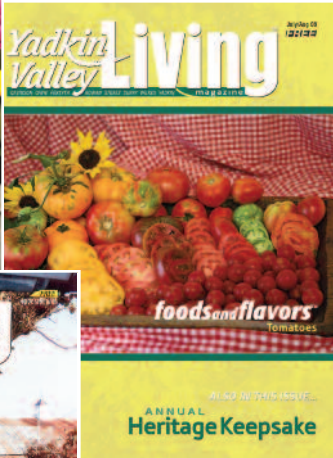


# *Yadkin Valley* Living™

*to be a positive celebration  
of the great people, places and events we have in our own backyard!*

*art by June Rollins, read her column in every issue!*





*Mission: To be a positive celebration of the great people, places and events we have in our own backyard.*

**Target:** adults age 35 plus, middle to upper income

**Theme:** Exploring Yadkin Valley Lifestyle tapping into adult interests

**Content:** Locally Produced Articles to inform and entertain. Travel destinations, sites, events to visit. How to tips on home, lawn & garden, loaded with regular features, for example– *Yadkin Valley People, Wellness, Collectibles* AND including: **foodsandflavors™**, stories about regional foods, cooking, restaurants and Yadkin Valley Wineries & Winemakers.

**Presentation:** Upscale with “down home” flair  
Professional presentation, with sharp, clean look with high quality web press paper  
Glossy/100 lb coated cover captures attention

**Frequency:** Bi-monthly, 6 issues per year

Thousands of readers use each issue to plan day trips and shopping excursions  
25,000 copies of each issue are printed, distributed, picked up and enjoyed

Positive environment that showcases advertisers

Cost to readers: **FREE** (subscriptions available)

**LONG SHELF LIFE** means your advertising message delivers day after day, reader after reader, impact after impact

**PROVEN TRACK RECORD**, with multiple testimonials from successful advertisers and readers. Published since 2000

### Distribution:

High traffic grocery and convenience stores  
advertisers, chambers of commerce,  
travel & welcome centers, select area restaurants  
medical offices and free standing displays,  
targeted mailing to professional and civic leaders

**March–April 2010**

Spring Home, Lawn & Garden  
 Music & Musicians Vol. 6  
 Distribution Begins week of March 1  
*Final Closing Date– February 6*

**May–June 2010**

Yadkin Valley People  
 Distribution Begins April 30  
*Final Closing Date– April 9*

**July–August 2010**

Annual Heritage Keepsake  
 Distribution Begins week of June 28  
*Final Closing Date– June 4*

**Sept–October 2010**

Fall Festivals & Events  
 Distribution Begins week of September 1  
*Final Closing Date– August 6*

**November–December 2010**

Annual Holiday Foods–  
 Christmas Issue  
 Distribution Begins week of October 29  
*Final Closing Date– October 8*

**January–February 2011**

wellness, weddings, weekends  
 Distribution Begins week of January 2  
*Final Closing Date– December 2*

**Production Note:**

Advertising closing date is the final date all space orders can be accepted.

**All Ad copy is due by Final Closing.**

We'll make every effort to accommodate... but we encourage you to plan ahead as waiting until closing date to place your order **will** limit your choices in sizing and placement.

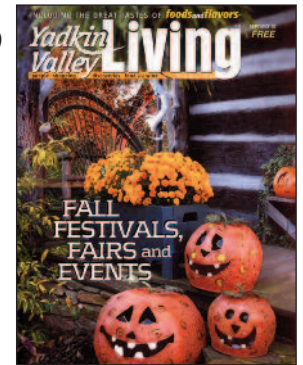
Editorial Closing: first day two months prior to issue date.

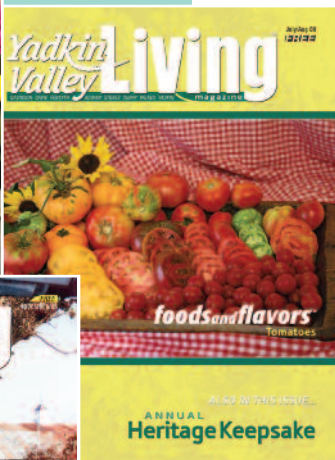
*in every issue:*

**foodsandflavors™**

stories about restaurants, chefs, foods, recipes, cookbooks and Yadkin Valley wines

- |  |  |   |   |
|--|--|---|---|
| <input type="checkbox"/> Yadkin Valley planner | <input type="checkbox"/> arts                  | <input type="checkbox"/> gardens              | <input type="checkbox"/> outdoors           |
| <input type="checkbox"/> wellness              | <input type="checkbox"/> home style            | <input type="checkbox"/> inspiration          | <input type="checkbox"/> pets               |
| <input type="checkbox"/> books                 | <input type="checkbox"/> collectibles/antiques | <input type="checkbox"/> Yadkin Valley people | <input type="checkbox"/> resource guidebook |





**foodsandflavors**<sup>TM</sup>, locally produced stories about regional Southern foods, warm home kitchens, country cooks to fine chefs, restaurants—from the corner grill to fine dining, Yadkin Valley Vineyards, Wineries & Winemakers.

