

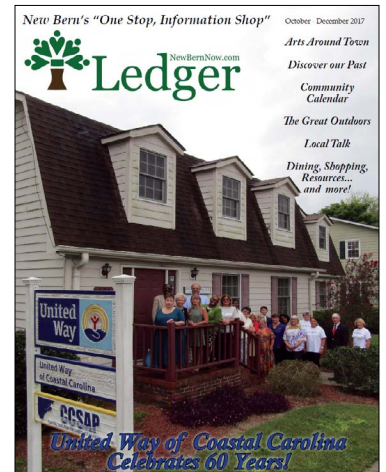
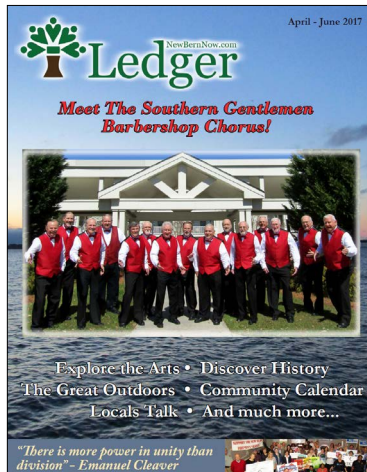


New Bern Now's 2018 Media Kit



NewBernNow.com and the Ledger Magazine is the community's website and magazine for the Greater New Bern area. Our goal is to promote our city as the region's premier destination for arts, history, outdoor recreation, dining, shopping, and living.

As the "One Stop, Information Shop", readers turn to us for an insider's look at the people, places, and events throughout the Greater New Bern area.



TOTAL READERSHIP

**NewBernNow.com
+ Social Media**

Monthly Visitors
48,614

Monthly Page Views
51,938

Podcast Listeners
3,568

Ledger Magazine

Distribution
3,000

Online readers
4,812

Avg Readers per copy
3.6

Total Readership
28,123

Shelf Life
6 - 9 months



Why advertise with New Bern Now?

We can promote your business or non-profit in ways that are unmatched by others via our website, podcast, and magazine. This will help increase your exposure, ultimately enhancing your brand!

- NewBernNow.com is an online destination for local residents and tourists alike. We publish articles, photos, videos, and share them in our daily email and on our social media platforms, reaching over 48,614 viewers per month. With over 4,000 articles and pages; it's a search engine for New Bern and surrounding areas. When we feature your business or nonprofit, it improves your local search positioning on the Internet.

- The Ledger Magazine provides valuable content to our readers, reaching over 28,123 quarterly in readership. We defy traditional advertising guidelines by providing 30% ads and 70% content. If you advertise with us, your ad will stand out compared to other magazines that readers have to flip thru pages of ads trying to get to the content!

- We also produce New Bern and Beyond's Podcast Show with community segments being aired on New Bern's News Talk Radio, WNOS 107.5FM and 1450AM. Our Podsquad talks about all of the great things New Bern has to offer among other interesting topics. This reaches approximately 3,568 listeners.


- We connect readers, online followers, and listeners to what our great city has to offer. By advertising with New Bern Now, you're associated with a trusted and positive community brand.

Become a "Supporter" for as low as \$15 per month payable annually for \$180. Your business/nonprofit will be highlighted in the Ledger and listed on "Our Supporters" page on NewBernNow.com to include a link back to your website. This is the only way to guarantee that your business/non-profit will be included in future issues on the magazine.

Here's an example:


Shop Local

Animal Care Services

 [Craven Animal Hospital](#), 1003 Hwy 70 E.,
637-4541

 [Masterful Dog Training](#), 672-5933
Animal Care Center, 4385 Hwy 17 S., 636-5040

Other Selected Businesses

 [Claudia B. Houston](#), Creative Memories
Advisor, 571-1212

 [The Hair Depot](#), 2609 Trent Rd., 514-2345
 [New Bern Web Design](#), 349-0270

ADVERTISING RATES

Quarterly Ledger rates

1/16 Page		1/4 Page
1/8 Page		
1/2 Page		

**Black/White in print, Color
online edition:**

**1/16: \$75
1/8: \$150
1/4: \$300
1/2 \$600**

Full Color - Cover pages:

**1/8: \$200
1/4: \$450**

Monthly Website rates

Standard rates:

\$100 343 wide x 348 high pixels
\$75 343 wide x 248 high pixels
\$50 343 wide x 148 high pixels

Homepage rates:

\$200 343 wide x 348 high pixels
\$150 343 wide x 248 high pixels
\$100 343 wide x 148 high pixels

EDITORIAL CALENDAR 2018

Quarter	Dates	Deadline
Winter	Jan - Mar	Dec 18, 2017
Spring	Apr - Jun	Mar 15, 2018
Summer	Jul - Sep	Jun 15, 2018
Fall	Oct - Dec	Sep 15, 2018

DISTRIBUTION

The Ledger is delivered year-round throughout the Greater New Bern area, from Downtown, Uptown, Around Town, Fairfield Harbour, River Bend, Carolina Colours, Havelock, and beyond!

You can find it in Doctor and Dentist Offices, Libraries, Pharmacies, Hair Salons, Cafes, Pubs, and Restaurants, Boutiques and Shops, Veterarian Offices, Chamber of Commerce and Visitors Center, NC History Center at Tryon Palace, New Bern Historical Society, Pet Boarding locations and Groomers, Auto Repair waiting rooms, Hotels and Bed & Breakfasts, at the Airport, and the list goes on.

Presented by NC Life Media (published of NewBernNow.com, Ledger Magazine, and New Bern and Beyond Podcast). For more information, please contact Wendy Card, Owner and Publisher, via [email](#) or call 252-259-6853.