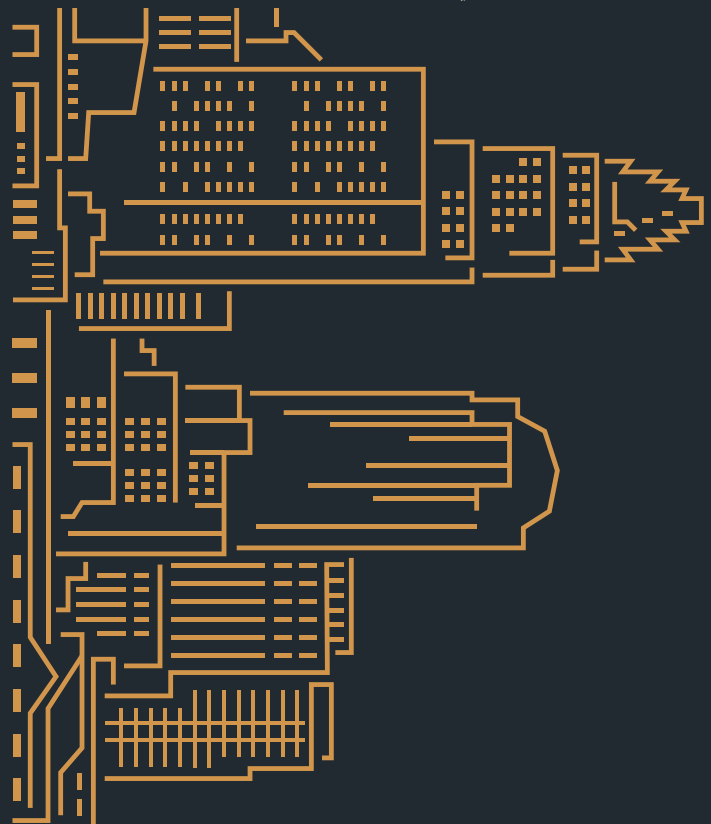


**QUEEN
CITY**

NERVE

2020 MEDIA KIT



@QUEENCITYNERVE
WWW.QCNERVE.COM



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QUEEN CITY NERVE WELCOMES SUBMISSIONS
OF ALL KINDS. PLEASE SEND SUBMISSIONS
OR STORY PITCHES TO
RPITKIN@QCNERVE.COM.
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association of
**alternative
newsmedia**

