



Cabarrus Arena & Events Center

**Media
Demographics Guide
2008 - 2009**

Greater Charlotte Area



4751 Highway 49 North
Concord, NC 28025
704.920.3976 / 704.920.3999 Fax
www.CabarrusArena.com



Table of Contents

Guide to Media Coverage

 Newspapers

 News Services

 Weekly Newspapers

 Semi-Weekly Newspapers

 Tri-Weekly Newspapers

 Magazines

 Specialty Publications

 Radio Stations

 Television Stations

The Media Demographic Guide is a publication provided free of charge to clients of the Cabarrus Arena & Events Center.

All information is accurate and up-to-date at the time of publication. However, clients are encouraged to contact media outlets to confirm specific information required.

COVERAGE AREA

The Media Demographic Guide lists media outlets that reach primarily the Concord / Charlotte Metro areas. This area is comprised of the North Carolina counties of Cabarrus, Mecklenburg, Gaston, Rowan, Cleveland, Lincoln, Iredell, Alexander, Randolph, Alamance, Guilford, Davidson, Forsyth and Union. It also includes the South Carolina counties of York, Chester and Lancaster.

GUIDE TO MEDIA COVERAGE

Whether you're planning a first-time event or you're a seasoned planner, the following are basic guidelines useful for maximizing media coverage. Activities and occurrence times may vary by event type.

Six Weeks before the Event:

- Get to know beat reporters who cover events such as yours
- Visit the studio or newspaper office and introduce yourself
- Alert media to upcoming news conferences (if applicable) and generate general interest
- Distribute press kits with releases, fact sheets, possible story angles, photo opportunities and stock photographs
 - Send an initial press release with fact sheet and photos to editors and specific beat reporters who may have not attended the news conference
- Check editorial deadlines for local quarterly, yearly or bi-monthly publications

Four Weeks before the Event:

- Pitch special ideas to weekly television talk shows and sports or news programs
 - Pitch entertainment stories and features to newspapers
 - Contact special weekend sections of local newspapers

Two Weeks before the Event:

- Schedule radio interviews
- Send a second press release and additional photos

One Week before the Event:

- Inform media of move-in or setup schedules and invite them to cover if applicable
 - Invite media to photo opportunities if available
 - Provide an itinerary for the event

Week of the Event:

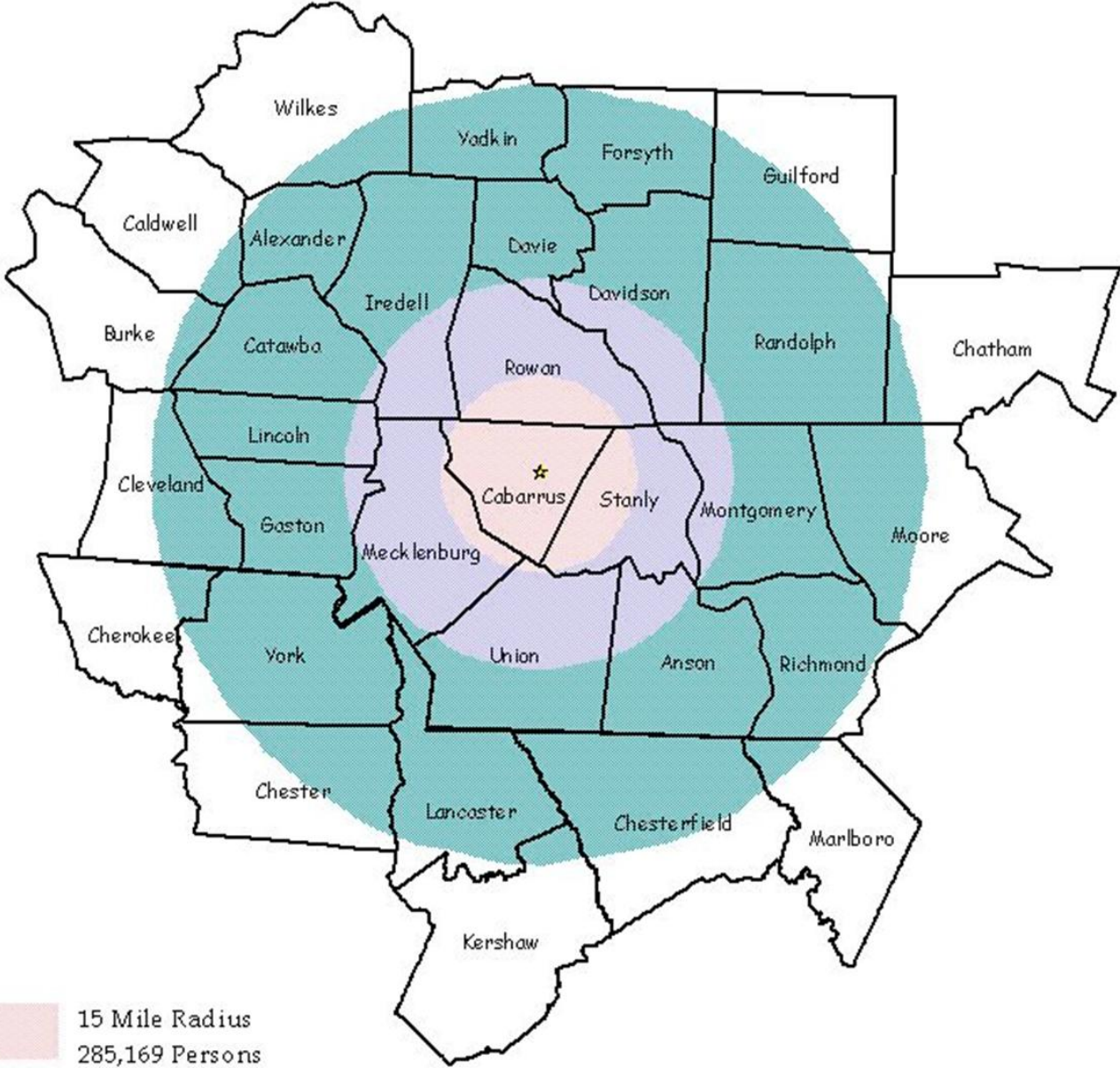
- Confirm radio and television interviews
- If the media missed one opportunity, offer another angle
- If a breaking news story pulled the media away, offer to bring an event official to the studio or newspaper office

Day of the Event:

- Call television assignment editors before assignment meetings to solicit coverage for your event
 - For noon shows, assignment meetings are at 8:30 a.m. or 9:30 a.m.
 - For evening news, meetings are at 11:00 a.m.
 - For nightly news, meetings are at 3:00 p.m.



