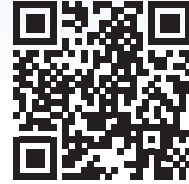


Your Southern Charm

The Best in Dining, Shopping, Home Improvement Services,
Professional Services & More!

MEDIA KIT

YourSouthernCharm.com



IMAGINE YOUR HOME, TOTALLY ORGANIZED!

It's not just a closet... it's a Closets By Design Closet

Call for a **FREE** in-home design consultation

CALL TODAY
919-918-0030

Closets byDesign
Family Owned and Operated

EXTRA 15% OFF
Ask Designer For Details

OUR 200+ 5-STAR
Google Reviews
Speak Volumes!

40% OFF + FREE INSTALLATION
AND 12 MONTH

Closets byDesign
Schedule Your
FREE In-Home Design Consultation!
Designed to "fit" your budget!
Simplicity and Organization That You
Will Love for Years to Come.

Special Financing
with Approved Credit*

CONNECT WITH US
www.Raleigh.closetsbydesign.com
919-918-0030

OUR BEST OFFER OF THE YEAR!
HURRY, CALL NOW TO TAKE ADVANTAGE OF 12 MONTH FINANCING*

Your Southern Charm
NORTHWEST RALEIGH

Cinco de Mayo!

Party with Us!
Friday, May 5
Amazing Drink & Food Specials,
Live Music & More!

Los Tres Magueros

10410 Monroville Road, #109 | Raleigh • 919-484-8258
Locally Owned & Operated • Serving Greater Raleigh Since 2009

Amazing ACME Offers Inside!

ACME PIZZA
CHICAGO STYLE

acmepizzaco.com

SELL YOUR GOLD, SILVER & DIAMONDS

Show this coupon for a
\$10 bonus on jewelry
transactions above \$100.*
*Limit one coupon redemption
per customer, per year. Not to be
combined with any other offer.

JewelRecycle, LLC
The trusted metals buyer

HOLLY PARK SHOPPING CENTER 3072 Wake Forest Rd., Raleigh
SALTBOX VILLAGE 1259-A Kildaire Farm Rd., Cary
CHAPEL HILL | WILMINGTON
JEWELRECYCLE.COM | (919) 424-2286

Your Southern Charm
GREATER CARY / MORRISVILLE

VOTED
"The Very Best
Deep Dish Pizza in NC"
by
The Washington Post

HOME OF
Carolina's Best
DEEP DISH PIZZA

ACME PIZZA
CHICAGO STYLE

acmepizzaco.com

AMAZING ACME OFFERS INSIDE!

SERVING DEEP DISH, THIN CRUST, PASTA, SALADS, BURGERS, SUBS & MORE

Your Southern Charm
PROVIDENCE RALEIGH

NEVER STAIN YOUR DECK AGAIN!

SAVE 35%

SEE INSIDE FOR MORE INFO

919-989-7705
DURASEAL.IT.COM

25 YEAR WARRANTY
DECKS DOCKS FENCES CABINS DRIVEWAYS PAVERS STONE

DURASEAL
STAIN RESISTANT FINISHES FOR WOODS & CONCRETE

Your Southern Charm

Bigger. Bolder. Brighter.
Better Response.
More Cost Effective.

Your Southern Charm is an upscale advertising book with a bold look to maximize exposure, readership, and response for advertisers.

Perfect for Businesses, Organizations or Events

- Oversized Booklet Format (11"x 6") on Premium Paper
- Largest Size Pages In Wake County
- Mailed to High Demographic Single Family Homes 8X Per Year
- 20,000 Affluent Homes Per Zone
- Premium Positions
- Professional Graphic Design

Ask about our special sizes available and premium front and back page reservations.