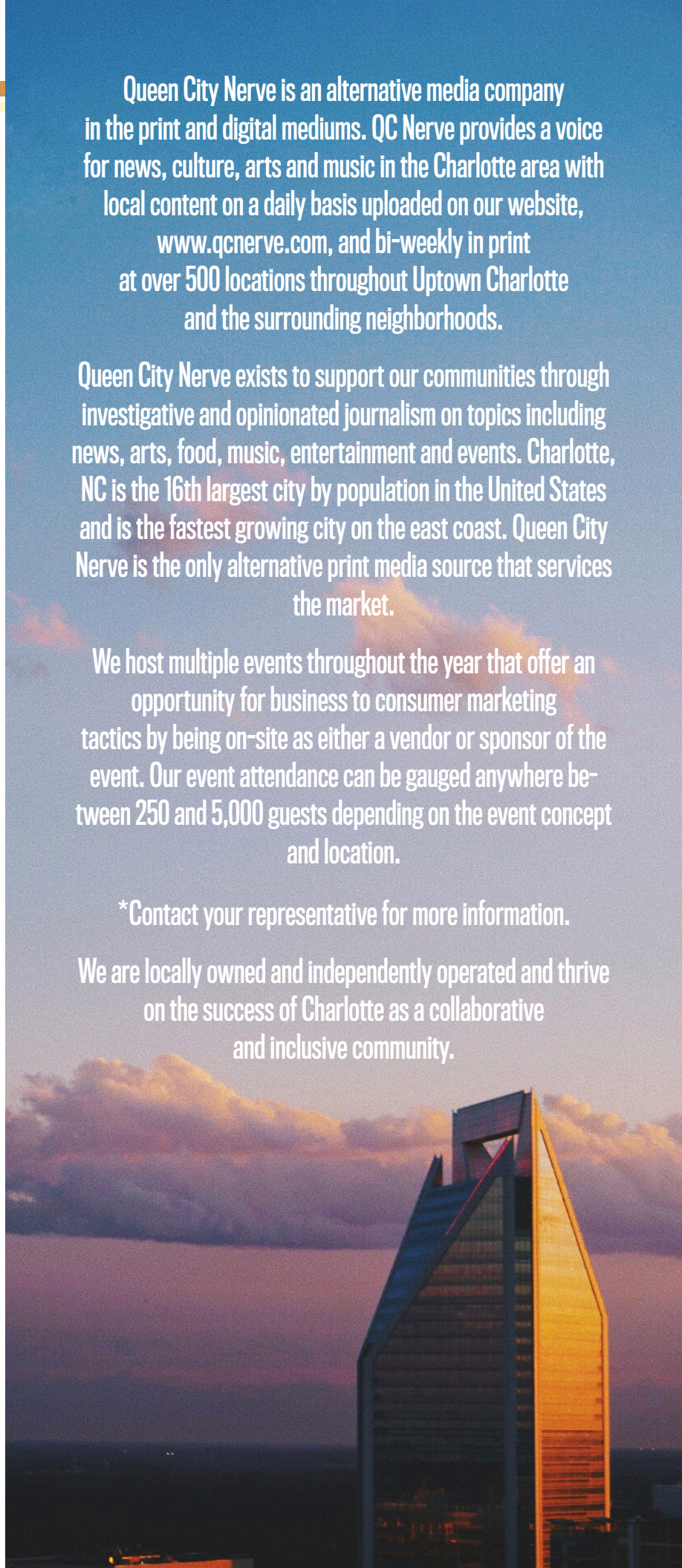
Queen City Nerve is an alternative media company in the print and digital mediums. QC Nerve provides a voice for news, culture, arts and music in the Charlotte area with local content on a daily basis uploaded on our website, www.qcnerve.com, and bi-weekly in print at over 500 locations throughout Uptown Charlotte and the surrounding neighborhoods.

Queen City Nerve exists to support our communities through investigative and opinionated journalism on topics including news, arts, food, music, entertainment and events. Charlotte, NC is the 16th largest city by population in the United States and is the fastest growing city on the east coast. Queen City Nerve is the only alternative print media source that services the market.

We host multiple events throughout the year that offer an opportunity for business to consumer marketing tactics by being on-site as either a vendor or sponsor of the event. Our event attendance can be gauged anywhere between 250 and 5,000 guests depending on the event concept and location.

**Contact your representative for more information.*

We are locally owned and independently operated and thrive on the success of Charlotte as a collaborative and inclusive community.



PRINT REACH

141,916

MONTHLY PRINT READERS

26
ISSUES PUBLISHED ANNUALLY

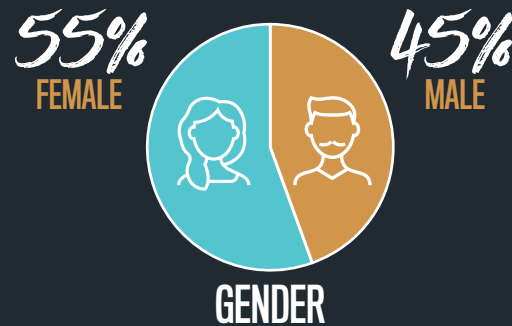
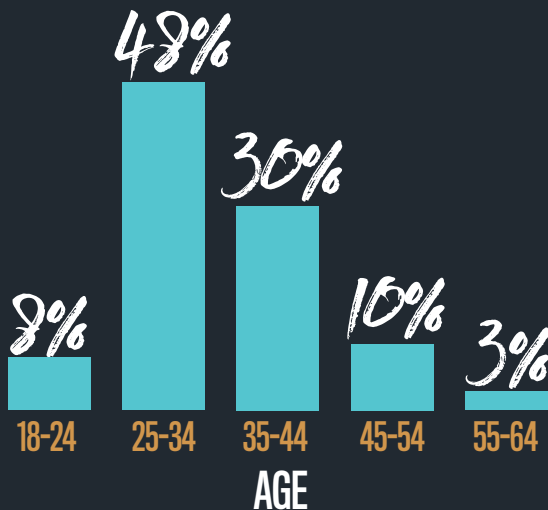
1,702,900
READS ANNUALLY