Cabarrus Arena & Events Center



- 15 Mile Radius
285,169 Persons
- 30 Mile Radius
1,252,578 Persons
- 60 Mile Radius
3,154,068 Persons

PRINT MEDIA

Beat Reporter
Editor

BROADCAST MEDIA

TV: News Director
Assignment Editor
Beat Reporter

RADIO

Program Director

ALBEMARLE (Stanly County)

Stanly News and Press

237 W. North Street (28002)

P.O. Box 488 Albemarle, NC 28002

Phone: 704-982-2121

Fax: 704-983-7999 (news); 704-982-8736 (advertising)

www.thesnaponline.com

- Issued Monday – Sunday
 - Circulation: 12,500
- Coverage area: Stanly and surrounding counties
- Deadline: Noon Monday for Tuesday; Noon Wednesday for Thursday; 5:00 PM Thursday for Sunday

ASHEBORO (Randolph County)

The Courier-Tribune

500 Sunset Avenue (27203)

P.O. Box 340 Asheboro, NC 27204-0340

Phone: 336-625-2101

Fax: 336-626-7074

www.courier-tribune.com

- Morning publication
- Circulation: 17,000 daily; 20,000 Sunday
- Coverage area: Randolph, Chatham, Montgomery and Moore counties
- Deadline: Noon, 2 days prior for all days

BURLINGTON (Alamance County)

Times-News

707 South Main Street (27215)

P.O. Box 481 Burlington, NC 27216

Phone: 336-227-0131 or 1-800-488-0085

Fax: 336-229-2463

www.thetimesnews.com

- Morning publication
- Circulation: 29,448 daily; 30,723 Sunday
 - Coverage area: Alamance County
 - Deadline: 4:00 p.m., 4 days prior

Also publish:

Alamance Magazine - monthly

Value Card - monthly

CHARLOTTE (Mecklenburg County)

The Charlotte Observer

600 S. Tryon Street (28202)

P.O. Box 32188 Charlotte, NC 28232

Phone: 704-358-5000

Fax: 704-358-5036

www.charlotte.com/observer

- Morning publication
- Circulation: 251,755 daily; 320,157 Sunday
- Coverage area: 65 counties in North and South Carolina
- Covers all topics with regional editions distributed to surrounding counties
 - Deadline: 2 days prior by 6:00 p.m.

Newspapers

Also publish:

Gaston Observer; see Daily Newspapers section, Gaston, NC

Cabarrus Neighbors; see Weekly, Semi-Weekly and Tri-Weekly Newspapers section, Concord, NC

Catawba Valley Neighbors; see Weekly, Semi-Weekly and Tri-Weekly Newspapers section, Hickory, NC

Iredell Neighbors; see Weekly, Semi-Weekly and Tri-Weekly Newspapers section, Statesville, NC

Mecklenburg Neighbors; see Weekly, Semi-Weekly and Tri-Weekly Newspapers section, Charlotte, NC

Union Neighbors; see Weekly, Semi-Weekly and Tri-Weekly Newspapers section, Monroe, NC

York Observer; see Daily Newspapers section, York, SC

CONCORD / KANNAPOLIS (Cabarrus County)

The Independent Tribune

924 Cloverleaf Plaza

Kannapolis, NC 28083

704-782-3155

Fax: 704-789-9159

www.independenttribune.com

Morning Monday – Sunday

Circulation: 22,000 daily; 24,000 Sunday

Coverage Area: Cabarrus county and parts of Rowan, Mecklenburg, Stanly and Union Counties

Also publish:

Cabarrus-Rowan marketplace

Classified advertising vehicle direct mailed to 48,000 households

GASTONIA (Gaston County)

The Gaston Gazette

2500 E. Franklin Boulevard

P.O. Box 1538 Gastonia, NC 28056-9297

Phone: 704-864-3291

Fax: 704-867-6988

www.gastongazette.com

- Morning publication
- Circulation: 46,000 daily; 50,000 Sunday
- Coverage area: Cleveland, Gaston, Lincoln counties and York County, SC
 - Deadline: 3:00 p.m., 3 days prior

The Gaston Observer

407 E. Long Avenue

Gastonia, NC 28054

Phone: 704-864-5552

Fax: 704-868-7755 or 704-868-7740

www.charlotte.com/observer/local/gaston

- Distributed mornings within *The Charlotte Observer*
 - Circulation: 22,000
- Coverage area: Gaston and Lincoln counties and the Kings Mountain area of Cleveland County
 - Deadline: 3:00 p.m., 2 business days prior

GREENSBORO (Guilford County)

Greensboro News & Record

200 E. Market Street

P.O. Box 20848 Greensboro, NC 27401-2950

Phone: 336-373-7000

Fax: 336-373-7382

- Morning publication
- Circulation: 109,537 daily; 131,298 Sunday
- Coverage area: 12 counties of the Triad area
 - Deadline: 5:00 p.m., 5 days prior

Also publish:

People and Places (Guilford) Sunday, Wednesday, Thursday publication

People and Places (Rockingham) Sunday publication

HICKORY (Catawba County)

The Hickory Daily Record

1100 Park Place

11th Avenue SE (28602)

