

# Legacy

Magazine  
2012 MEDIA KIT

# Legacy

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Come inside Legacy Magazine and celebrate what defines Highlands and Cashiers in beautiful western North Carolina. Discover a magazine for local residents, reflecting their lifestyle and personality.

Legacy Magazine is a full-color, glossy lifestyle magazine delivering to you the latest innovations in North Carolina style. Legacy explores all areas of living and visiting our beautiful area. From art and entertainment, outdoor activities, history, local attractions and shopping - Legacy covers it all!

Market and Distribution: Legacy targets the most affluent adult residents in Macon and Jackson Counties, reaching consumers who purchase upscale products and services. Legacy is directly mailed to readers who welcome The Highlander and Crossroads Chronicle with home delivery. Additional copies are distributed in Asheville, Waynesville, Hendersonville and Black Mountain as well as Chambers of Commerce for a total circulation of 8,500.

## Regular Features

**Outdoors.** Whether you hike, bike, kayak or camp, you won't want to miss this feature.

**Calendar of Events.** A comprehensive and visual guide to the "can't miss events" in our region.

**Arts & Entertainment.** A guide to the fascinating culture and events that give this region its character.

**Travel.** Go with us to far away and exciting new places.

**Home & Garden.** A showcase of tips and ideas from some of the area's beautiful homes and gardens.

**Family Corner.** Includes arts and crafts for children as well as extracurricular activities for the whole family to enjoy.

**Cooking and Entertaining.** Everything from weeknight meals to formal gatherings.

## Publication Schedule 2012

Issue Focus	Ad Closing	Publication
Dining & Lodging	April 5	May 9, 10
Best of Cashiers	May 10	June 13
Best of Highlands	May 10	June 14
Wedding	June 7	July 11, 12
Health & Wellness	July 12	August 15, 16
Leaf Season	August 23	September 26, 27



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# Advertising Rates & Sizes

## Ad Rates

Display Ads	1x	5x
Full Page	890	800
2/3 Page	650	560
1/2 Page	525	460
1/3 Page	350	285
1/6 Page	225	185

## Premium Positions

Back Cover	1050
Inside Front or Inside Back	925
Premium Pages	925

***Receive 10% off rate with a 5 issue ad agreement!***

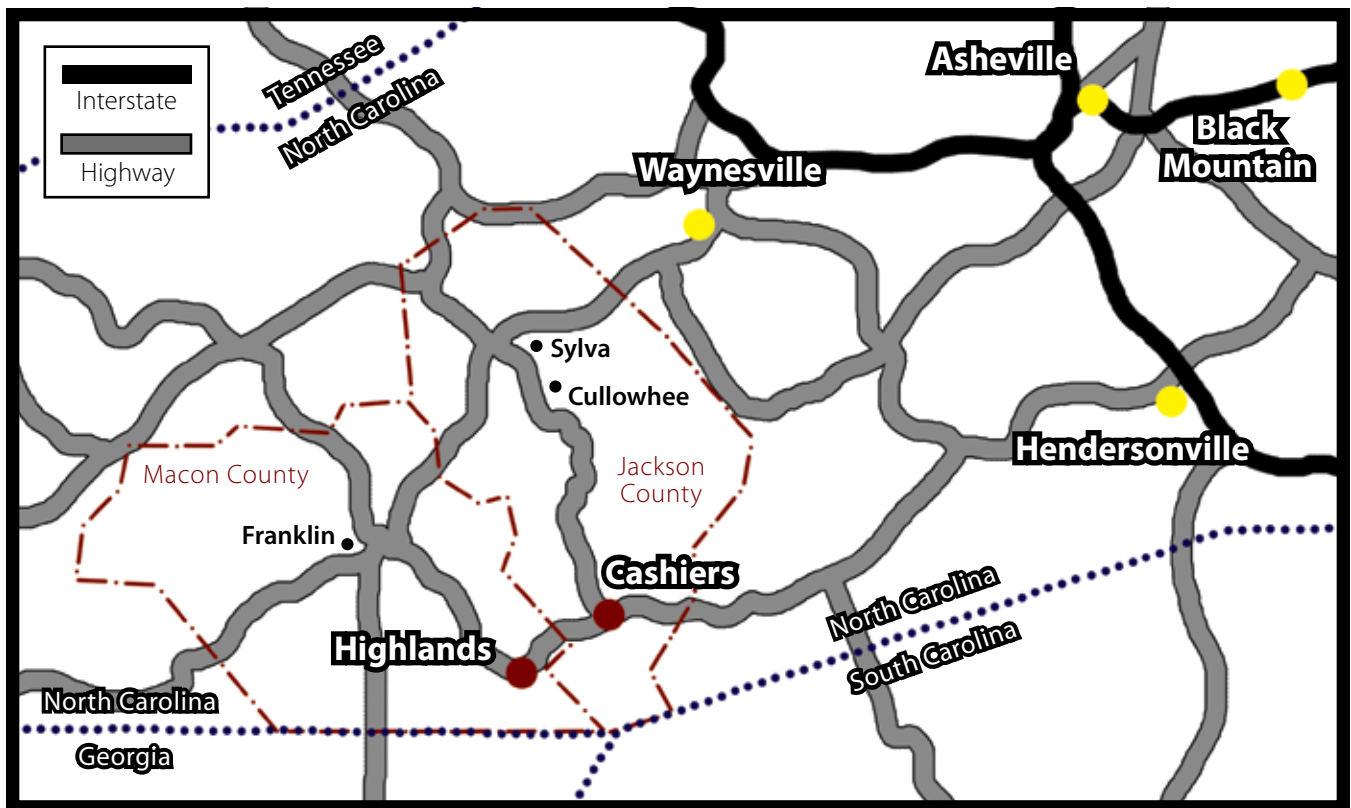
## Ad Dimensions

Modular Format	Page Depth 10.125
Full Page	7.5 x 10.125
Full Page with Bleed	8.625 x 11.125
2/3 Vertical	5 x 10.125
2/3 Horizontal	7.5 x 6.75
1/2 Vertical	3.625 x 10.125
1/2 Horizontal	7.5 x 5
1/3 Vertical	2.375 x 10.125
1/3 Horizontal	7.5 x 3.25
1/6 Vertical	2.375 x 5
1/6 Horizontal	3.625 x 3.25

Five consecutive issues required for the 5x rate.  
Ad design subject to approval. All ads are full color.  
Bleeds are available on cover positions and full pages only.  
133 Line screen; 300 dpi or higher required.

**To advertise in Legacy, contact your  
account executive or call  
(828) 526-4114 or (828) 743-5101.**





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## Contact Us

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