Theme - Coastal NC Photography:
NC EDGE magazine was created to “exclusively” promote photography that is taken in the North Carolina counties that touch the coastline. A coastal/beach theme is not required but is generally preferred as our primary mission is to encourage tourism and attracting clients seeking coastal photography sessions.

Coverage Area
Submissions will be considered if the photo was taken in a county of North Carolina that touches the coastline of the NC. Photographer’s home or business location is not a requirement. All photographers are welcome.

Aesthetic/Genres
NC EDGE magazine publishes only family friendly content. We want the whole family to be able to enjoy our publication. Our primary mission is to get the photographers that are featured new clients.

Contributing Photographers List / Rotation
- There is no cost to be on our contributors list or to submit images for consideration.
- There is no guarantee that an image will be selected.
- The Photographer retains all copyright/ownership of the image.
- We will use the image submitted only in the magazine and possibly on social media. Photographer is credited.
- All photographers are provided an online review of the magazine prior to publishing.
- Feature enhancements are available.
- Current rotation: 3 Months (ie. every 3 Issues )

Future Plans
We are currently developing a photographers directory and search engine at NCEdge.com. This Online presence will provide an interactive resource for prospective clients to quickly find the perfect local photographer for their next photography session on the coast of North Carolina. This directory will be created using our contributing photographers list.
Distribution

Print and Digital
- Digital (Online for 30 days): Free Subscription
- Digital (PDF Download): $12
- Print Pre-Sales: $20
- Print-On-Demand: $24

Audience:
- Social Media Followers: **1,900 / 6,500 (network)**

Viewer Demographics

<table>
<thead>
<tr>
<th>AGE RANGE</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-17</td>
<td>0.8%</td>
</tr>
<tr>
<td>18-24</td>
<td>9.8%</td>
</tr>
<tr>
<td>25-34</td>
<td>36.3%</td>
</tr>
<tr>
<td>35-44</td>
<td>23.3%</td>
</tr>
<tr>
<td>45-54</td>
<td>16.2%</td>
</tr>
<tr>
<td>55+</td>
<td>13.6%</td>
</tr>
</tbody>
</table>

GENDER
- Women: **69.4%**
- Men: **30.6%**

2021 Editorial Calendar:

**JANUARY**
Submission Close: **12/8/20**
Print Pre-Sales: **12/20/20**
Online Launch: **1/1/21**

**FEBRUARY**
Submission Close: **1/5/21**
Print Pre-Sales: **1/25/21**
Online Launch: **2/1/21**

**MARCH**
Submission Close: **2/9/21**
Print Pre-Sales: **2/22/21**
Online Launch: **3/1/21**

**APRIL**
Submission Close: **3/9/21**
Print Pre-Sales: **3/25/21**
Online Launch: **4/1/21**

**MAY**
Submission Close: **4/6/21**
Print Pre-Sales: **4/20/21**
Online Launch: **5/1/21**

**JUNE**
Submission Close: **5/4/21**
Print Pre-Sales: **5/25/21**
Online Launch: **6/1/21**

**JULY**
Submission Close: **6/8/21**
Print Pre-Sales: **6/24/21**
Online Launch: **7/1/21**

**AUGUST**
Submission Close: **7/6/21**
Print Pre-Sales: **7/23/21**
Online Launch: **8/2/21**

**SEPTEMBER**
Submission Close: **8/10/21**
Print Pre-Sales: **8/25/21**
Online Launch: **9/1/21**

**OCTOBER**
Submission Close: **9/7/21**
Print Pre-Sales: **9/24/21**
Online Launch: **10/1/21**

**NOVEMBER**
Submission Close: **10/5/21**
Print Pre-Sales: **10/25/21**
Online Launch: **11/1/21**

**DECEMBER**
Submission Close: **11/9/21**
Print Pre-Sales: **11/24/21**
Online Launch: **12/1/21**
Page Layouts for Vertical Images
Vertical / Portrait photos will be placed in one of the following formats based on image width.

Full Page Vertical
Required Image Size (minimum): 2550px W x 3300px H
(some cropping may occur if aspect ratio isn’t precise)
Page size: 8.5”w x 11”h
Size w/ bleed: 8.75”w x 11.25”h
Accepted File Formats: JPG

Partial Page Vertical
Required Image Size (minimum): 3300px H
(image will be placed in center or right edge of page)
Page size: 8.5”w x 11”h
Size w/ bleed: 8.75”w x 11.25”h
Accepted File Formats: JPG
Page Layouts for Horizontal Images
Vertical / Landscape photos will be placed in one of the following formats based on image size.

Two Page Spread (*limited availability*)
Required Image Size (minimum): 5100px W x 3300px H
(subject of photo must not be in center of image)
Page size: 17”w x 11”h
Size w/ bleed: 17.5”w x 11.25”h
Accepted File Formats: JPG

Half Page Landscape
Required Image Width (minimum): 2550px W
(two photographers will be featured on one page)
Page size: 8.5”w x 11”h
Size w/ bleed: 8.75”w x 11.25”h
Accepted File Formats: JPG
Photographer Spotlight | 2021 Rates
Enhance your standard rotation feature. (Can be requested at anytime, including out of rotation cycle)

2 Page Photographer Spotlight
1/4 page info area on top of intro page (as shown)
- Small photographer portrait OR logo placement
- Text area for bio or photo project set description
- Contact Info (phone, email, website, social media, etc)
Starting at $30 ... (see “Add Spotlight Photo Spreads”)

Add Spotlight Photo Spreads
Up to 2 images per page OR 1 image as a 2 page spread
2 additional pages +$30
4 additional pages +$55
6 additional pages +$80
Email: ncedge@studioartlab.com
2021 Rate Card

Front Cover Consideration
Available to contributing photographers only. Fee is not charged until photo is approved and issue is confirmed.
Cover 1 - Front Cover ........ $100

General Advertising Placement
Cover 2 - Inside front cover (left side) ........ $190
Cover 3 - Inside front cover (right side) ........ $180
Cover 4 - Back cover ........ $200
Inside full page (page placement varies) ........ $150
Back of magazine 1/2 page horizontal ........ $100
Back of magazine 1/2 page vertical ........ $100
Back of magazine 1/4 page ........ $50

Photographer Advertorials
Fully custom page layouts created by our staff with interview style editorial intermixed with up to four (4) of your photographs per page.
2 pages @ $50/pg : $100
4 pages @ $45/pg : $180
6 pages @ $40/pg : $240
8 pages @ $35/pg : $280
10 pages @ $30/pg : $300
NOTE: 10 pages represents approx. 1/4 of the issue. Currently limited to oneadvertorial per issue.

Dedicated Special Issue
Full 40 page SPECIAL ISSUE of NC EDGE magazine featuring just your photography! All regular issue social media marketing included. Starting at $600

Email: nedge@studioartlab.com