

Laurel



The Heart of the Highlands-Cashiers Plateau

**MEDIA
KIT**

2026

Your Highlands-Cashiers (and beyond) Connection

Align your brand with the trusted resource
celebrating the spirit, stories, and natural beauty of our region.

photo by Lee Travathan

LAUREL

The Heart of the Highlands-Cashiers Plateau

The Laurel Magazine, the trusted guide to Highlands, Cashiers, and beyond, celebrates the Plateau's uncommon spirit and the culture, history, and landscape that define it. These mountains hold a quiet wonder that draws people here and invites them to stay, shaping a community grounded in authenticity and connection.

For over 20 years, we have shared the stories of Highlands, Cashiers, Glenville, Scaly Mountain, Lake Toxaway, and all the places in between. Each issue, every calendar listing, and every map we craft reflects our commitment to this place and its people. Decades of publication have given us a unique perspective on the Plateau's character and the individuals who contribute to its remarkable sense of place. That experience shapes a magazine that mirrors the community and invites readers to savor life here.

With every photograph and every paragraph, we work to capture the sweep of the mountains and the depth of the people who call this place home. Page by page, month after month, we strive to honor the beauty, stories, and spirit of the Plateau.

When you partner with *The Laurel Magazine*, your brand becomes part of the most trusted resource for the Highlands-Cashiers Plateau. Our readers, including residents, visitors, and those who hold this region in their hearts, turn to us for authentic storytelling, curated events, and thoughtful content that reflects the sophistication and soul of these mountains.

Join us and connect with the communities we celebrate.

our reach

The Laurel Magazine is available at over 200 locations across the Plateau—including hotels, chambers of commerce, country clubs, retail shops, convenience stores, banks, real estate offices, and grocery stores. As the Plateau's most widely distributed publication, *The Laurel* is regularly requested for wedding packets and special events, underscoring its role as the region's go-to resource.

added value

Our advertisers enjoy a suite of added-value benefits at no extra cost: professional ad design and photography; inclusion in *The Laurel's* advertiser index; placement on the monthly shopping map; featured articles; and a clickable ad in the digital magazine.

in every issue

Known for compelling content that offers readers unique insight into the Highlands-Cashiers Plateau.

WHAT TO DO

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

RECREATION AND CREATION

Exploring the Plateau's outdoor wonders and experiences.

ARTS

Spotlighting local artists, galleries, and cultural events.

DINING

Showcasing the Plateau's best restaurants, chefs, recipes, and a monthly dining guide.

SHOPPING

A curated look at local shops and offerings, with featured shopping maps..

LIFESTYLES AND WELLNESS

Celebrating beautiful homes, distinctive lifestyles, and wellness offerings.

GIVING BACK

Highlighting the generosity and philanthropy of the Plateau community.

BUSINESS SPOTLIGHT

Featuring the innovation and success of the local business community.

MAPS AND GUIDES

Handy maps and guides to help readers navigate local shops, restaurants, and stays.

print advertising investments

AD TYPE	SAFETY	TRIM	BLEED	1 ISSUE	3 ISSUES	6 ISSUES	11 ISSUES
1/4 Page	N/A	3.66 x 4.6	N/A	\$400	\$380*	\$360*	\$340*
1/2 Page	N/A	7.5 x 4.6	N/A	\$760	\$700*	\$660*	\$620*
Full Page	8.25 x 10.75	8.375 x 10.875	8.875 x 11.375	\$1345	\$1285*	\$1220	\$1150*
Double Truck	16.625 x 10.75	16.75 x 10.875	17.25 x 11.375	\$2105	\$2050*	\$1985*	\$1910*
Bind-In Post Card	3.625 x 9.7	3.5 x 8.45 (?)	4 x 8.95	\$3400	\$3200*	\$3000*	\$2800*
Cover Starburst	Showcase your event on The Laurel's Cover, aligned with article. Limited availability. Request details. \$1345*						

Dimensions are in inches | *per issue

same issue multi-page discounts

PAGES	INVESTMENT
4 - 7 Full pages	\$855/per page
8 - 15 Full pages	\$660/per page
16+ Full pages	\$580/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 2026 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% UP-CHARGE**

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

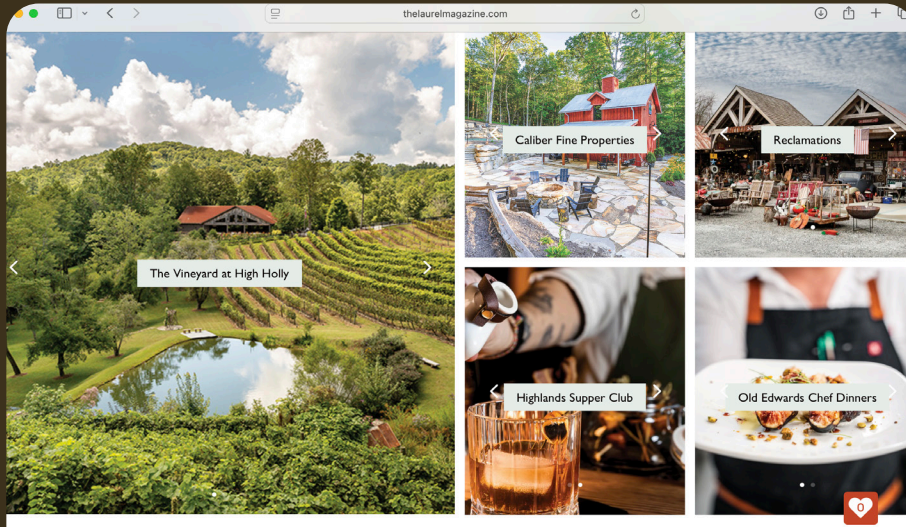
at a resolution of no less than 300 dpi
at 100% of desired printing size.

All fonts should be

Post Script and included
(screen and printer).

email files to: michelle@thelaurelmagazine.com

digital marketing opportunities



Expand your reach on
thelaurelmagazine.com

YOUR AD APPEARS ACROSS KEY PAGES:

Home Page • This Week's Events
Dining • Shopping • Lodging
Article Search • Current Issue

NON-PRINT ADVERTISER

\$250*

PRINT ADVERTISER

\$100*

*per month with 12 month agreement

WHY ADVERTISE ONLINE WITH THE LAUREL?

Prominent placement on a trusted regional platform with over **70,000** monthly interactions; Clickable ads that connect directly to your business; Audience actively seeking local events, dining, shopping, and services; Advertising on thelaurelmagazine.com ensures your brand is showcased to residents and visitors who rely on us as the area's go-to resource.



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.

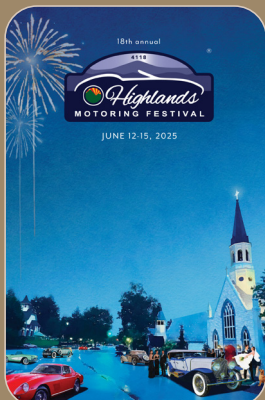
\$25 per week



community publications

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

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