P.O. Box 968 Hickory, NC 28603

Phone: 828-322-4510

Fax: 828-328-9378

www.hickoryrecord.com

- Evening Monday - Friday
 - Morning Saturday - Sunday
 - Circulation: 22,000 daily; 23,000 Sunday
 - Deadline: 9:00 a.m., 2 days prior
- Coverage area: Catawba County and parts of Caldwell, Burke, Alexander, Gaston, Watauga, and Lincoln counties

HIGH POINT (Guilford County)

The High Point Enterprise

210 Church Avenue

P.O. Box 1009 High Point, NC 27262

Phone: 336-888-3500 or 336-888-3555 (*ads*)

Fax: 336-841-5165

www.highpointenterprise.com

- Morning publication
- Circulation: 30,000 daily; 32,000 Sunday
- Covers parts of Guilford, Davidson, Randolph and Forsyth counties
 - Deadline: 3:30 p.m., 1 day prior

KANNAPOLIS (Cabarrus County)

The Independent Tribune

924 Cloverleaf Plaza

Kannapolis, NC 28083

Phone: 704-782-3155

Fax: 704-789-9159

www.independenttribune.com

- Evening Monday - Friday
- Morning Saturday - Sunday
- Circulation: 22,000 daily; 24,000 Sunday
- Coverage area: Cabarrus County and parts of Rowan, Mecklenburg, Stanly, and Union counties
 - Deadline: 5:00 p.m., 4 days prior

Newspapers

LEXINGTON (Davidson County)

The Dispatch

30 E. First Avenue (27292)

P.O. Box 908 Lexington, NC 27293

Phone: 336-249-3981

Fax: 336-249-2944

www.the-dispatch.com/infodesk

- Evening publication, Monday - Saturday
 - Circulation: 14,800
- Coverage area: Davidson County
- Deadline: 4:00 p.m., 2 days prior

MONROE (Union County)

The Enquirer-Journal

500 W. Jefferson Street

P.O. Box 5040 Monroe, NC 28112

Phone: 704-289-1541

Fax: 704-289-2929

www.adquest.com/local/enquirer

- Evening Tuesday - Sunday
 - Morning Sunday
- Circulation: 14,000 daily; 15,000 Sunday
- Coverage area: Union County and part of Anson County
 - Deadline: 4:00 p.m., 2 days prior

SALISBURY (Rowan County)

Salisbury Post

131 W. Innes Street (28144)

P.O. Box 4639 Salisbury, NC 28145

Phone: 704-633-8950

Fax: 704-633-7373 (advertising), 704-639-0003 (news)

www.salisburypost.com

Evening Monday - Friday

- Morning Sunday
- Circulation: 25,000 daily; 26,000 Sunday
- Coverage area: Rowan, Davie, Stanly, Davidson, Cabarrus, Iredell Counties and part of Montgomery County
 - Deadline: 3:00 p.m., 2 days prior

SHELBY (Cleveland County)

The Shelby Star

315 E. Graham Street

P.O. Box 48 Shelby, NC 28150

Phone: 704-484-7000

Fax: 704-487-0805

www.shelbystar.com

- Evening Monday - Sunday
 - Circulation: 17,500
 - Coverage area:
- Cleveland County and parts of Rutherford and Gaston counties
 - Deadline: 6:00 p.m., 3 days prior

STATESVILLE (Iredell County)

Statesville Record & Landmark

220 E. Broad Street (28677)

P.O. Box 1071 Statesville, NC 28687

Phone: 704-873-1451

Fax: 704-872-3150

www.statesville.com

- Morning 7 days per week
- Circulation: 15,600 daily; 14,900 Saturday; 16,600 Sunday
- Coverage area: Iredell County and parts of Alexander, Yadkin and Davie counties
 - Deadline: Noon

WINSTON-SALEM (Forsyth County)

Winston-Salem Journal

418 N. Marshall Street (27101)

P.O. Box 3159 Winston-Salem, NC 27102-3159

Phone: 336-727-7211

Fax: 336-727-7315

www.journalnow.com

- Morning publication
- Circulation: 86,458 daily; 98,695 Sunday
- Coverage area: 11 counties in western North Carolina
 - Deadline: 3:00 p.m., 3 days prior

The York Observer

135 S. Oakland Avenue

York, SC 29730

Phone: 803-327-8500 (news) or 803-327-8555 (ads)

Fax: 803-327-8556

www.charlotte.com/observer/local/york

- Morning distribution within *The Charlotte Observer*
 - Circulation: 15,679 daily; 19,228 Sunday
- Coverage area: York, Lancaster and Chester counties, SC
 - Deadline: Noon, 3 days prior

CHARLOTTE (Mecklenburg County)

Associated Press

500 E. Morehead Street, Suite 316
Charlotte, NC 28202
Phone: 704-334-4624
Fax: 704-376-4813
<http://wire.ap.org>

PR Newswire

212 S. Tryon Street, Suite 1360
Charlotte, NC 28281-0001
Phone: 704-338-9366
Fax: 704-338-9566
www.prnewswire.com

RALEIGH (Wake County)

Associated Press

4020 West Chase Boulevard, Suite 300
Raleigh, NC 27607-3933
Phone: 919-833-8687
Fax: 919-834-1078
www.ap.org

Weekly, Semi-Weekly & Tri-Weekly

ALBEMARLE (Stanly County)

Stanly News & Press

237 W. North Street (28001)

P.O. Box 488 Albemarle, NC 28002

Phone: 704-982-2121

Fax: 704-983-7999

<http://corp.cnhi.com/stanly>

Issued Sunday, Tuesday and Thursday

- Circulation: 12,500
- Coverage area: Stanly and surrounding counties
 - Deadline: Noon Monday for Tuesday;
- Noon Wednesday for Thursday; 5:00 p.m. Thursday for Sunday

ASHEBORO (Randolph County)

The Randolph Guide

431 S. Fayetteville Street (27703)

P.O. Box 1044 Asheboro, NC 27204-1044

Phone 336-625-5576

Fax: 336-625-1228

- Issued Wednesday
- Circulation: 4,000
- Coverage area: Randolph County
 - Deadline: 3:00 p.m. Friday

