service Directory</b>	N/A	2.4 x 2.8	N/A	\$100	\$100*	\$100*	\$85*
<b>Bind-In Post Card</b>	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 11 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 **10% 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.
- ❖ All fonts should be Post Script and included (screen and printer).
- ❖ Files should be processed at a resolution of no less than 300 dpi at 100% of desired printing size.

email files to: [michelle@thelaurelmagazine.com](mailto:michelle@thelaurelmagazine.com)

# community publications

Extend your marketing with these community publications. Advertise in all 3, and take 10% off!  
Prepay and save an additional 10%.

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



## Highlands Motoring Festival

Deadline: April 1  
Distribution begins in May

## The Village Green

Deadline: April 1  
Distribution begins in May

## Highlands Food & Wine Festival

Deadline: October 1  
Distribution Festival Week

# digital advertising investments

**LAUREL**  
The Heart of the Highlands-Cashiers Plateau

**HIGHLANDS NC | CASHIERS NC**

The Highlands – Cashiers Plateau is rich in history yet features refinements rarely found in village life such as world class shopping, golfing, and restaurants. Accommodations range from five star hotels to rustic cabin rentals while real estate ranges from in-town living, country clubs and home estates. The pristine waterfalls, rivers and lakes as well as the miles of hiking trails complete the tapestry of things to do.

**What To Do This Week in Highlands-Cashiers**

**Highlands-Cashiers Events Calendar**

NOVEMBER 2024						
S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Select a Day Above to View its Events or  
--View Full Event Calendar--

**LAUREL'S KITCHEN CO.**  
LE CREUSET • SPOON  
NORDIC WARE • WESTHOFF  
LOGS • TRAMER  
Monday-Saturday  
10 AM - 5 PM  
81 Commons Drive,  
Cashiers, NC 28717  
828 743 9991

**ZOLLER HARDWARE**  
LIGHTS • SAUNAS • STEEL WATER •  
132 Hwy 107 North, Cashiers, NC • 828 743 6001  
Open Monday-Saturday 8 AM - 5 PM

**THE DRY SINK**  
HIGHLANDS, NC  
Highlands' Gourmet Kitchen Store  
Mon. - Sat. 10-5 | Sun. 1-5  
thedrysink.com | (828) 525-5226  
450 Main St | Highlands

**Highlands ROCK YARD**  
828-765-0360  
highlandsrockyard.com  
Follow Us on Facebook & Instagram  
@highlandsrockyard

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

**This Week's Events**

What To Do This Week on Our Mountain Paradise  
Monday, November 18 - Sunday, November 24

**Highlands Ice Skating Rink**  
Opens  
Thursday, November 21 |  
3:30pm

Winter 2024-2025 Schedule:  
Thursday 3:30-8:00pm, Friday  
3:30-10pm, Saturday 1-1pm,  
Sunday 1-5pm  
Thanksgiving Schedule:  
Monday, November 25  
Wednesday, November 27

## 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 Calendar arriving in their inbox to plan the week ahead. Increase awareness of your event with a photo, paragraph about the event, and a link to the event website.

**\$25 per week**

