

# MEDIA KIT

*the original*  
**RELOCATION**  
*guide*

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**the english**

# RELOCATION guide

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- ALSO SEEING:
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AXEL MAP WORKS

WITH THE MAPPING AND DESIGN OF THE FOLIO  
WITH THE WRITING BY  
CLAYTON, FUGUAY-YARINA, GARNER, HOLLY SPRINGS,  
SELMA, SMITHFIELD AND SURROUNDING REGALS



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NEED MAP  
INSIDE

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**AREA 51  
 INSIDE**

**FROM THE MAGAZINE  
 OF THE  
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the original

# RELOCATION

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The original **RELATION** guide

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ABBA MAP INSIDE

YOUR COMPLETE NEWSLETTER & VISITOR SOURCE

- OSBENTVILLE
- SPARTANBURG
- OSAGE
- GAINESVILLE
- LYNNVILLE
- ANDOVER
- TRAVELERS REST
- & BARNESVILLE (TOWNS)

FROM THE MAGAZINE OF THE TOWNS OF OSAGE

YOUR GATEWAY TO THE TOWNS OF OSAGE

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UPSTATE, SC  
Greenville, Anderson,  
Greer, Spartanburg  
& Surrounding Area

# THE ORIGINAL RELOCATION GUIDE WILL INCREASE YOUR MARKET SHARE



## LET US SHOW YOU HOW:

### 1. BEST BUY:

no other newcomer/new mover publication delivers more qualified readers at a lower cost

### 2. SIX MONTH SHELF LIFE:

a single issue acts like a six month ad campaign

### 3. VERY UNIQUE:

readers keep it and rely on it for relevant information found nowhere else

### 4. PRESTIGIOUS:

well branded, long time publication in market place

### 5. BUYERS GUIDE:

influence newcomers and new movers before they make purchasing decisions. Our readers are hungry for information and view advertisements in The Original Relocation Guide as valuable information

### 6. CREDIBILITY:

advertising in The Original Relocation Guide is believable and is recalled more often

### 7. RANKS HIGH IN SEARCH ENGINES:

get the best of both worlds, print and web

### 8. PLANNED MOVES LISTS & RECENT MOVES LIST:

with easy-to-print mailing labels

### 9. DIRECT MAIL:

requested from online, real estate firms, major employers, etc.

### 10. THE ORIGINAL RELOCATION GUIDE:

will increase your market share

# LEADS LISTS

*In addition to the many other benefits of advertising with The Original Relocation Guide you will receive two sets of leads lists to help you reach new and potential residents in your area.*



Leads lists are a direct link to people who are moving to the area and in need of services, products and information. Along with the thousands of people your magazine ad will reach, leads lists target additional prospects for your business.

## PLANNED MOVES LIST

- The Planned Moves list contains the names and contact information for individuals relocating to your area, in most cases including email addresses and phone numbers
- The Planned Moves list is generated through online inquiries via The Original Relocation Guide's website: [www.relocationguide.biz](http://www.relocationguide.biz), as well as through the area Chambers of Commerce
- **You will receive an Excel report and a Word document in label format twice monthly**

## RECENT MOVES LIST

- The Recent Moves list contains the names and addresses of new movers who have recently purchased a home in your area
- **You will receive an Excel report and a Word document in label format once at the beginning of each month**



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# MAGAZINE DISTRIBUTION

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*“Quality is the hallmark of The Original Relocation Guide’s circulation. Our annual circulation of 70,000 represents a targeted media buy that allows our advertisers to reach the audience they need. The Original Relocation Guide reaches the cream of the crop—new residents and homebuyers who are relocating to the area.”*

## DIRECT MAIL BY THE ORIGINAL RELOCATION GUIDE

The Original Relocation Guide receives requests from new residents or prospective new residents through our website, Chambers of Commerce, and other companies in our distribution network. The Original Relocation Guide also provides lists of new movers to the area to ensure you are reaching your potential new customers on a timely basis.

## RESIDENTIAL REAL ESTATE FIRMS

Realtors and relocation experts provide our magazine to people who are considering relocating to the area, and routinely use our magazines to assist new residents settling into their new communities.

## FINANCIAL INSTITUTIONS

Banks and financial institutions in the area are a great venue for reaching new residents and customers during their transition period.

## CHAMBERS OF COMMERCE AND VISITOR CENTERS

The Original Relocation Guide is provided to area Chambers of Commerce and economic development groups to use as a welcoming tool for new residents.

## NEWCOMER CLUBS AND WELCOMING ORGANIZATIONS

Many relocating individuals and families often seek the help and advice of such groups to help them settle into their new homes and communities more easily.

## MAJOR EMPLOYERS

Our area has been blessed with one of the hottest economies in the country. With a solid economy and a low unemployment rate, new employees are transferring into the area continuously. The Original Relocation Guide targets this affluent market by working with the human resource departments at some of the area’s top corporations to distribute our publication to their new employees, and include the magazines in employment recruitment packages.

## APARTMENTS, HOTELS, AND TEMPORARY-STAY FACILITIES

Families relocating to the area often make short-term living arrangements with apartment communities and area hotels while they are searching for their perfect home. The Original Relocation Guide is distributed to hotels that cater to this market as well as apartment communities that have distinguished themselves in our market.