Plus... Very Affordable Postcards,
and Targeted Mailers for
Special Occasions & Specific Markets

Very Affordable Postcards

Mailed to 10,000 Homes

- Lead Cards as low as 38¢ to Affluent Homes
- Full Color Both Sides

Special Occasion & Targeted Mailers

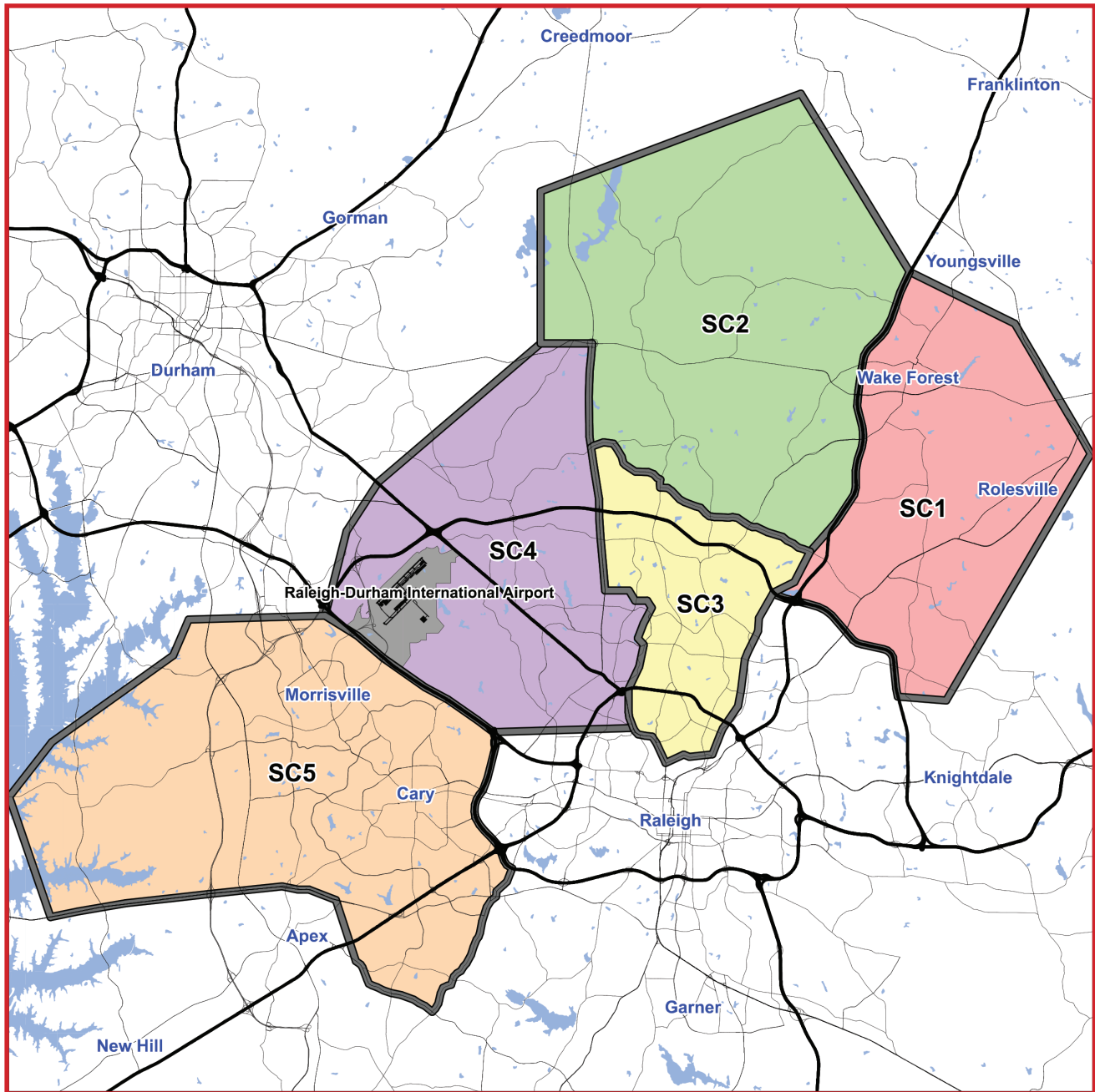
- Birthday
- New Movers
- Job Site Marketing (Home Improvement)
- Any Targeted Market You Need