Also publish:

Randleman Reporter

Circulation 2,000

The Bulletin

Circulation 2,000

BELMONT (Gaston County)

Belmont Banner

Mt. Holly News

611 North Central

P.O. Box 589 Belmont, NC 28012

Phone: 704-825-0104

Fax: 704-825-0894

www.ci.belmont.nc.us

- Issued Wednesday
- Circulation: 2,500 *Belmont Banner*; 2,500 *Mt. Holly News*
- Circulation audience: Cities of Belmont, Mt. Holly, Stanly, Cramerton and McAdenville
 - Deadline: 4:00 p.m. Monday

Weekly, Semi-Weekly & Tri-Weekly

CONCORD (Cabarrus County)

Concord Standard

24 Cabarrus Avenue East, Suite 100

Concord, NC 28025

Phone: 704-723-6923

Fax: 704-723-6924

www.standardandtimes.com

- Issued weekly on Thursdays
- Circulation: 21,000
- Coverage Area: concord, Mount Pleasant, Harrisburg and Northwestern Cabarrus County
- Deadline: Friday prior to Thursday publication

CHARLOTTE (Mecklenburg County)

The Charlotte Post

1531 Camden Road

Charlotte, NC 28203

Phone: 704-376-0496

Fax: 704-342-2160

www.thecharlottepost.com

- Issued Thursday
- Circulation: 23,800
- Coverage area: Mecklenburg, Gaston and Cleveland counties
- Deadline: Noon Tuesday

The Leader (tabloid)

704 Morris Street (28202)

P.O. Box 30486 Charlotte, NC 28230

Phone: 704-331-4842

Fax: 704-347-0358

www.leadernews.com

- Issued Friday
- Circulation: 45,000+
- Circulation audience: Mecklenburg County
- Deadline: 8 days prior to publication

Mecklenburg Times

400 Clarice Street (28204)

P.O. Box 36306 Charlotte, NC 28236

Phone: 704-377-6221

Fax: 704-377-6214

Issued Tuesday and Friday

- Circulation: 1,000
- Circulation audience: Lawyers, realtors, builders and bankers
- Coverage area: Mecklenburg County
- Deadline: 4:30 p.m. Tuesday for Friday
- 4:30 p.m. Thursday for Tuesday

Weekly, Semi-Weekly & Tri-Weekly

Mecklenburg Neighbors (tabloid)

600 S. Tryon Street (28202)

P.O. Box 30308 Charlotte, NC 28232

Phone: 704-358-5300

Fax: 704-358-5342

www.charlotte.com/neighbors/allstories.htm

- Distributed Wednesday and Sunday within *The Charlotte Observer*
 - Circulation: 179,669 Wednesday; 201,796 Sunday
 - Coverage area: Mecklenburg County
- Deadline: Friday for Wednesday, Wednesday for Sunday

The University Times (tabloid)

University of North Carolina at Charlotte Cone Center

Charlotte, NC 28223-0001

Phone: 704-547-2324 (*editorial*) 704-547-2160 (*advertising*)

Fax: 704-687-3394

www.universitytimes.com

- Issued Tuesday and Thursday
 - Circulation: 10,000
- Coverage area: University of North Carolina at Charlotte and area issues related to students
 - Deadline: 8 days prior

DAVIDSON (Mecklenburg County)

The Davidsonian

Davidson College

P.O. Box 219 Davidson, NC 28036

Phone: 704-892-2148 or 704-892-2149

Fax: 704-892-2625

www.davidson.edu/student/organizations/davidsonian

- Issued Monday
- Circulation: 3,000
- Circulation audience: College students, faculty, trustees and parents
 - Deadline: Thursday afternoon

The Davidson Gazette

147 E. Center Avenue

P.O. Box 549 Mooresville, NC 28036

Phone: 704-892-8809

Fax: 704-892-8810

- Issued Thursday
- Circulation: 2,500
- Coverage area: Huntersville, Davidson, Cornelius and Lake Norman
 - Deadline: Noon Monday

Also publish:

Lake Norman Shoppers Guide of North Mecklenburg

Distributed by mail

Circulation 12,258

Weekly, Semi-Weekly & Tri-Weekly

CONCORD (Cabarrus County)

Cabarrus Neighbors (tabloid)

371 Concord Parkway

Concord, NC 28027

Phone: 704-786-2185 (*news*) or 704-786-2195 (*advertising*)

Fax: 704-786-7813

www.charlotte.com/observer/local/cabarrus

- Distributed Thursday and Sunday within *The Charlotte Observer*
 - Circulation: 13,500 Thursday; 16,200 Sunday
- Coverage area: Cabarrus County, southern Rowan County and parts of Stanly & Mecklenburg Counties
 - Deadline: Wednesday for Sunday, Monday for Thursday

HICKORY (Catawba County)

Catawba Valley Neighbors

261 2nd Avenue SE

P.O. Box 2492 Hickory, NC 28603

Phone: 828-324-2626 or 828-324-1330 (*advertising*)

Fax: 828-327-3480

www.charlotte.com/observer/local/catawba

- Distributed Sunday, Wednesday and Friday within *The Charlotte Observer*
 - Circulation: 17,500 Wednesday - Friday; 27,000 Sunday
- Coverage area: Alexander, Burke, Caldwell and Catawba counties
 - Deadline: 1:00 p.m. Thursday for Sunday, 11:00 a.m. Monday for Wednesday, 11:00 a.m. Wednesday for Friday

Focus (tabloid)

264 First Avenue, NW (28601)

P.O. Box 1721 Hickory, NC 28603

Phone: 828-322-1036

Fax: 828-322-1038

e-mail: ifocus@bluenet.net for press releases

- Issued Thursday
 - Circulation: 22,000
- Coverage area: Burke, Catawba, Caldwell, Alexander and Iredell counties
 - Deadline: Noon Tuesday

