



2025 Media Kit

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Cornelius TODAY

Business Today

Your Target Market

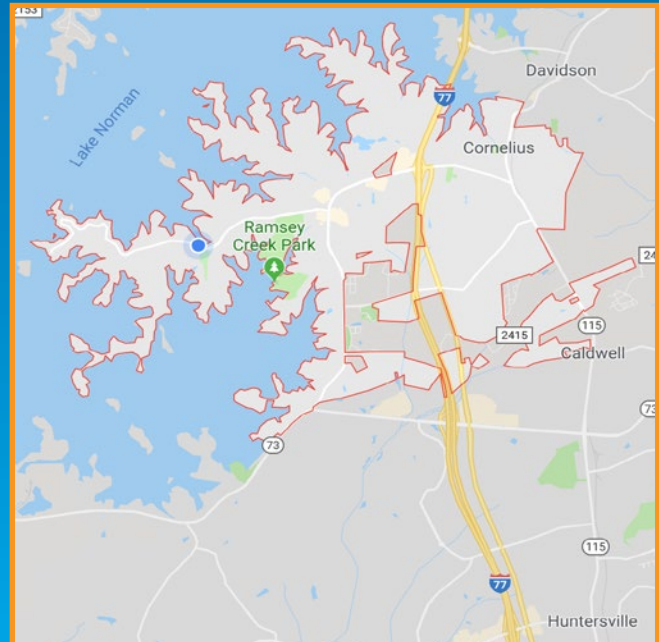
Cornelius Today and Business Today are well-established, well-branded publications online, and in print.

The unique local monthly news publication covers the affluent and historic Town of Cornelius.

We're daily online, monthly in print, combining the best of both worlds in a contemporary and nimble business model.

Thanks to the internet, our footprint is not just Cornelius!

- Hand-crafted stories of human interest, politics, and development
- Extensive local event coverage
- Business news and updates
- Unmatched reader involvement



Special Delivery

Cornelius Today is hand-delivered to mailboxes, never thrown. We're not tossed on driveways only to be driven over.

Powerful Statistics | Cornelius

Population	33,679 (worldpopulationreview.com)
Median Household Income	\$107,969 (worldpopulationreview.com)
Median Home Listing Price	\$555,000 (realtor.com)
Rate of Home Ownership	69.7% (worldpopulationreview.com)

Fast Growth



Cornelius is enjoying rapid growth, making it an attractive venue for your company's branding and marketing:

- Average annual population growth rate was 1.63%
- Median age is 44.3
- 39.03% have a Bachelors Degree

Who We Reach/How We Reach



- Cornelius Today distributes more than 16,500 copies monthly
- Mailed to every resident of 28031 via US Postal Service
- Bonus distribution includes restaurants, Town Hall, the Chamber of Commerce and coffee shops
- **Online:** corneliustoday.com and businesstodaync.com average more than 45K active users a month



▶ What's online

We own and operate both corneliustoday.com and businesstodaync.com and update both sites daily.



corneliustoday.com



Weekender Nov. 14-17: Food trucks, tree lighting, Star party, Beatles tribute and more

Thursday, Nov. 14 Ukraine — Sleeping Disorder 7 – 8:30 pm | Nov. 14. Join an evening with photographer Ira Lupu to discuss her exhibit in the Wall Building at Davidson College: "Ukraine — Sleeping Disorder." Lupu will discuss her work produced during summer visits to wartime Ukraine in 2022, 2023 and 2024. Free and [...]

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FEATURED POSTS



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Veterans Day was a special day in Cornelius

Nov. 12. There were two special events on Veterans Day in Cornelius that really were special. The first was a "rock sinking" for a new reef at Patriot Pier in Reidsville. The second was the traditional celebration at the Veterans Center behind Town Hall.

Planning Board to review Royal Bliss project



Rendering of Royal Bliss project just off West Catawba. Feb. 12. The Cornelius Planning Board will consider the project at tonight's meeting. If they recommend approval, the project will go back to the Town Board for a final public hearing. Plans call for construction of a 11,800 square foot plot owned by Griffin Brothers Acquisitions LLC on West Catawba Avenue. The project would include a beer garden.

To stop or not to stop; the Police Chief answers the question



Aug. 13. By Dave Wieser. With new pedestrian crosswalks already in place on West Catawba and Jetton Extension and more on the way—Meridian and Catawba, North Main and Legion, and Torrence Chapel Park—there seems to be some confusion as to when a motorist can legally proceed.

"If a pedestrian has crossed the roadway and the lights are still flashing a driver can proceed with the lights flashing before the lights time out," said Cornelius Police Chief David Baucom.

"This is the same for any crosswalk with lights including the



businesstodaync.com



BoatYard | Photo by Jason Bernavides

Leading developer sets sights on BoatYard property in Cornelius

Sept. 17. By Dave Wieser. Developer **Jake Pallito** has plans for Boatyard Lake Norman, the 3.4 acre outdoor music venue at the corner of Westmoreland and Hwy 21/Statesville Road, which would turn the site into an automotive services complex with a convenience store and gas pumps, a car wash, multiple detailing options and an oil/lube facility.

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FEATURED POSTS

Survey: JCPenney will have biggest discounts on Black Friday

Nov. 20. In 2023 Americans shopped from home on Black Friday more than they did in stores, with 76.2 million people getting their deals in person and 90.6 million making purchases online. WalletHub's new report on the Best Places to Shop on Black Friday puts venerable retailer JCPenney at the top. Best Black Friday Retailers [...]