65,500
READERS PER ISSUE

15,000
ISSUES BI-WEEKLY

500+
DISTRIBUTION LOCATIONS

32-56
PAGES PER ISSUE



Identify as LGBT 15.6%

Affluent Working Women - HHI \$75,00+ 10.5%
 Affluent Blue Collar Worker - HHI \$75,000+ 1.6%
 Affluent White Collar Worker - HHI \$100,000+ 13.5%
 Young with Money Adults 18-34/ HHI \$100,000+ 5.4%

High School Grad - 14.7%
 Some College - 34.9%
 College Grad - 32.1%
 Advanced College Degree - 15.1%

Married - 49.5%
 Never Married - 24.6%
 Engaged - 5.9%
 Divorce - 12.4%

Employed Full-Time - 53.1%
 Employed Part-Time - 14.2%

DISTRIBUTION

91%

PICK UP RATE

Our distribution locations are chosen for the highest rate of engagement. Areas with long wait times and high foot traffic take priority over quick stop-and-shop locations. Places where we distribute are well known local hotspots and through our locations we strive to increase our returning readership engagement while heightening our unique and new readership.

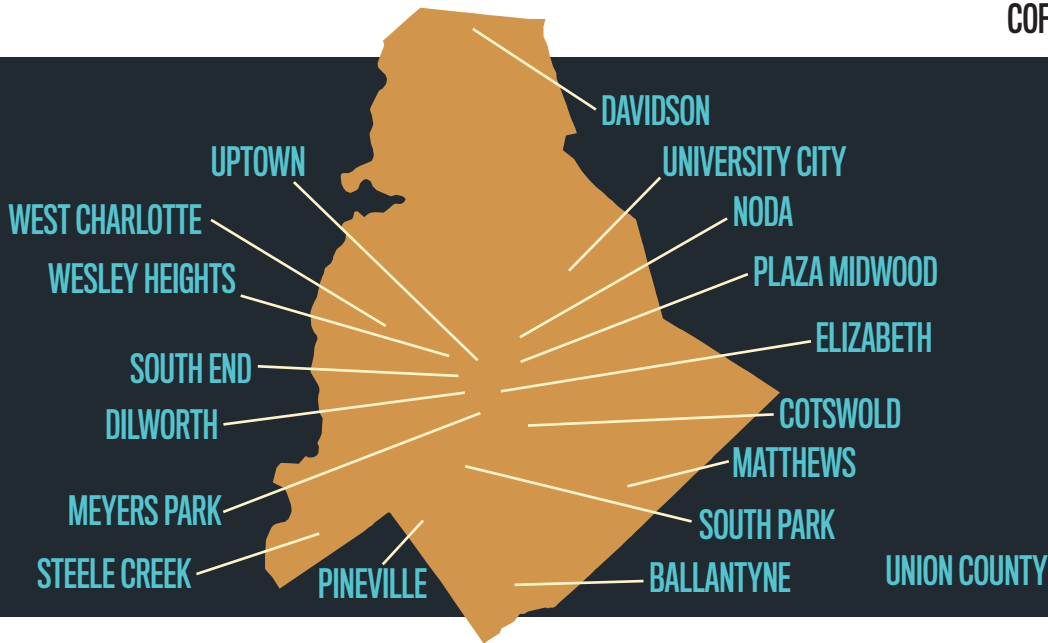
 **17.20%**
OUTDOOR BOXES

 **3.20%**
BREWERIES

 **14.00%**
RETAIL

 **34.40%**
RESTAURANTS/
COFFEE SHOPS

AREAS



 **5.60%**
HOTELS/LIVING
COMMUNITIES

 **8.20%**
CLUBS/NIGHTLIFE/
MUSIC VENUES

 **5.40%**
PUBLIC
TRANSPORTATION

 **12.00%**
UNIVERSITIES/
COMMUNITY ENGAGEMENT

DISTRIBUTION BY ZIP

28202 28205 28208 28211 28214 28217 28269
28203 28206 28209 28212 28215 28226 28273
28204 28207 28210 28213 28216 28262 28277

DIGITAL REACH

50,000

UNIQUE VISITORS PER MONTH

83,000

PAGE VIEWS PER MONTH

