

PRINT MEDIA KIT 2021



QCNERVE.COM
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163,000
 MONTHLY PRINT READERS



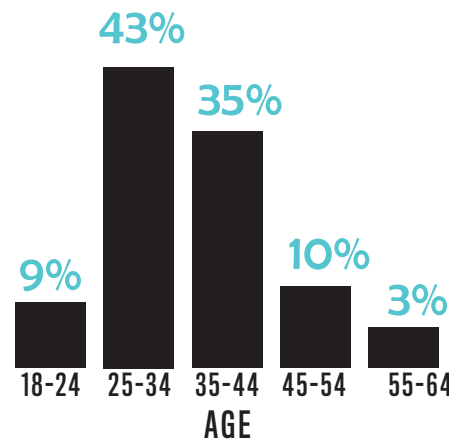
26
 ISSUES PUBLISHED ANNUALLY

15,000
 ISSUES BI-WEEKLY

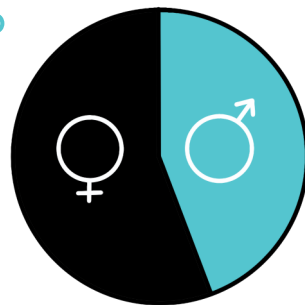
500+
 DISTRIBUTION LOCATIONS

71,000
 READERS PER ISSUE

24-40
 PAGES PER ISSUE



55%
 FEMALE



45%
 MALE

GENDER

NERVE READERS TEND TO BE:

SMART & HIGH EARNING

QC Nerve readers are more likely to have a four-year degree and advanced education while earning, on average, \$100k+ in household income.

SOCIALLY ENGAGED

Readers are actively involved in the communities they live in through eat, drink and play to activism and social capital engagement.

CULTURAL CONNOISSEURS

QC Nerve is used as a resource for cultural engagement and highlights the illustrious people and organizations that create the city's identity.

FREQUENT SPENDERS

Readers fall in the top percentiles for purchase predictors in top industry areas throughout Charlotte and the surrounding areas with above average discretionary spending in entertainment and retail.

PRINT RATES & SPECS



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SINGLE ISSUE PRICING

FULL PAGE: \$1,160

*Bundle discounts available

JUNIOR PAGE: \$1,025

FULL SPREAD: \$2,000

HALF PAGE: \$825

CENTER SPREAD: \$2,350

THIRD PAGE: \$615

BACK COVER: \$1,500

QUARTER PAGE: \$450

COVER STRIP: \$500

SIXTH PAGE: \$325

EIGHTH PAGE: \$225

CONTACT YOUR REP FOR
 REPEAT PLACEMENT AND
 501C3 DISCOUNTS!

PUBLISHING DATES

JANUARY:

MAY:

SEPTEMBER:

13, 27*

5, 19

8*, 20

FEBRUARY:

JUNE:

OCTOBER:

10, 24

2*, 16, 30

6, 20*

MARCH:

JULY:

NOVEMBER:

10*, 24

14*, 28

3, 17*

APRIL:

AUGUST:

DECEMBER:

7*, 13*

11*, 25

1, 15*, 29

*Special issue - calendar on next page

AD SIZES

*CONTACT YOUR REP FOR PRICING AND BUNDLE PACKAGES



FULL PAGE
10x10



JUNIOR
7.472x7.472



1/2V
4.944x10



1/2H
10x5



1/3V
4.944x6.667



1/3H
10x3.333



1/4V
4.944x5



1/4S
2.416x10



1/4H
10x2.416



1/6V
2.416x6.667



1/6H
4.944x3.333



1/8V
2.416x5



1/8H
4.944x2.5



1/12V
2.416x3.333



1/12H
4.944x1.668

SUBMIT ARTWORK AT 300 DPI IN
 PDF FORMAT

VOLUME 3 ('20-'21) EDITORIAL CALENDER

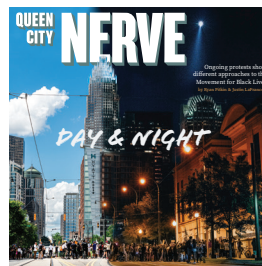
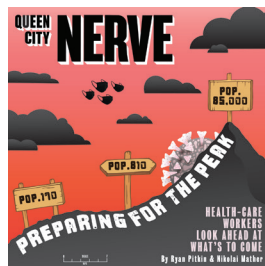
DECEMBER 2020

12.2.21
Best in The Nest 2021

12.16.21
New Year's Eve Guide

12.30.21
Winter Survival Guide

JANUARY	FEBRUARY	MARCH	APRIL
1.13.21	2.10.21	3.10.21 Spring Guide	4.7.21 4/20 Issue
1.27.21 Open For Business	2.24.21	3.24.21	4.13.21 Beer Issue
MAY	JUNE	JULY	AUGUST
5.5.21	6.2.21 Summer Guide	7.14.21 CLT Music Issue	8.11.21 PRIDE Guide
5.19.21	6.16.21	7.28.21	8.25.21
	6.30.21		
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER <i>Vol 4, Issues 1-3</i>
9.8.21 Fall Guide	10.6.21	11.3.21	12.1.21 Best in The Nest 2021
9.20.21	10.20.21 Halloween Guide	11.17.21 Best of the Scanner	12.15.21 New Year's Eve Guide
			12.29.21 Winter Survival Guide



WHY DO YOU READ THE NERVE?

"I READ THE NERVE TO COMPLEMENT THE MAINSTREAM MEDIA, IT'S ALTERNATIVE JOURNALISM IN THE TRUEST, BEST SENSE - TELLING ME THE STORY NO ONE ELSE WILL, FROM A PERSPECTIVE ONLY THE NERVE CAN OFFER. I READ FOR GREAT WRITING, HIDDEN STORIES, INTERESTING TAKES, REAL TALK AND THE TRUTH."

-ANNE LAMBERT