## AREA HOME SHOWS AND TRADE ORGANIZATIONS

The Original Relocation Guide targets area shows and organizations that meet the needs of new homebuyers and relocating families.

## RACK DISTRIBUTION

The Original Relocation Guide is distributed across the area on racks in **major grocery retailers** and at prominent locations to help reach incoming residents.

**TOTAL ANNUAL CIRCULATION: 70,000\***

*\*50,000 annual for Johnston/Southern Wake County*

# MAGAZINE MEDIA

## *The value in print advertising*

1. Magazine media's total audience grew to 1.8 billion in 2016 across platforms—an increase of 6.4%.
2. The top 25 print magazines reach more adults and teens than the top 25 primetime TV shows.
3. The median age of magazine readers (47) reflects the median age of the U.S. population.
4. Print magazines are more balanced across generations than other media, including internet, TV, radio and newspapers.
5. Households with income of \$150K+ are drawn to magazines.
6. Magazines show the highest return on advertising spending—the ultimate KPI.
7. 61% of readers are inspired to take action after seeing a print magazine ad.
8. Print magazines are #1 in reaching affluent influential consumers.
9. Across product categories, trusted recommenders are devoted magazine readers.
10. More so than users of other media, affluent magazine media readers are most likely to spend \$5K+ to \$10K+ on vacations.



MPA THE ASSOCIATION OF  
MAGAZINE MEDIA

[www.magazine.org/factbook](http://www.magazine.org/factbook)

# the original RELOCATION guide



## AD SPECS

### SPECIFICATIONS & SIZES

Printing:	CMYK Process (Full-Color. No spot colors)
Magazine Trim Size:	8.375" x 10.875"
Ad File Type:	Press Quality PDF

### AD SIZES

French Door Cover	17.75" x 11.125"
2 Page Spread (bleed):	17.25" x 11.125"
Full Page (bleed):	8.375" x 10.875" with .125" bleed to yield 8.625" x 11.125"
<b>(For bleed, all text, logos &amp; icons must be .5" from all sides for trim and gutter)</b>	
Full Page (no bleed):	7.375" x 9.875"
2/3 Page:	4.875" x 9.875"
1/2 Page (horizontal):	7.375" x 4.875"
1/2 Page (vertical):	4.875" x 7.375"
1/3 Page:	4.875" x 4.875"
Table of Contents Page:	4.500" x 5.500"
1/6 Page:	2.350" x 4.875"
Web ad:	300 px wide x 250 px tall JPG file

### ADS TO BE DESIGNED BY RELOCATION GUIDE

Design Fee: \$300

Client provides high resolution logo, photo(s) and exact text for ad design.

We cannot use logos or photos from websites as they are low resolution.

### DEADLINE INFORMATION

Please contact the Relocation Guide for advertising and ad material closing deadlines.

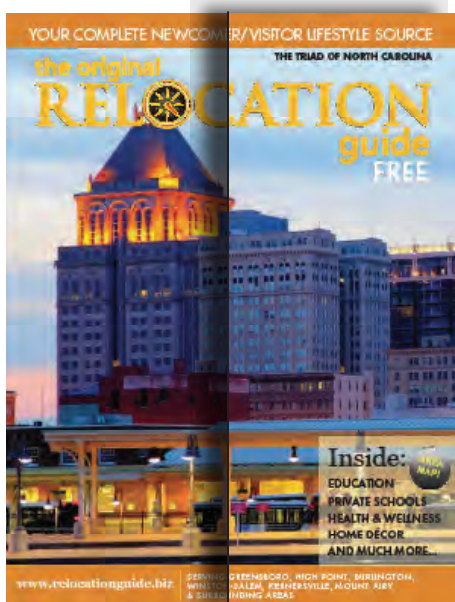
Delivery of materials after final deadline may cause forfeiture of the ad position.

**SUBMIT TO DESIGNER@RELOCATIONGUIDE.BIZ**

# INTRODUCING A UNIQUE ADVERTISING OPPORTUNITY

We are pleased to offer a dramatic cover design for our magazines: **the French Door Cover!** Your message will reach your audience when delivered on a French Door Cover.

**The front cover is the most visible page of a magazine. The French Door advertisement allows you to take advantage of the front cover's impact! The overlap on the cover draws upon the reader's curiosity to open it and your ad is revealed!**



Example of a French Door Cover: showing the cover closed on the left and the opened ad layout on the right.

**Contact your area Advertising Executive to discuss this offer!**





**North Carolina:**  
the 5th fastest growing  
state in the nation.

Your business  
could be growing, too.

The US Census released their 2017 population estimates showing that North Carolina saw one of the highest population increases in the nation. The Tar Heel state grew by a whopping 117,000 residents between July 2016-July 2017, making us the 5th fastest growing state in the nation. This represented a 1.15% growth rate – almost double the national average.

**Let's talk about how advertising in our 8 regional magazines can help you reach new customers and see how fast your business can grow.**

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**RELOCATION**  
guide  
[www.relocationguide.biz](http://www.relocationguide.biz)