

MEDIA KIT 2026

HOMETOWN MAGAZINE LINCOLNTON



locally sourced stories

STEPHANIE MEYER, PUBLISHER
INFO@HOMETOWNLINCOLNTON.COM
(704) 266-1984



ABOUT THE MAGAZINE

Hometown Magazine is Lincolnton's free community magazine, dedicated to promoting local business, fostering community engagement, and celebrating life in Lincolnton.

Serving as Lincolnton's quarterly source for uplifting stories, **Hometown Magazine** resonates with residents, visitors, business owners, nonprofits, and anyone invested in the heart and soul of Lincolnton. This is more than a platform to sell ads; it's a collection of locally sourced stories that engage, inspire, and connect.

Launching in Spring 2026, we're excited to partner with advertisers who want to grow their business and connect with new audiences! Your support helps power our mission of bringing free, high-quality storytelling to our growing community.

STATISTICS

5K+

ANTICIPATED
CIRCULATION

VIA VERIFIED SUBSCRIPTIONS,
DIRECT MAIL, & NON-PAID BULK

84%

LINCOLNTON RESIDENTS WHO
READ A MAGAZINE AT LEAST
ONCE/6 MONTHS**

10K+

ESTIMATED
READERSHIP*

87%

DENVER RESIDENTS WHO READ A
MAGAZINE AT LEAST ONCE/6
MONTHS**

*BASED ON INDUSTRY STANDARD OF 2
READERS PER COPY.

**BASED ON DATA FROM THE LINCOLN ECONOMIC
DEVELOPMENT ASSOCIATION'S 2024 RETAIL MARKET
POTENTIAL SURVEY.

ABOUT THE PUBLISHER

Stephanie Meyer is a writer and marketing professional with more than 15 years experience in copywriting and digital marketing, and is the owner of Hometown Media, LLC. She got her start as a freelance magazine writer, where she discovered her love for lifting up communities through storytelling. She brings a wealth of experience to **Hometown Magazine** and is excited to launch the first edition for Lincolnton, North Carolina!



AD RATES

Ad pricing is per ad, per issue. Ad design service for a single ad with up to 2 revisions is included for commitments of 3 or more ads. For all other agreements, ad design is available as an add-on for \$125/ad, and includes up to 2 revisions per ad. Any additional time spent on ad design will be billed at \$55/hour. Custom packages available.

	x1	x2	x3	x4
Full Page Premium Placement*	2-Issue Minimum Commitment Required.	\$1,425 (\$2,850/year)	\$1,350 (\$4,050/year)	\$1,250 (\$5,000/year)
Full Page	\$1,275	\$1,225 (\$2,450/year)	\$1,150 (\$3,450/year)	\$1,050 (\$4,200/year)
½ Page	\$875	\$825 (\$1,650/year)	\$750 (\$2,250/year)	\$650 (\$2,600/year)
¼ Page	\$575	\$525 (\$1,050/year)	\$450 (\$1,350/year)	\$350 (\$1,400/year)



AD DESIGN INCLUDED, UP TO 2 REVISIONS.



UNAVAILABLE

*Premium placement refers to full-page ads for the inside cover, page 3, inside back cover, and back cover. Premium placements are first come, first served. All other ad placements are chosen at the discretion of our layout designer.

SPONSOR A STORY

Pricing varies, contact us for details.

Sponsored stories offer another creative way to advertise your business. Write the content yourself and have us polish it to perfection, or let us do all the work! We will collaborate with you to create a unique article that speaks to your audience. **Sponsored stories are exclusive**, meaning no more than one advertiser of the same industry can sponsor a custom article in the same issue.

(An example of a sponsored story could be a real estate agent sponsoring a 1-page article on the local housing market.)



AD SPECIFICATIONS

Share this with your graphic designer if you are handling your own ad design:

1/4: 3.625 X 4.875

1/2 HORIZONTAL: 7.375 X 4.875

1/2 VERTICAL: 3.625 X 9.875

FULL PAGE, NO BLEED: 7.375 X 9.875

FULL PAGE BLEED: 8.625 X 11.125 (INCLUDING BLEED)

TRIM SIZE: 8.375 X 10.875

Keep all text and important graphics .25" from trim.
All files must be press-ready PDF files with all fonts embedded.
Include bleed marks and crop marks with full-page bleed ads.

IMPORTANT DATES

AD DEADLINES

1st issue (Spring '26): February 15, 2026
2nd issue (Summer '26): April 15, 2026
3rd issue (Fall '26): July 15, 2026
4th issue (Winter '26-'27): October 15, 2026

All deadlines are subject to change, and prompt communication is key for everyone involved. If extenuating circumstances occur, be sure to get in touch with the publisher ASAP: publisher@hometownlincolnton.com

FREE SERVICES

Church Directory: Submit the name, address, phone number, website, and service times for your church to be included in our free directory. Space is limited and listings are reserved on a first-come, first-served basis. Send info to info@hometownlincolnton.com.

Calendar of Events & Local Happenings: Want to promote an upcoming event or share a recent event? Send the info to events@hometownlincolnton.com and we will make every effort to include it in our Calendar of Events or Local Happenings sections.

FAQ

DO YOU CHARGE FOR STORIES?

No. We do not charge for featuring a business, nonprofit, or individual in our regular stories. However, we do typically give first priority of stories to our advertising partners. To advertise, contact Stephanie Meyer at advertising@hometownlincolnton.com or call 704-266-1984.

CAN I SUBMIT MY OWN CREATIVE WORK?

Yes! We welcome reader-submitted material in the form of short stories, essays, artwork, and photography. We cannot guarantee your material will be published, but we will make every effort to let you know our decision quickly, so you may submit your material to other publications.

If you have any questions about the editorial process, please don't hesitate to contact the publisher at publisher@hometownlincolnton.com.

HOW CAN I WORK WITH YOU?

If you are interested in being a contributing writer, photographer, graphic designer, or editor, send an email to publisher@hometownlincolnton.com with your resume and samples, or portfolio.