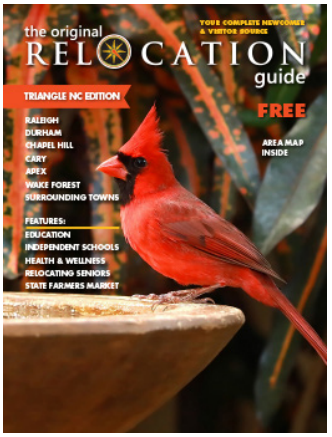
the original RELOCATION guide

MEDIA KIT & SCHEDULE

SIX REGIONAL PUBLICATIONS



TRIANGLE NC

RALEIGH,
DURHAM,
CHAPEL HILL,
CARY,
& SURROUNDING AREA

Prints 2x year: March & September

CHARLOTTE NC

FORT MILL,
ROCK HILL,
LAKE NORMAN,
GASTONIA,
& SURROUNDING AREA

Prints 2x year: June & December

FAYETTEVILLE, FORT BRAGG, SANDHILLS

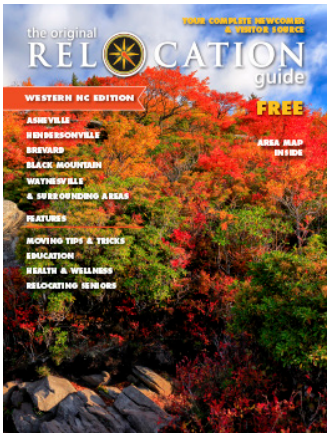
CUMBERLAND,
HOKE, MOORE,
& SURROUNDING AREA

Prints 2x year: February & August

TRIAD NC

GREENSBORO,
WINSTON-SALEM,
HIGH POINT
& SURROUNDING AREA

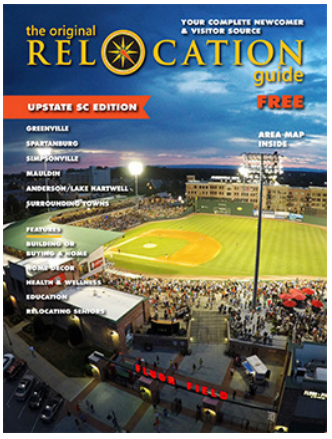
Prints 2x year: June & December



WESTERN NC

ASHEVILLE,
BREVARD,
HENDERSONVILLE,
WAYNESVILLE,
& SURROUNDING AREA

Prints 2x year: March & September



UPSTATE SC

GREENVILLE,
SPARTANBURG,
ANDERSON,
& SURROUNDING AREA

Prints 2x year: April & October

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 people who have recently located and people who are moving to the area.

Leads lists are a direct link to people who have recently relocated and 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, 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**

MAGAZINE DISTRIBUTION

"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

AD SPECS

Please follow ad size and specs as listed below.

A Press Quality PDF file is preferred.

Do not include crop marks.

CMYK or RGB color only, no spot or Pantone colors.

Any questions: contact designer@relocationguide.biz

Thank you!

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" x 11.125"
Full Page (bleed):	8.375" x 10.875” with .125" bleed to yield 8.625” x 11.125”
	(For bleed, all text, logos & icons must be .5” from all sides for trim and gutter)
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"

Web ad: 300 px wide by 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