The Hickory News

270 Union Square (28601)

P.O. Box 2650 Hickory, NC 28603

Phone: 828-328-6164

Fax: 828-322-6398

www.hickorynews.net

- Issued Thursday
 - Circulation: 6,500 paid; 8,000 free
- Circulation audience: Middle to upper income
- Coverage area: Catawba, Burke, Caldwell, Lincoln and Iredell counties
 - Deadline: 5:00 p.m. Tuesday

Also publish:

Extra (tabloid)

Circulation 16,000 - inserted in *The Hickory News* and distributed separately

Weekly, Semi-Weekly & Tri-Weekly

MONROE (Union County)

The Union Observer (tabloid)

132 S. Main Street

Monroe, NC 28112

Phone: 704-289-6576

Fax: 704-289-4669

www.charlotte.com/observer/local/union

- Distributed Sunday, Wednesday and Friday within *The Charlotte Observer*
 - Circulation: 12,500 Wednesday - Friday; 13,6900 Sunday
 - Coverage area: Union County and eastern Mecklenburg County
 - Deadline: 6:00 p.m. Wednesday for Sunday,
 - 6:00 p.m. Thursday for Wednesday, 6:00 p.m. Monday for Friday

STATESVILLE (Iredell County)

Iredell Neighbors

215 W. Broad Street

Statesville, NC 28677

Phone: 704-873-1055 or 704-873-1082 (*advertising*)

www.charlotte.com/observer/local/iredell

- Distributed Wednesday and Sunday within *The Charlotte Observer*
 - Circulation: 8,000 Wednesday; 12,000 Sunday
 - Coverage area: Iredell County
 - Deadline: 1:00 p.m. Thursday for Sunday;
1:00 p.m. Friday for Wednesday

CHARLOTTE (Mecklenburg County)

Business North Carolina

5435 77 Center Drive, Suite 50

Charlotte, NC 28217

Phone: 704-523-6987

Fax: 704-523-4211

- Published 1st of every month
 - Circulation: 27,500
- Circulation audience: Business people
- Deadline: 15th of the month prior

Charlotte Convention & Visitors Bureau Official Visitors Guide

122 E. Stonewall Street

Charlotte, NC 28202

Phone: 704-331-2700 Toll Free: 1-800-231-4636

www.charlottecvb.org

- Published: 2 times per year
- Target Audience: Visitors to Charlotte and convention delegates
 - Circulation: 80,000 per issue
 - Distribution:
 - INFO! Charlotte
 - CCVB Call Center
- N.C. Welcome Centers (Columbus, Dobson, Norlina, Roanoke Rapids, Waynesville, Charlotte, Kings Mountain, Rowland and South Mills, NC)
 - Amtrak Station
 - CCVB Member Hotels
- AAA Offices across the country

Charlotte Magazine

127 Worthington Avenue, Suite 208 (28203)

P.O. Box 11048 Charlotte, NC 28220-1048

Phone: 704-335-7181 or 1-800-216-3738

Fax: 704-366-6144

www.charlottesmagazine.com

- Published 12 times per year
 - Circulation: 28,000
- Coverage area: Metro Charlotte
- Deadline: 15th of the month prior

Charlotte Parent Magazine (tabloid)

1100 S. Mint Street, Suite 201

Charlotte, NC 28203

Phone: 704-344-1980

Fax: 704-344-1983

www.charlotteparent.com

- Published the 1st Monday of each month
 - Circulation: 46,000
- Coverage area: Mecklenburg County, Cabarrus County, Monroe,
 - Gastonia, Lincolnton and Mooresville
- Circulation audience: Parents and women
 - Deadline: 15th of the month prior

Community Pride Magazine

600 S. Tryon Street (28202)

P.O. Box 32188 Charlotte, NC 28232

Phone: 704-358-5921

- Issued quarterly
- Circulation: 30,000
- Circulation audience: Middle and upper income African-Americans
 - Deadline: 5 weeks prior to publication

Lake Norman Magazine

400 B North Harbor Place

Davidson, NC 28036

P.O. Box 819 Cornelius, NC 28031

Phone: 704-892-7936

Fax: 704-896-0661

- Published the 1st Friday of each month
 - Circulation: 23,000
- Circulation audience: Lake Norman residents
 - Deadline: 18 - 20 days prior to issue date

Southern Lifestyles (tabloid)

9925 Hannon Road

P.O. Box 23567 Charlotte, NC 28227

Phone: 704-545-1184

Fax: 704-545-1093

- Published monthly
- Circulation: 20,000
- Circulation audience: Southeast Charlotte area residents, median
 - income: \$60,000; median age: 33.5

Today's Charlotte Woman

1630 Mockingbird Lane, Suite A-1

Charlotte, NC 28209

Phone: 704-521-6872

Fax: 704-521-9269

www.todayscharlottewoman.com

- Published 9 times per year
 - Circulation: 33,000
- Circulation audience: Women ages 30-55
 - Deadline: 6 weeks prior to publication

TravelHost

801 Hawthorne Lane

Charlotte, NC 28204

Phone: 704-544-0855

Fax: 704-375-1450

www.travelhost.com

www.thcharlotte.com

Published every two months

Circulation: _____

Circulation audience: Visitors and Hotel/Motel Guests

Deadline: _____ of the month prior to publication

Magazines

Trip Magazine - Charlotte's Visitor Resource

1205 Central Avenue, Suite DD-517

Charlotte, NC 28204

Phone: 704-376-7800

Fax: 704-376-7802

www.charlottetrip.com

- Published the 1st of each month
 - Circulation: 35,000
- Circulation audience: Visitors and newcomers
 - Deadline: 12th of each month prior

CONCORD (Cabarrus County)

Cabarrus Business Magazine

Comfort Publishing

9450 Moss Plantation Avenue NW, Suite 204

Concord, NC 28027

Phone: 704-782-2353

Fax: 704-782-2393

www.cabarrusmagazine.com

- Published Bi-Monthly
- Circulation: Hardcopy 12,000; On-line 100,000
- Coverage Area: Cabarrus County, North Mecklenburg and South Rowan
 - Deadline: 20th of two months prior to publication date