2:47

AVERAGE TIME ON SITE

15,000+

SOCIAL MEDIA FOLLOWERS

2,500+

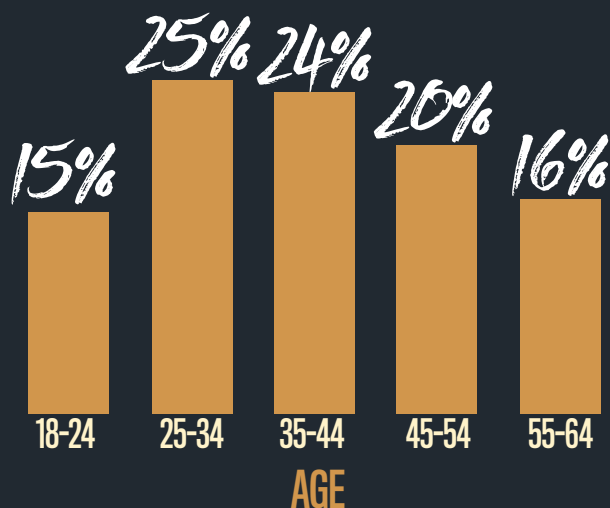
NEWSLETTER SUBSCRIBERS

61%

NEWSLETTER OPEN RATE

27%

NEWSLETTER CLICKTHROUGH RATE



54%
FEMALE



46%
MALE

GENDER

3.16%

DIGITAL ADVERTISING CLICKTHROUGH RATE

750,000

MONTHLY DIGITAL ADVERTISING IMPRESSIONS

ETHNICITY:

Caucasian - 67%

African American - 23%

Hispanic - 7%

HOUSEHOLD INCOME:

\$0-\$50k - 47%

\$50-\$100k - 32%

\$100-\$150 - 12%

CHILDREN:

No Kids - 51%

Has kids - 49%

EDUCATION:

College Graduates - 51%

Continued Education - 21%

*Our readers are 2.73x more likely to have graduated college and continued their education

PURCHASING ENGAGEMENTS

PURCHASE PREDICTORS:

Consumers indicate a high propensity to purchase in these categories

Personal Health – 86.27%
New Vehicle – 80.39%
Seasonal Products – 73.86%
Accessories – 71.24%
Apparel – 67.32%
Shoes – 66.67%
Home Maintenance – 66.01%
Food & Beverage – 58.82%
Electronics & Gadgets – 57.52%
Home Office – 56.86%
Used Vehicle – 51.63%
Pets – 48.18%
Personal Health – 39.87%

LIFESTYLE INTERESTS:

Percentage of consumers active in these segments

Outdoor Enthusiasts – 79.74%
Coffee Connoisseurs – 78.43%
Healthy Living – 72.55%
Home Improvement Spenders – 63.40%
Attends Education Programs – 62.75%
Fitness Enthusiast – 60.78%
Weight Conscious – 58.17%
Cultural Arts – 58.17%
Amusement Park Visitors – 45.75%
Arts & Crafts – 42.48%
Dog Owners – 71.24%
Cat Owners – 71.24%
Pet Enthusiasts – 52.29%

AUTO:

