



Piedmont Lakes

PILOT



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Bi-monthly distribution around lakes Hickory, Norman, Mtn Island, Wylie & Wateree on the Catawba River chain, and High Rock Badin & Tillery on the Yadkin-PeeDee.

About Us

Pilot Media LLC publishes Piedmont Lakes Pilot every two months. This valuable resource provides comprehensive marine service information for boaters, fishermen, water-sports enthusiasts, and those living and working on the water.

On-line, www.pilotmedia.us includes the Pilot resource directories, material that complements and expands the magazine stories and a variety of other marine information, including tides, lake levels and weather.

Publication distribution is tightly focused to market-related outlets. Each issue, we distribute 20,000 copies through 455 locations around lakes Hickory, Norman, Mtn Island, Wylie & Wateree on the Catawba River chain, and High Rock, Badin & Tillery on the Yadkin-PeeDee.

Because of the comprehensive nature of the directories, readers pick-up, hang onto, and use the magazines, discarding them only when a more current issue arrives.

We estimate the pass-along readership of each issue to be a factor of 2.5, meaning each issue is seen by as many as 50,000 readers – readers who are, or want to be, boaters.

Our surveys tell us our readers are 82% male, 18% female, with an age-range of 25-to-70 years. Seventy-seven percent of those own at least one boat; 26% own more than one, so we can assume (boat-ownership being what it is) that our readers have a good deal of discretionary income.

Our primary distribution is within Mecklenburg County, which holds a portion



of three of the Catawba lakes. Median household income (2000 US Census Data) for this region is \$62,366.

Of the readers surveyed, 19.5% said they expected to buy a boat within the six-to-eighteen months, and 61% use the Internet to buy marine products.

All these, plus the broader Internet community will have access to advertiser and sponsor messages appearing at www.pilotmedia.us.

The value proposition for advertisers and sponsors involves the effective reach into that part of the population with high-than-average income and an interest in boating and marine-related activities and lifestyles.



Distribution

Each edition is distributed free through a carefully selected network of market-related outlets, including advertisers, retail stores, restaurants, convenience stores and marine service centers as well as hotels and real estate offices. Boat shows and marine trade functions are also important distribution channels.

Our Piedmont Lakes edition has 455 distribution outlets around lakes Hickory, Norman, Mtn Island, Wylie & Wateree on the Catawba River chain, and High Rock, Badin & Tillery on the Yadkin-PeeDee.

Who We Are

Pilot Media publishes marine service guides providing comprehensive information on waterfront living. Each edition includes an index of marine businesses, reference maps, marina reference charts, a directory of waterfront & water-access restaurants and listings of waterfront and water-access communities.

Waterfront living and water-related activities have always been popular, but there has been no convenient, comprehensive guide to recreational opportunities, and products & services. Pilot Media has filled that need.

Organized as "how-to" guides, each edition contains comprehensive reference information, as well as stories pertinent to readers interested in life on and around the water.

Our content includes detailed maps that show marina and access locations; a Marina Guide highlighting the offerings of each marina; fishing forecasts & tips from fishing guides; and a Service Index of marine products & services.

The Pilot's Galley offers listings of waterfront and water-access restaurants and pubs, as well as recipes from cruising chefs. For real estate agents, developers



and house-hunters, each edition lists waterfront and water-access communities, including an overview of amenities.

Our reader is an affluent, discriminating buyer who pays attention to the quality of products and information, and warrants your consideration as you review your advertising plans.

Our Team

Pilot Media's publications – both in print and on the web – are written and designed by experienced journalists and feature writers and are filled with useful information.

Our publications offer competitive rates for advertising. Our design team used state-of-the-art publishing tools to produce sophisticated, polished and attractive ads that meet your needs ... **and get results!**

Ad Submission

Ads submitted on-disk must be created in Adobe In-Design, Illustrator, Corel Draw or supplied in PDF form. Include printer & screen fonts and all graphics (including embedded .eps).

All photos and screened art should be at least 300 dpi, and line-art 1200 dpi.

All color graphics must be CMYK and all ads must the proper size.

Submit ads on DVD, CD or via email to ads@pilotmedia.us.

Pilot will happily produce requested ads, but will require original artwork, logos and ad copy along with a rough layout or concept.



Advertising Rates

Pilot Media's Piedmont Lakes Pilot is dedicated to connecting you to the waterfront community. Our flexible rates are designed to market your company in print and on-line. **Call 800-372-8871 today!**

	3x Rate	4x Rate	6x Rate
Double Truck	\$1,650	\$1,525	\$1400
Full-Page	\$1,087	\$978	\$792
Half-Page	\$775	\$698	\$565
Quarter-Page	\$495	\$445	\$360
Eighth-Page	\$245	\$198	\$165
Business Card	\$125	\$115	\$110

Single-insertion (or 1x) rate carries a 10% surcharge over the 3x rate. Multi-page, special sizes & insert rates available on request. All rates subject to change without notice.

Front Cover, Lead Feature	\$1,950
Standard Feature	\$1,200
(Publisher Approval Required)	

Premium Positions

	3x Rate	4x Rate	6x Rate
Back Cover	\$1,500	\$1,525	\$1400
Inside Front	\$1,250	\$1,124	\$910
Inside Back	\$1,200	\$1,075	\$860
Page 3	\$1,200	\$1,075	\$860
Other Guaranteed Placement	+10%		

All ads include:

- Display ad in Piedmont Lakes Pilot
- Service Index Listings in print and at pilotmedia.us

On-Line Logo Link

12 month active link \$450



Magazine Specifications

Full-Page	Trim Size	5.375 x 8.375
	Bleed	5.625 x 8.625
	Live Area	4.5 x 7.5"

Half-Page	Live Area	4.5 x 3.625"
Horizontal		

Half-Page	Live Area	2.187 x 7.5"
Vertical		

Qtr-Page	Live Area	4.5 x 1.69"
Horizontal		

Qtr-Page	Live Area	2.187 x 3.625"
Vertical		

Eighth-Page	Live Area	2.187 x 1.69"
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Business Card	Live Area	2.187 x 1.062"
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Web Logo Link 140 x 140 pixels

Publication Schedule

February – March 2009

Space Reservations	Jan 7
Finished Art	Jan 14
Distribution	Feb 3

April – May 2009

Space Reservations	March 4
Finished Art	March 11
Distribution	April 1

June – July 2009

Space Reservations	May 6
Finished Art	May 13
Distribution	June 3

August – September 2009

Space Reservations	July 2
Finished Art	July 9
Distribution	July 30

October – November 2009

Space Reservations	Sept 2
Finished Art	Sept 9
Distribution	Sept 30

December '09 – January 2010

Space Reservations	Nov 4
Finished Art	Nov 11
Distribution	Dec 3



The Most Comprehensive Guide to Marine Services & Waterfront Living on the Piedmont Lakes. PERIOD.



Reach Your Target.

Call 800-372-8871 or log onto www.pilotmedia.us for advertising information.