



COASTAL NORTH CAROLINA PHOTOGRAPHY MAGAZINE

NC EDGE

SPONSOR MEDIA KIT

About

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 on social media. Photographer is always credited.
- All photographers are provided an online review of the magazine prior to publishing.
- Feature enhancements are available.

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

- Interactive Online Version : Free Subscription

Audience:

- Social Media: **2,800**

- Studio Art Lab Network: **11,000+**

Viewer Demographics

AGE RANGE

13-17: **0.8%**

18-24: **9.8%**

25-34: **36.3%**

35-44: **23.3%**

45-54: **16.2%**

55+: **13.6%**

GENDER

Women: **69.4%**

Men: **30.6%**

Publishing Calendar:

We aim to release one new digital issue per month but operate on a flexible, content-driven schedule to ensure exceptional quality. A new issue is published as soon as our editors have curated 50 pages of the highest-performing submitted photographs—selected, in part, by social media engagement—resulting in a quality-first approach that typically delivers a fresh issue every 4–6 weeks. Selected contributors receive advance notice the moment the 50-page threshold is reached and the publication date is confirmed.

Special Issues:

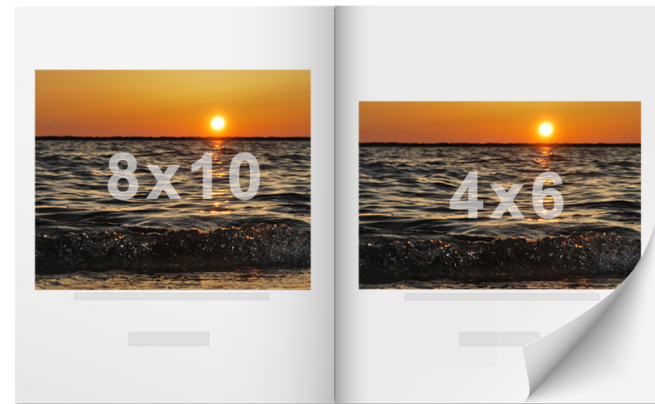
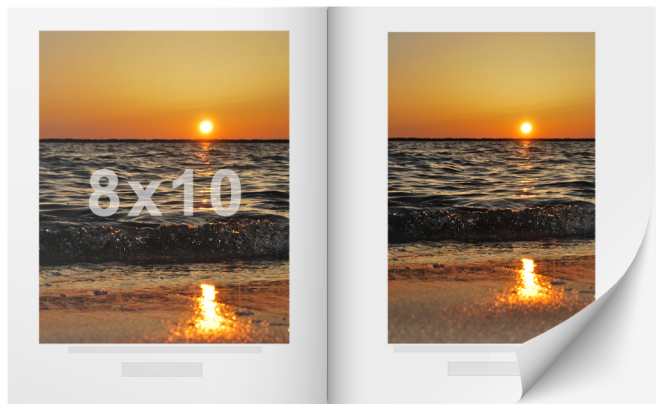
Each year we produce one premium printed photo book: the “Best of the Year” (or “Year in Review”) edition. This collectible, annual issue showcases the top-performing photographs from all regular digital issues published during the previous 12 months, ranked objectively by combined viewer engagement metrics (views, likes, shares, and saves across our platforms). Selection is automatic and data-driven—no additional submissions are accepted.

Production



Standard Feature Page Layout

Photos will be placed on the page in one of the following layouts based on image aspect ratio/crop.



Vertical / Portrait

Page Size: 2,550px(W) x 3,300px(H)

Recommended Aspect Ratios: 8.5x11, 8x10, 5x7, 4x6

(8.5x11 and 8x10 images may be considered for covers)

Accepted File Formats: JPG, PNG, TIF

Horizontal / Landscape

(Horizontal images can not be considered for covers)

Page Size: 2,550px(W) x 3,300px(H)

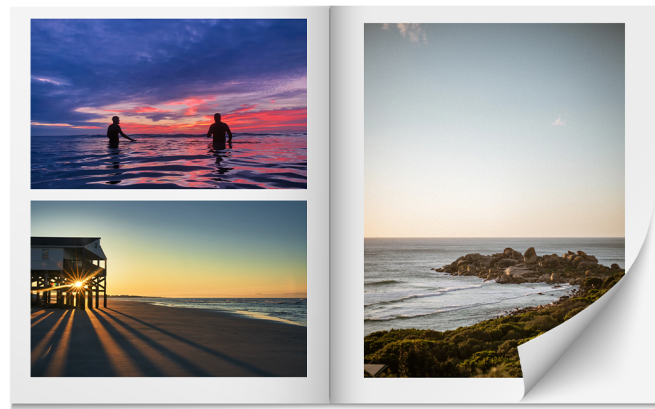
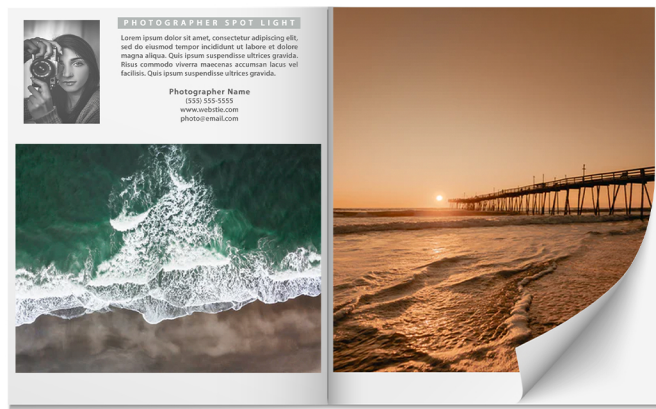
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Spotlight Upgrade



Photographer Spotlight



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 \$40 ... (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 +\$35 (4 pages / 2 spreads) = \$75*
- 2 additional pages +\$30 (6 pages / 3 spreads) = \$105*
- 2 additional pages +\$25 (8 pages / 4 spreads) = \$130*
- Email: ncedge@studioartlab.com

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**

Ad design services available but not included

All ad designs must be approved.

Accepted file formats: JPG, PSD, PNG, PDF, TIFF

Email: ncedge@studioartlab.com



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 one advertorial per issue.

Dedicated Special Issue

*Full 48-page issue of NC EDGE magazine featuring just your photography! All regular issue social media marketing included. Starting at **\$900***

Email: ncedge@studioartlab.com