Percentage of readership in these sectors with likely high spends

Auto Insurance – 72.5%
Auto Parts & Accessories – 66%
Auto Service & Repair – 39.87%
Tire Sales & Repair – 54.9%
Domestic Luxury Owners – 49.67%
Domestic Vehicle Owners – 62.75%
Eco Friendly Owners – 62.75%
Family Vehicle Owners – 66.01%
Import Vehicle Owners – 62.75%

CLOTHING CONSUMER SPEND:

\$500 - \$999 – 19.61%
\$1,000 - \$1,999 – 40.52%
\$2,000 - \$4,999 – 15.03%
\$5,000+ - 15.69%

Combined annual discretionary spend for expenses including clothing, dining out, donations, education, electronics, entertainment, home furnishings, jewelry and travel:

\$1 - \$4,999 – 32.68%
\$5,000 - \$9,999 – 30.07%
\$25,000 - \$49,999 – 21.57%
\$50,000+ - 15.69%

ANNUAL DISCRETIONARY SPEND FOR DONATIONS:

\$1 - \$199 – 43.79%
\$1,000 - \$1,999 – 23.53%
\$2,000 - \$4,999 – 18.30%
\$5,000+ - 14.38%

PERCENTAGE OF CONSUMERS IN THESE

MORTGAGE SEGMENTS:

Extremely Likely Mortgage Customers – 60.13%
Extremely Likely to Refinance – 45.75%
Reliable Mortgage Payers – 74.51%
Likely First Time Mortgage Customers – 43.14%
Insecure, Advice Seeking Refinancer – 39.87%
Secure, Active Refinancers – 35.29%

ANNUAL DISCRETIONARY SPEND FOR TRAVEL:

\$1 - \$499 – 15.03%
\$2,000 - \$4,999 – 25.49%
\$10,000+ - 16.34%

COMPOSITION OF TRAVEL BRAND AFFINITIES:

AirBnB – 84.31%
Uber – 67.97%
Disney – 65.36%
JetBlue – 64.71%
American Airlines – 62.75%
United Airlines – 59.48%
Courtyard by Marriott – 46.41%

ANNUAL DISCRETIONARY SPEND FOR ENTERTAINMENT:

\$1 - \$499 – 50.33%
\$2,000 - \$4,999 – 35.95%
\$5,000+ - 13.73%

Consumers likely to transact two or more times as frequently.

Concert & Theatre Tickets – 55.56%
Movie Theaters – 45.75%
Professional Sports – 32.68%
Theme Parks – 49.67%

PURCHASING ENGAGEMENTS CONTINUED

SHOPPED IN THE PAST 4 WEEKS:

Percentage of consumers active in these segments

Drug Store - 88.3%
Hardware/ Building Supply Store - 75.4%
Discount Store - 71.2%
Women's Clothing - 35.9%
Men's Clothing - 28.9%
Sporting Good Store - 22%
Children's Clothing - 23.2%
Jewelry Store - 10.8%

ENTERTAINMENT/ALCOHOL:

Percentage of consumers active in these segments

Drank Liquor/Spirits Past Week - 35.1%
Attend Movie Theatre Past 4 Weeks - 33.5%
Drank Beer Past Week - 33.4%
Drank Wine Past Week - 32.9%
Visited Bar/Night Club Past 4 Weeks - 22.4%
Restaurant Diner 4+ Times Past 2 Weeks - 20.6%

ATTENDED IN THE PAST YEAR:

Percentage of consumers active in these segments

Rock/Pop Concert - 27.4%
Major Theme Park - 22.1%
Opera/Symphony/Theatre - 21.1%
Casino - 16.2%
College/Prof Sports Event 3+ Times - 12.6%
Country Music Concert - 8.2%

MONTHLY TOBACCO USAGE:

Percentage of consumers active in these segments

Cigarettes - 25.6%
E-Cig/Vaping - 9.7%
Cigars - 7.4%
Chewing Tobacco - 3.6%
Pipe Tobacco - 2.3%

EXERCISING/DIETING:

Percentage of consumers active in these segments

Exercised 12+ Times at a Health Club Past Year - 21.6%
Frequent Dieters - 4+ Weeks Past Year - 19.3%