Celebration
Marketing

Your
Southern Charm

**Mailed to the BEST HOMES
at the BEST TIMES!**



MAILING SCHEDULE

Your Southern Charm Mails 8X Per Year

March • April • May • June • September • October • November • December

ZONE	CIRC	MAILED ZIP CODES	PREDOMINANT MAILED CITY	DMA	STATE	HH INCOME	HOME VALUE	AGE
SC1	20,000	27587, 27616, 27571	Wake Forest	Raleigh-Durham, NC	NC	\$106,584	\$470,975	51
SC2	20,000	27614, 27587	Raleigh	Raleigh-Durham, NC	NC	\$138,432	\$638,310	54
SC3	20,000	27615, 27609, 27608	Raleigh	Raleigh-Durham, NC	NC	\$128,148	\$649,633	55
SC4	20,000	27613, 27617, 27612	Raleigh	Raleigh-Durham, NC	NC	\$128,723	\$589,293	52
SC5	20,000	27513, 27519, 27523, 27511, 20518, 27560	Cary	Raleigh-Durham, NC	NC	\$140,315	\$726,791	54

Your Southern Charm Works!!

Closets by Design

"The wise choose their advertising carefully and that's why I have decided to give this testimonial for Your Southern Charm. We got leads from the very first issue of Your Southern Charm. Marci has been in the advertising business a very long time, and she knows which mailing lists to choose to help bring in the business for you. I highly recommend doing business with Marci and her beautiful Your Southern Charm book."

Chantale Persinger, Owner

Four Seasons Sunrooms

"We have been advertising with Southern Charm magazine for about 6 months now and all I can say is 'Why did I wait so long?'. All the calls I get from Southern Charm are serious buyers and we sell most of them. I have advertised in a few other home improvement magazines over the years and most of the leads are "tire kicker" leads, since they allow more than one of each type of home improvement professional, but with Southern Charm we are the only advertiser in our profession. Marci is a pleasure to work with and showcases our business in a new and exciting light. If you are looking for a great marketing opportunity, give Southern Charm a try, you will not regret it!"

Owner

Homewood Nursery

"We are very pleased with the response from Your Southern Charm. Our seasonal campaigns have been very successful, and we love the opportunity to be on the front cover."

Tina, Director of Marketing

A+ Tree and Crane

"Marci, with Your Southern Charm, is wonderful, and my business has blasted up since I signed up with her company."

Ken Ellis, Owner

Falls Pointe Dentistry

"Marci and Your Southern Charm are miracle workers for us. We love working with someone who is a "master of her trade" ---always suggesting the ideas we need to grow our business and gain new patients. We were THRILLED to learn that we could do solo postcards with Your Southern Charm at such an affordable price! We mail to 10,000 homes every month, and it really works! It's not often that you find the TRUE SUCCESS PACKAGE we have found in working with Marci and Your Southern Charm. We indeed recommend her company to any business!"

Owner

Taza Grill

"We love Your Southern Charm! The book gives us the size page to show how great our menu is and the double spreads let us show our whole menu."

Owner

Tony's Pizza

"After my first two mailings last year with Your Southern Charm, the response was the best of any direct mail that I have ever done in my 15+ years in business. Now, I continue to see the strength that Your Southern Charm brings to my bottom line, and her customer service and graphic design are simply "over the top." We love Your Southern Charm all the way around."

James, Owner

Los Tres Magueyes - Wake Forest

"I have been advertising with Marci since I opened 24 years ago. When MM closed across the nation, I knew that Marci would rise up and bring all of us businesses something better. We absolutely LOVE Your Southern Charm. We mail 40,000 homes in the Wake Forest / Wakefield areas, and I am very pleased with the results and profits that we get every month. The HUGE page size is wonderful, and the high demographics that she mails to is perfect for us."

Alfonso, Owner

Los Tres Magueyes - Brier Creek

"We are very pleased with the results and customer traffic that we receive for advertising every month in Your Southern Charm. Our customers even comment about Your Southern Charm and how they look for it every month. We have been on the front cover a few times, and it is really beautiful and works well. We have always trusted Marci to bring us great customer traffic. I would recommend Your Southern Charm to any business."

Juan, Owner

The logo for "Your Southern Charm" features the word "Your" in a small, cursive font above "Southern", which is in a large, bold, serif font. "Charm" is also in a large, bold, serif font, slightly overlapping "Southern". The entire logo is rendered in a gold color with a subtle gradient and a drop shadow.

Choose Your Southern Charm This Year!

See Customer Success on Our Website — www.yoursoutherncharm.com

Call for Monthly Specials — 919-624-0092

Marci Hurst, Owner/Founder — marci@yoursoutherncharm.com