Lake Norman Business Magazine

Comfort Publishing

9450 Moss Plantation Avenue NW, Suite 204

Concord, NC 28027

Phone: 704-782-2353

Fax: 704-782-2393

www.cabarrusmagazine.com

- Published Bi-Monthly
- Circulation: Hardcopy 12,000; On-line 100,000
- Coverage Area: Mecklenburg County, Iredell County and surrounding areas
 - Deadline: 20th of two months prior to publication date

Cabarrus County Convention & Visitors Bureau Official Visitors Guide

Cabarrus County Visitors Guide

3003 Dale Earnhardt Boulevard

Kannapolis, NC 28083

704-782-4340 Toll Free 1-800-848-3740

www.visitcabarrus.com

- Published: 1 time per year
- Target Audience: Visitors to Cabarrus County and convention delegates
 - Circulation: 100,000
- Distribution: CCVB Offices and Visitors Center, Concord Mills Mall, Cabarrus County Hotels, N.C. Welcome Centers, (Mars Hill, Columbus, Waynesville, Charlotte, Dobson, Norlina, Kings Mountain, Rowland, Roanoke Rapids), Local Realtors, Local Campgrounds, Cabarrus Arena and Events Center, Kannapolis Amtrak Station, NC Research Campus Visitor Center, Local Race Shops, Piedmont Triad Visitor Center, NC Division of Tourism

CHARLOTTE (Mecklenburg County)

Asian & Korean Herald

1300 Baxter Street, Suite 200

Charlotte, NC 28204

Phone: 704-332-5656

Fax: 704-332-9373

www.chungroup.com

- Issued monthly
- Circulation: 4,000
- Coverage area: Charlotte
- Deadline: 20th of the month

The Business Journal (tabloid)

120 W. Morehead Street, Suite 200

Charlotte, NC 28202

Phone: 704-347-2340

Fax: 704-973-1102

- Issued Friday
- Circulation: 12,500
- Circulation audience: Business persons in the Charlotte area
- Coverage area: 10 county area
- Deadline: Noon Wednesday

Carolina Blue Newspaper

One Julian Price Place

Charlotte, NC 28208

Phone: 1-800-637-2583

Fax: 704-374-3546

- Published monthly during summer and weekly during the school year
- Circulation: 10,500
- Circulation audience: Sports enthusiasts of the University of North Carolina
- Coverage area: Nationwide
- Deadline: 10 days prior to publication

Creative Loafing (tabloid)

6112 Old Pineville Road (28217)

P.O. Box 241988 Charlotte, NC 28244

Phone: 704-522-8334

Fax: 704-522-8088

www.creativeloafing.com

- Issued on Saturday
- Circulation: 60,000
- Coverage area: Metro Charlotte
- Circulation audience: Professionals
- Deadlines: 5:00 p.m. Thursday

Specialty Publications

El Progreso Hispano Newspaper

1101 Tyvola Road, Suite 105

Charlotte, NC 28217

Phone: 704-529-6624

Fax: 704-525-2328

e-mail: ephnews2@aol.com

- Issued: Weekly
- Coverage area: North and South Carolina
- Deadline: 9th and 24th of each month

Go Magazine (tabloid)

AAA Carolina Motor Club

6600 AAA Drive

Charlotte, NC 28212

Phone: 704-569-7733

Fax: 704-569-7815

- Published 1st of January, March, May, July, September and November
 - Circulation: 750,000
- Circulation audience: AAA members (travel publication)
 - Coverage area: North and South Carolina
 - Deadline: 1 month prior to publication

Panthers Insider Newspaper

One Julian Price Place

Charlotte, NC 28208

Phone: 1-800-637-2583

Fax: 704-374-3885

- Published weekly during NFL season and periodically during non-season - published by *Carolina Blue Newspaper*
 - Circulation: 15,000
- Circulation audience: Fans of the NFL Carolina Panthers
 - Deadline: 10 days prior to publication

Senior Directions (tabloid)

9629 Old Nations Ford Road (28273)

P.O. Box 241028 Charlotte, NC 28224

Phone: 704-364-2846

Fax: 704-527-5114

- Issued monthly
- Circulation: 43,000
- Circulation audience: Adults 50+ in Charlotte and parts of
 - Cabarrus County, NC, and York County, SC
 - Deadline: 5th of the month prior

Television Stations

CHARLOTTE (Mecklenburg County)

WBTV, Channel 3

One Julian Price Place

Charlotte, NC 28208

Phone: 704-373-3333

Fax: 704-374-3726

www.wbvtv.com

- CBS affiliate

- Broadcast area: Charlotte, Piedmont area, western NC and north central SC

- News: Shows 5:00 a.m. - 7:00 a.m., Noon - 12:30 p.m.,

- 5:00 p.m. - 6:30 p.m. and 11:00 p.m. - 11:35 p.m.

- Accept Public Service Announcements

WCCB-TV, Channel 18

One Television Place

Charlotte, NC 28205

Phone: 704-372-1800

Fax: 704-358-4841

www.fox18wccb.com

- Fox affiliate

- Broadcast area: Metro Charlotte

- Broadcast WCCB news at 10:00 p.m.

- Accept Public Service Announcements

WCNC-TV, Channel 36 and Cable 6

1001 Woodridge Center Drive

Charlotte, NC 28217

Phone: 704-329-3636 (*news*), 704-329-3600

Fax: 704-357-4975 (*news*), 704-329-4975

www.wcnc.com

- NBC affiliate

- Broadcast area: 7 county area

- News: 4-5 minute cut-ins during "Today Show";

Shows at 5:00 p.m., 5:30 p.m., 6:00 p.m. and 11:00 p.m.,

Saturday 7:00 a.m. - 11:00 a.m., Sunday 7:00 a.m. - 9:00 a.m.

- Accept Public Service Announcements

- Morning show 5:00 a.m. - 7:00 a.m.