EDITORIAL CALENDAR

2019

OCT

10.09.2019
10.23.2019 - HALLOWEEN GUIDE

NOV

11.06.2019
11.20.2019 - BEST OF THE SCANNER

DEC

12.04.2019 - BEST IN THE NEST AWARDS
12.18.2019 - NEW YEAR'S/WINTER SURVIVAL GUIDE

2020

<p>JAN</p> <p>01.01.2020 01.15.2020 - OPEN FOR BUSINESS 01.29.2020</p>	<p>JUL</p> <p>07.01.2020 07.15.2020 - CLT MUSIC ISSUE 07.29.2020</p>
<p>FEB</p> <p>02.12.2020 02.26.2020 - CLT BLACK HISTORY SPECIAL</p>	<p>AUG</p> <p>08.12.2020 08.19.2020 - RNC COVERAGE</p>
<p>MAR</p> <p>03.11.2020 - OPEN FOR BUSINESS 03.25.2020</p>	<p>SEP</p> <p>09.02.2020 - RNC COVERAGE 09.09.2020 - FALL GUIDE 09.23.2020</p>
<p>APR</p> <p>04.08.2020 - 420 ISSUE 04.22.2020 - BEER ISSUE</p>	<p>OCT</p> <p>10.07.2020 10.21.2020 - HALLOWEEN GUIDE</p>
<p>MAY</p> <p>05.06.2020 05.20.2020 - BRUNCH GUIDE</p>	<p>NOV</p> <p>11.04.2020 11.18.2020 - BEST OF SCANNER</p>
<p>JUN</p> <p>06.03.2020 - SUMMER GUIDE 06.17.2020</p>	<p>DEC</p> <p>12.02.2020 - BEST IN THE NEST AWARDS 12.16.2020 - NEW YEAR'S GUIDE 12.30.2020 - WINTER SURVIVAL GUIDE</p>



PRINT ADVERTISING

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



1/16V
2.416x2.25



1/16H
4.944x0.75

SUBMISSION GUIDELINES

*ARTWORK DEADLINE IS FRIDAY BEFORE PRINT PRODUCTION

ACCEPTED FORMATS

PDF (fonts must be embedded), JPG, and EPS are all accepted file formats.
(All fonts for PSD and EPS must be converted to vector outlines.)

PLACEMENT

Every attempt is made to optimize ad positioning by nature of content.
Requests for position may be made, but never guaranteed nor will adjustments be granted if position requests are not fulfilled.

SUBMISSIONS

Email ad submissions to your account representative.

TIPS FOR QUALITY PRINTING

Adjust for Dot Gain- dot gain refers to the tendency for ink to spread during printing, due to the absorbency of paper (newsprint is extremely absorbent).
In a scan adjustment for newsprint dot gain (30%), the following levels apply -
white: 0%, midtone: 30%, black: 85%

DIGITAL ADVERTISING

Home News & Culture Music A & E Food & Drink Columns What To Do Games About Us Issues Best In The Nest Advertise

QUEEN CITY NERVE

Charlotte's Cultural Pulse

Vote For Best In The Nest

Search ...