Written by our own staff of local food experts, special guest writers, along with food stories from our magazine staff.

The regions most complete, locally and exclusively produced food section in a magazine that thousands of readers *can't wait to get their hands on.*

and in 2010 introducing

**BEST Yadkin Valley COOKS**<sup>TM</sup>  
Our exclusive Cookbook Series



Marilyn Wells  
Featured Food  
Editor



Debbi Hoover  
Lifestyle Foods  
and Entertaining



Bruce Heye  
The Wine Guy



Christine Greene  
in Nana's Kitchen

Cookbook Collector | dessert tray | Neat Eats | in Nana's kitchen | featured wines | guest authors | food stories

**foodsandflavors**<sup>TM</sup> inside every issue of Yadkin Valley Living Magazine  
with highlights online at [yadkinvalleyliving.com](http://yadkinvalleyliving.com)

“I got more response out of *Yadkin Valley Living Magazine* during our recent open house, than any other advertising we did. I saw lots of new faces, and the majority of them said they saw our ad in *Yadkin Valley Living*.

Many came in with a copy of the magazine in hand, including one lady all the way from Boone.”

Gray Fishel  
 Carolina Country Furniture  
 Clemmons

**Furniture Makers Showroom Store**  
**Spring Open House Sale**  
 May 2, 3 and 4  
 Friday & Saturday 9am-4pm • Sunday 1-4pm  
 After Open House, Factory Store also Open on Saturday, May 10



Come see Shaker & antique reproduction furniture & accessories  
 Made in the shops beside our Log Cabin Showroom Store



All of our furniture is handmade in the USA.  
 New Finishes New Designs

Visit our log cabin store during this special sale.  
 You'll find it filled with our handmade country furniture, unique home accessories, and outdoor accents.

**Carolina Country Furniture**  
 4017 Friedberg Church Rd • Clemmons  
 One mile north of Mrs. Hanes Harvian Cookies  
 336-764-0938

Your message in over 20,000 copies —almost every copy picked up and enjoyed

Proven 10 years of performance

**LOCAL IMPACT**  
 —We generate great local coverage

But our **REGIONAL REACH** also brings new customers

We're not a quick read through and thrown away, the magazine is kept and referred to again and again. We surround your ad message with only positives.

Our magazine is packed with timely, informative articles written by knowledgeable, local writers.

**Our business... is promoting yours**

In all the advertising I have ever done, I have never had so many people tell me they saw my ad.

I even had a guy call on the phone to ask if it was okay to make copies of it to pass out to his co-workers.

I'm recommending advertising in *Yadkin Valley Living* to my retail customers.

Gray Gwyn  
 Mount Airy Meat Center  
 Mount Airy

**It's Summer Grilling Time**

May & June are filled with Great Grilling Times like Father's Day – Memorial Day and everyday! We offer everything but the grill...any kinds of supplies for the picnic! Grilling for two, grilling for the company picnic or the church supper Breads/buns, all kinds of sauces and rubs, frozen foods, fresh side dishes AND DELICIOUS APPETIZERS. Only the choicest steaks, and of course delicious burgers and hot dogs.



In our cases	Deli Meats	Cheese Sticks
Find the FRESHEST:	Buffalo Wings	Spicy Chicken
Bacon	Tenderloin	Sweet Corn Nuggets
Sausage	Lemon Butter Chicken	Potato Wedges

Giving you only the FRESHEST meats, the LEANEST cuts and SERVICE with a smile.

Come visit, it's worth the drive from anywhere in the Yadkin Valley.

**USDA Inspected Daily**

**Mount Airy Meat Center**  
 133 Old Buck Shoals Road • Mount Airy  
 336-786-2023

Monday-Friday 9-6  
 Saturday 9-5



# 2010 Print Advertising Rates

Color (cmyk)	1 time	2-5 ads /yr	6 ads /yr
Full Page	786	695	649
1/2	544	470	436
1/3	418	360	338
1/4	358	277	239
1/8 Vertical	203	181	162
1/8 Horizontal	171	154	133

Web press/ Specific positions based on availability/ **PRICES ARE PER ISSUE**

Black & White	1 time	2 to 5 ads /yr	6 ads /yr
Full Page	695	595	549
1/2	433	359	344
1/3	330	267	251
1/4	272	209	199
1/8 Vertical	179	148	124
1/8 Horizontal	156	125	117

Web Press/ Specific positions based on availability/ **PRICES ARE PER ISSUE**

## Covers 100 lb coated paper/ CMYK

	1 time	2 to 5 ads /yr	6 ads /yr
Inside front	1249	1115	995
inside back	1176	1060	855
back cover	2195	1895	1595

## Guidelines

**Frequency discount is based on number of ads purchased in a 12 month period.**

Sizes and types may be combined to achieve quantity discounts. Prices listed are per issue.