- Mid-day 11:00am - 11:30am

WJZY-TV, Channel 46

3501 Performance Road (28214)

P.O. Box 668400 Charlotte, NC 28266-8400

Phone: 704-398-0046

Fax: 704-393-8407

www.upn46.com

- UPN affiliate

- Broadcast area: South central NC and north central SC

- Broadcasts WFTV news at 10:00 p.m. (Format is entertainment based featuring sitcoms, weather and news breaks during prime time, heavily involved with children's programming.)

- Carry NBA Charlotte Hornets games

- Accept Public Service Announcements

Television Stations

Also leases: **WFVT Channel 55**

General entertainment station concentrating on classic dramas, sitcoms and Southeast conference sports

WSOC-TV, Channel 9

1901 N. Tryon Street (28206)

P.O. Box 34665 Charlotte, NC 28234-4665

Phone: 704-335-4731

Fax: 704-335-4944

www.gocarolinas.com/partners/wsoctv

- ABC affiliate
- Broadcast area: 22 counties in North and South Carolina
- News at 5:00 a.m., 6:00 a.m., Noon, 5:00 p.m., 5:30 p.m.,
 - 6:00 p.m., and 11:00 p.m.
- Accept Public Service Announcements

WTVI-TV, Channel 42 and Cable 5

3242 Commonwealth Avenue

Charlotte, NC 28205

Phone: 704-372-2442

Fax: 704-335-1358

www.wtvi.org/home.asp

- PBS affiliate
- Broadcast area: 13 counties around Charlotte
 - No news
- Accept Public Service Announcements

OUTDOOR ADVERTISING

BUSIEST ROADS IN CONCORD

Bruton Smith Blvd. / Speedway Blvd.
Cabarrus Avenue
Church Street
Copperfield Boulevard
Hwy 3 / Dale Earnhardt Boulevard
Highway 29
Highway 49
Highway 73
Highway 601
Kannapolis Parkway
Poplar Tent Road @ I-85
Warren C. Coleman Blvd.

BUSIEST ROADS IN CHARLOTTE

Albemarle Road
Billy Graham Parkway
Brookshire Boulevard
Central Avenue
Eastway Drive
Fairview Road
Fourth Street
Independence Boulevard
Interstate 77
Interstate 85
Interstate 485
Monroe Road
Park Road
Pineville-Matthews Road
Providence Road
Quail Hollow Road
Sardis Road
Sharon Amity Road
Sharon Road
South Boulevard
Tryon Street
Tyvola Road
Wilkinson Boulevard
Woodlawn Road
W.T. Harris Boulevard
York Road

Adams Outdoor Advertising

1134 N. Graham Street
Charlotte, NC 28206-3062
Phone: 704-373-1700

Douglas Displays

7506 E. Independence Blvd, Suite 124
Charlotte, NC 28227-9452
Phone: 704-536-3844

Gateway Outdoor Advertising

1421 Orchard Lake Drive, Suite B
Charlotte, NC 28270-1475
Phone: 704-846-3333

Infinity Outdoor Inc.

920 Blairhill Road, Suite 110
Charlotte, NC 28217-1563
Phone: 704-525-0808

Parkway Advertising Corporation

521 Clanton Road, Suite C
Charlotte, NC 28217-1360
Phone: 704-527-7409

Thomas Advertising Inc.

13900 Conlan Circle, Suite 240
Charlotte, NC 28277-0675
Phone: 704-752-9800

Toby Outdoor Advertising

3500 Carolina Avenue
Charlotte, NC 28208-5884
Phone: 704-393-3940

AIRPORT ADVERTISING

Charlotte Douglas International Airport

Airport Advertising

5501 Josh Birmingham Parkway (28202)
P.O. Box 19066 Charlotte, NC 28219
Phone: 704-359-4801

Fax: 704-359-4030

www.charlotteairport.com

Media products:

3-sided kiosk

Custom showcase

Custom floor display

Floor exhibits

Courtesy phone center

Baggage belt display

CHARLOTTE (Mecklenburg County)**WBAV 101.9 FM**

601 S. Kings Drive
 Charlotte, NC 28204
 Phone: 704-342-2644 Fax: 704-343-9820
www.v1019.com

- Urban Adult Contemporary, ages 18 - 45
 - Broadcast area: Concord
- News 4 times during morning drive time and evening news
 - Accept Public Service Announcements

WBT 1110 AM

One Julian Price Place
 Charlotte, NC 28208
 Phone: 704-374-3500 Fax: 704-374-3889
www.wbt.com

- News, Talk and Sports, age 35+
 - Broadcast area: 7 county area
 - News every hour
- Accept Public Service Announcements
- Official home of the NBA Hornets and NFL Carolina Panthers

WEND 106.5 FM

801 E. Morehead Street, Suite 200
 Charlotte, NC 28202
 Phone: 704-338-9600

- www.1065.com

- New Rock and Alternative, ages 18 - 34
 - News during the morning show
- Accept Public Service Announcements

WLNK 107.9 FM

One Julian Price Place
 Charlotte, NC 28208
 Phone: 704-570-1079 Fax: 704-374-3889
www.1079thelink.com

- Adult Contemporary, age 25+
 - Broadcast area: 12 county area
- News every half-hour during morning drive time
 - Accept Public Service Announcements

WNKS 95.1 FM

4015 Stuart Andrew Boulevard
 Charlotte, NC 28217
 Phone: 704-331-9510
www.kiss951.com

- Top 40, ages 18 - 34
 - Broadcast area: 7 county metro area
 - No news
- Accept Public Service Announcements

Radio Stations

WFAE 90.7 FM

8801 J M Keynes Drive, Suite 91
Charlotte, NC 28262
Phone: 704-549-9323 Fax: 704-547-8851
www.wfae.org

- Public radio, news, talk
- Broadcast area: 60-mile radius of Charlotte, 22 counties
 - News: Show 4:30 p.m. - 5:00 p.m.;
 - NPR broadcast 5:00 p.m. - 7:00 p.m.
- Accept Public Service Announcements