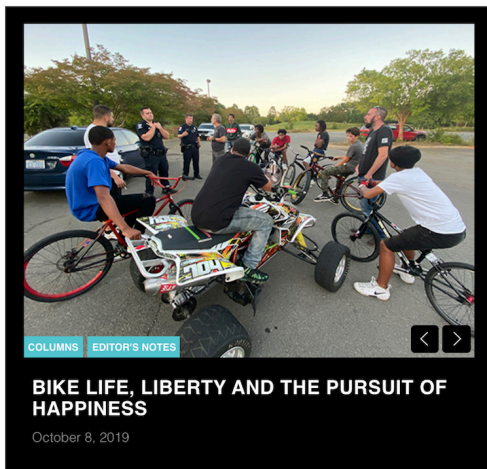
SEARCH

FEATURED STORIES

FONDA BRYANT TAKES MENTAL HEALTH OUT OF THE DARKNESS
BY RYAN PITKIN

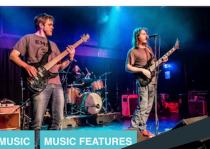
GRASSROOTS ORGANIZERS RALLY AROUND DISPLACED LAKE ARBOR RESIDENTS

728 x 90px



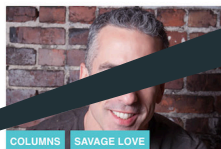
BIKE LIFE, LIBERTY AND THE PURSUIT OF HAPPINESS

October 8, 2019



MUSIC MUSIC FEATURES

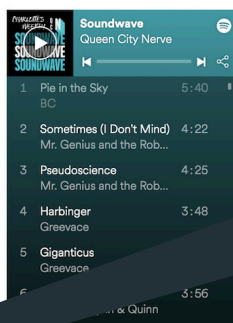
PREMIERE: HUNGRY GIRL GETS



COLUMNS SAVAGE LOVE

SAVAGE LOVE: BAD GUYS

300 x 250px



300 x 250px

LEADERBOARD

DISPLAYS OVER EVERY PAGE
+ IN ARTICLE CONTENT
\$75/WEEK
OR \$12/CPM

MEDIUM RECTANGLE

ABOVE THE FOLD
+ IN ARTICLE CONTENT
\$50/WEEK
OR \$10/CPM

SKYSCRAPER

LARGEST DISPLAY OPTION
BEFORE ARTICLE CONTENT
\$50/WEEK
OR \$10/CPM

MEDIUM RECTANGLE

MID CONTENT
\$50/WEEK
OR \$10/CPM

NEWSLETTER

MID CONTENT
\$50/PER NEWSLETTER

300 x 600px



2,500+ EMAIL SUBSCRIBERS
61% OPEN RATE
\$100 PER E-BLAST

E-BLAST

Email dedicated advertising gives you the ability to drop your campaign right in the inbox of our subscribers, allowing for a higher rate of engagement and visibility. All of our email subscribers have opted to be a part of our content which delivers a more dedicated viewership for our advertisers. We can create e-blast layouts from scratch with general information and images or graphics can be submitted to your rep in the size of 2500x5000px.

SPONSORSHIPS

ISSUE

All of our special issue releases have sponsorship availability.

Our issues run for 2 weeks on racks around the city. This includes:

- Inside Full Page ad (any placement) - Back Cover at a 15% premium
- Cover strip across the bottom of the cover (10" x 2.438")
- "Special Issue" presented by "Your Logo" on cover
- On all content related pages "Issue Guide" presented by "Your Logo"
- 50,000 website impressions split between leaderboard and medium rectangle on www.qcnerve.com to run until completion of delivery.
- "Special Issue" presented by "Your Company" on all social media posts in regards to the issue and in Instagram stories

\$2,200

HOMEPAGE

A static banner placed at the top of our homepage screen (1140x300px) that remains in place for 24 hours above the site content. Highest click through rate option.

*Premium placement is subject to limited availability so please check with your rep for space reservations.

\$100/day or \$500/week

NEWSLETTER

Our weekly newsletter is sent out every Wednesday at 8am and has a 61% open rate. This sponsorship includes a graphic with a click through link at the top and the bottom of the Newsletter.

"This week's newsletter is brought to you by..."

*Inquire about availability

\$100/Newsletter

CONTENT

SECTIONS AVAILABLE FOR SPONSORSHIP:

News, Arts, Food, Music, Soundwave & Lifeline

COLUMNS AVAILABLE FOR SPONSORSHIP:

Health & Wellness: The Seeker, Get Fit with Britt

Nightlife: Tips From Last Night, Aerin It Out

Advice: Keepin' It 100, Savage Love

CONTENT SPONSORSHIP INCLUDES:

"Section/Column" powered by "Your Logo" above content in print and on web (web includes click through link)

*For sponsored content stories contact rep for details

\$500/month