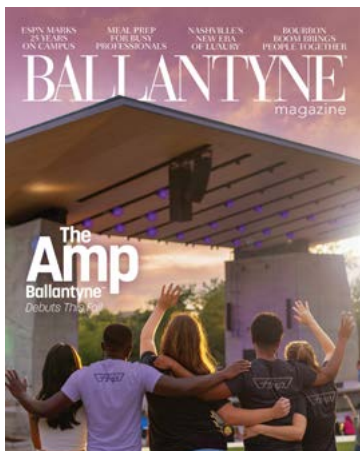




BIG THINGS ARE HAPPENING

BALLANTYNE[®]

magazine



2024 **MEDIA KIT**



EVERYTHING **BALLANTYNE**[®]

THE PEOPLE, THE COMMUNITY, THE TRENDS...

Celebrating over 20 years of covering this high-quality community in Charlotte, NC, **Ballantyne Magazine** is your definitive source for the complete Ballantyne experience. Count on essential news, enriching features and compelling profiles that expertly capture the area's vitality. Now is an exciting time to be part of this upscale publication, as the community evolves into a more urban, walkable environment through Ballantyne Reimagined. Benefit from our coveted distribution, and gain unparalleled access to a desirable readership of well-educated, sophisticated professionals and residents.



**THREE-TIME
PLATINUM MARCOM
AWARD WINNER**



**TWO-TIME
GOLD MARCOM
AWARD WINNER**



**GOLD
COMMUNICATOR
AWARD WINNER**



**PLATINUM
HERMES CREATIVE
AWARD WINNER**

BALLANTYNE AREA **STATISTICS**



Household population projected growth rate
33% FASTER THAN CHARLOTTE MSA



Highest concentration of college grads in Charlotte
61% HAVE A 4-YEAR COLLEGE DEGREE



CHARLOTTE'S WEALTHIEST ZIP CODE
Based on largest total population

RESIDENTIAL RECIPIENT **DEMOGRAPHICS**

Average Household Income
of Residential Mailing List.....**\$150,000**

Average Home Value
of Residential Mailing List.....**\$661,000**



OUR DISTRIBUTION

CONNECT EFFORTLESSLY WITH
YOUR IDEAL AUDIENCE >>

68%
HOMEOWNERS

19%
RACK
LOCATIONS

10%
BALLANTYNE
EVENTS

3%
BALLANTYNE HOTELS



MORE THAN 60 RACK LOCATIONS






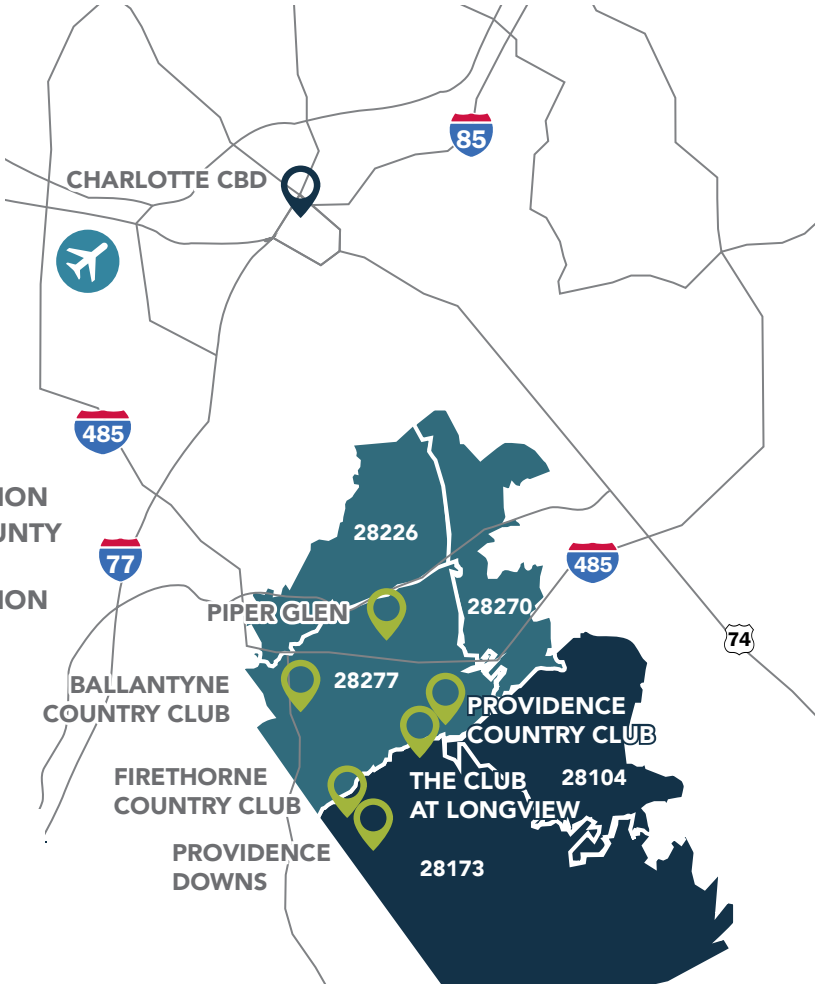
RACKS LOCATED
IN MORE THAN
40 BUILDINGS
AT BALLANTYNE®

ADDITIONAL LOCATIONS

- Bad Daddy's Burger Bar
- Ballantyne Country Club
- Ballantyne School of Music
- Ballantyne Village
- Big View Diner
- Charlotte Visitor Info Center, Uptown
- Chef Kwo
- Famous Toastery
- Hickory Tavern
- Lorenzo's Pizzeria
- Morrison YMCA
- Nothing But Noodles
- Potbelly Sandwich Shop
- Sara's YMCA
- Sunflour Baking Company
- South County Reginal Library
- The Shops at Piper Glen
- The UPS Store on Ballantyne Commons
- Towerview Apartments
- Truist
- Woodie's Auto Repair

SIGNIFICANT
PRESENCE
IN **UPSCALE**
COMMUNITIES

-  PRIMARY DISTRIBUTION
MECKLENBURG COUNTY
-  PRIMARY DISTRIBUTION
UNION COUNTY
-  NEIGHBORHOODS
WITH HIGH
DISTRIBUTION



PRINT **SCHEDULE**

ISSUES	SPACE RESERVATION	AD DEADLINE	PUBLICATION DATE
Spring 2024	January 19	January 25	March 1
Summer 2024	April 19	April 26	June 5
Fall 2024	August 1	August 7	September 6
Winter 2024	October 23	October 29	December 6

INCREASED EXPOSURE AT
BALLANTYNEMAGAZINE.COM