WGSP 1310 AM

3719 Latrobe Drive, Suite 60
Charlotte, NC 28211
Phone: 704-442-7277 Fax: 704-442-9518

- Inspirational/Christian - Black Gospel
 - Broadcast area: Metro Charlotte
 - No news
- Accept Public Service Announcements

WHVN 1240 AM

5732 N. Tryon Street (28213)
P.O. Box 18614 Charlotte, NC 28218
Phone: 704-596-1240 Fax: 704-596-6939

- Christian
- Broadcast area: Metro Charlotte and Rock Hill, SC
 - News: USA news every hour on the hour
- Accept Public Service Announcements

WNMX 1480 AM

5732 N. Tryon Street
Charlotte, NC 28213
Phone: 704-598-1480 Fax: 704-596-6939

- Adult classics
- Broadcast area: Charlotte, Gastonia and Rock Hill, SC
 - News: ABC affiliate
- Accept Public Service Announcements

WNOW 1030 AM

4201 - J Stewart Andrew Boulevard
Charlotte, NC 28217
Phone: 704-665-9355 Fax: 208-293-2382
www.wnow.com

- All Spanish secular
- Broadcast area: Greater Charlotte
 - Occasional news
- Accept Public Service Announcements

Radio Stations

WOGR 1540 AM

1501 N 85 Service Road (28216)
P.O. Box 16408 Charlotte, NC 28297
Phone: 704-393-1540 Fax: 704-393-1527
www.wordnet.org

- Adult Contemporary and Christian
- Broadcast area: Mecklenburg, Gaston, Wadesboro and Cabarrus counties, NC; Rock Hill and Lancaster, SC
- News: SRN radio network news every hour and two half-hour updates
 - Accept Public Service Announcements

WPEG 97.9 FM

1520 South Boulevard, Suite 300
Charlotte, NC 28203
Phone: 704-786-9111 Fax: 704-227-8979

- Urban Contemporary, ages 18 - 45
- Broadcast area: 12 county, Metro Charlotte area
 - News: 4 times during morning drive time
 - Accept Public Service Announcements

WRFX 99.7 FM

801 Woodridge Center Drive
Charlotte, NC 28217
Phone: 704-714-9444
Fax: 704-332-8805 (*business*) or 704-570-1369 (*studio*)
www.wrfx.com/main.html

- Classic rock
- Broadcast area: Metro Charlotte
- News: 5 times during morning drive time
- Accept Public Service Announcements

WRFX 610 AM

915 E. Fourth Street, Suite 602
Charlotte, NC 28217
Phone: 704-570-9739
Fax: 704-342-3813 (*business*) or 704-570-1369 (*studio*)

- Sports
- Broadcast area: Metro Charlotte
 - All sports, no news
- Do not accept Public Service Announcements

WSOC 103.7 FM

1520 South Boulevard, Suite 300
P.O. Box 30247 Charlotte, NC 28203
Phone: 704-522-1103 or 704-561-4800
Fax: 704-523-2104 or 704-523-2444
www.wsocfm.com

- Country music
- Broadcast area: Metro Charlotte
- News: Every half-hour and updates every 15 minutes during morning drive time; 6:00 a.m. to 10:00 a.m.

- Accept Public Service Announcements

Radio Stations

WKQC 104.7 FM

1520 South Boulevard, Suite 300
Charlotte, NC 28203
Phone: 704-227-8107
Fax: 704-523-2104
www.star1047.com

- 1980's format, ages 25 - 54
- Broadcast area: Metro Charlotte
- News 8 times from 5:30 a.m. - 9:00 a.m.
- Accept Public Service Announcements

WWMG 96.1 FM

801 E. Morehead Street, Suite 200
Charlotte, NC 28204
Phone: 704-338-9600 Fax: 704-334-9525
www.magic961.com

- Oldies from the 1950's, 1960's and 1970's
- Broadcast area: Metro Charlotte, 5 counties in NC and 2 in SC
- News 4 times during morning drive time
- Accept Public Service Announcements

WXRC 95.7 FM

1515 Mockingbird Lane, Suite 910
Charlotte, NC 28209
Phone: 704-527-0957 Fax: 704-527-2720
www.957wxrc.com

- Album-oriented rock, ages 25 - 54
- Broadcast area: Charlotte, Boone, Gastonia, Hickory, Lincoln,
 - Shelby and Spartanburg
 - News 4 to 5 times daily
- Accept Public Service Announcements

CONCORD (Cabarrus County)

WBAV 101.9 FM

1520 South Boulevard, Suite 300
Charlotte, NC 28203
Phone: 704-342-2644
Fax: 704-227-8985
www.v1019.com

Urban Adult Contemporary, ages 18-45
Broadcast Area: Mecklenburg and Cabarrus counties
News 4 times during morning drive time and evening news
Accepts Public Service Announcements

Radio Stations

WEGO 1410 AM

78 Cabarrus Avenue (28025-5149)

P.O. Box 126 concord, NC 28027

Phone: 704-788-9346

Fax: 704-720-9346

- Timeless Classics, Ages 35+
- Broadcast area: Cabarrus county and parts of Mecklenburg, Iredell, Stanly, Union and Rowan counties
- Local news and ABC news at the top of each hour, and carry the three newscasts from WSOC (5:00 PM, 5:30 PM and 6:00 PM broadcasts)
- Covers local high school basketball and football, East Carolina University Football and Basketball and covers the Atlanta Braves Baseball
 - Accepts Public Service Announcements

DAVIDSON (Mecklenburg County)

WDAV 89.9 FM

Davidson College

P.O. Box 1540 Davidson, NC 28036

Phone: 704-894-8900 Fax: 704-894-2997

www.wdav.org

Classical

Broadcast area: 17 county area

Headline news at 7:00 a.m., 8:00 a.m., 9:00 a.m., Noon,

4:00 p.m., 5:00 p.m. and 6:00 p.m.

Accept Public Service Announcements