**Rates are net.**

Timely submission of copy is the responsibility of the advertiser. Clients will be liable for 50% of the cost of space reserved if cancelled after sales deadline.

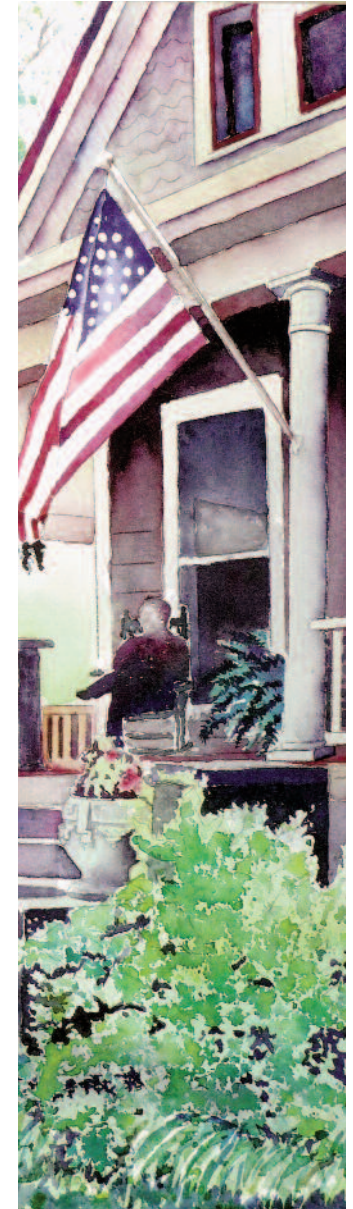
**Terms: Billing from FIRST DAY of distribution of each issue, 30 days with CREDIT APPLICATION APPROVAL.** First time customers minimum 50% deposit with order, balance due on or before closing date. We accept Checks, Cash, Master Card & Visa.

### Liability

*Publisher reserves the right to reject any advertisement.* All advertisements are accepted and published by the Publisher upon representation that the agency and/or advertiser are authorized to publish the entire contents and subject matter thereof. The agency and/or advertiser assure liability for any and all claims arising there.

To eliminate any misunderstandings a signed insertion order covering copy points, rates and issues ordered must be in-house before closing date to assure your space. **Yadkin Valley Living Magazine** is published (bi-monthly) for six issues per year. Distribution is planned to begin the first week of each issue:

January/February	July/August
March/April	September/October
May/June	November/December



## Production Guidelines

We use Quark Xpress and Adobe Photoshop for Mac

**Production of your ad is included with up to two proofs.**

Should you wish to furnish your own ad:

**High Resolution PDF files are preferred.\***

All elements should be placed at 100%

If you are furnishing elements of the ad:

Photographs: save as .TIFF files, or you may send "straight from the camera" original jpeg photos for us to convert.

Scan photos at 150 dpi @ 100% size. (Covers 300 dpi)

Line art, at 1200 dpi, save as TIFF or Illustrator eps. files

**Please include a printed proof.** All color is CMYK.

To e-mail ad copy: [advertising@yadkinvalleyliving.com](mailto:advertising@yadkinvalleyliving.com)

Mail/UPS/Fed X to: 1038 Ridgewood Trail, East Bend, NC 27018

**\*We can not use MS Publisher and MS Word files.**

Copy must be of acceptable quality or artwork charges of \$45/hr will apply to convert the ad/artwork into useable form.

### Contact Us:

1038 Ridgewood Trail  
East Bend, NC 27018  
336-961-3407 866-280-4664  
[www.yadkinvalleyliving.com](http://www.yadkinvalleyliving.com)

## Ad Dimensions

Trim Size is 8 3/8" x 10 7/8"

Full Bleeds 8.616 x 11.12

Ad Sizes Including Border

Full Page 7.375 x 9.75

2/3 Vertical 4.854 x 9.75

1/2 Horizontal 7.375 x 4.781

1/3 Square 4.854 x 4.781

1/3 Vertical 2.333 x 9.75

1/4 Vertical 3.594 x 4.781

1/8 Vertical 2.333 x 4.781

1/8 Horizontal 3.594 x 2.281

**To place an advertising order  
or for additional information  
including advertising  
on [yadkinvalleyliving.com](http://yadkinvalleyliving.com):**

John Norman  
Advertising Sales  
336-961-3407  
1-866-280-4664  
[john@yadkinvalleyliving.com](mailto:john@yadkinvalleyliving.com)