NC jobless rates slips .1 percent in October

Nov. 19. The state's seasonally adjusted unemployment rate fell to 3.7 percent in October, down from 3.8 percent in September. The national rate was unchanged at 4.1 percent. But the state's unemployment rate is 0.1 of a percentage point lower than the national rate. The number of people

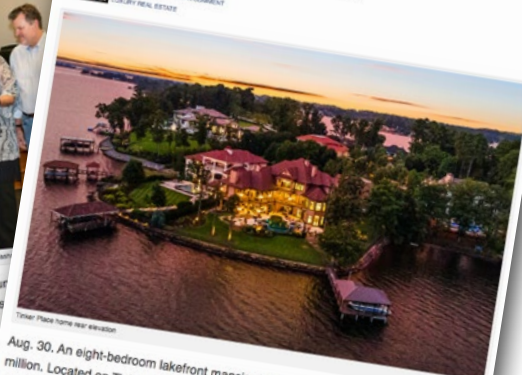
Deborah Young lands small business award from LKN Chamber



June 8. By Dave Wieser. Deborah Young has been named Small Business Award recipient from the LKN Chamber of Commerce for more than 30 years, has owned her business in Cornelius.

The award, which is given by the LKN Chamber of Commerce, was presented to the veteran photographer at a ceremony last week.

Lakefront mansion in Cornelius hits the market at \$9 million



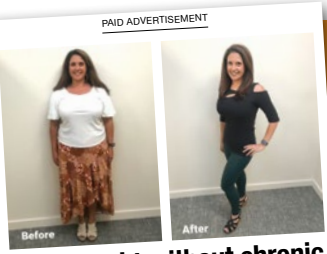
Aug. 30. An eight-bedroom lakefront mansion in Cornelius has hit the market at \$9 million. Located on Tinker Place—a small street off Mollypop near the end of Belle Isle, the estate has over 300 feet of shoreline with wide main channel views. The house has a spiral staircase, elevator, multiple great rooms, a movie theater, golf simulator, a resort-like pool, covered boat house, six-car garage and a pet room.

2025 Rate Card

Print	12x	9x	6x	3x	OPEN
Double Truck	\$1,425	\$1,525	\$1,615	\$1,715	\$1,905
Full Page	\$855	\$915	\$975	\$1,030	\$1,145
3/4 Page	\$695	\$740	\$785	\$835	\$925
Island	\$625	\$670	\$710	\$750	\$835
1/2 Page	\$605	\$645	\$685	\$725	\$805
3/8 Page	\$450	\$480	\$510	\$540	\$600
1/4 Page	\$325	\$345	\$370	\$390	\$435
1/8 Page	\$175	\$185	\$195	\$205	\$230

Online	12x	9x	6x	3x	OPEN
Web Link*	\$190	\$205	\$215	\$230	\$255
Web Banner*	\$240	\$255	\$275	\$295	\$325
Web Video*	\$260	\$280	\$295	\$315	\$350
Newsletter Sponsorship	\$240	\$255	\$275	\$295	\$325

*Price per website. Second website half price.



Lose weight without chronic exercise or calorie counting

PHD Weight Loss
Dr. Ashley Lucas, RD

PHD Weight Loss is a doctor and dietitian developed and individually-delivered weight loss program that just opened its second Charlotte location in Lake Norman (and its fifth nationwide). So far, we have helped 8,000+ clients lose over 200,000 pounds!

PHD is unique from other programs in many ways. We are obsessed with challenging the standard ways of thinking when it comes to nutrition and weight loss. We use a holistic, food-only based program, no supplements, drops, shots or hormones. We understand that your body is much more complicated than calories in and out and that weight gain isn't your fault. Our dietary protocol is effective at reversing obesity-related health conditions like high blood sugar, high blood pressure, high cholesterol, sleep apnea and more.

PHD takes out all of the guess work when it comes to what, when, and how much to eat, so the process is simple. We work with each of our clients to create a tailored meal plan and program that focuses on personal education, behavior change, and a ton of accountability through our weekly 1:1 coaching. The best part is that you won't have hunger or cravings and will enjoy the food you eat! Our clients work with health coaches, nutritionists, life coaches and certified PHD consultants, who are supported by an advisory board of physicians and PhDs in psychology.

Plus, we offer free maintenance support, for life. Understanding that for most of our clients, weight loss is an addiction recovery process, we will never leave your side.

We would love to help you just like we helped David!

"I worked with the folks at PHD Weight Loss last year. At first, I was skeptical that I'd be able to get the results they suggested at my first kick-off call, but I decided to commit to their plan and work the program. Boy, am I glad I did! Between Jul and Dec 2022 I lost 65 pounds. I feel great, look great (at least I hope I do), and I no longer need any of the prescription medications I was taking before. I used to need a CPAP machine for sleep apnea at night, and I no longer need that, either. Since the beginning of 2023 I've been in maintenance mode and have easily kept the weight off. They've got a wonderful team with great tools and food products, and the coaches are very responsive and supportive. I highly recommend them!"

- PHD Client David

PHD WEIGHT LOSS
624 Jetton Street, Suite 210
Davidson, NC, 28036
980-306-2100

www.myphdweightloss.com
@dr_ashleylucas
@dr_ashleylucas

SPECIAL ADVERTISING Inserts | \$742

.6 oz insertion will be distributed with the 16,500 mailed copies.

"She saved my life!"

Resident Dawn R. had been experiencing the painful side effects of Peripheral Neuropathy for years. Her feet and legs were extremely painful and my doctor told me there was nothing they could do. He said I would have to take Gabapentin for the rest of my life.

Then she met Cornelius' very own Kimiko Shimoda, Licensed Acupuncturist.

Peripheral neuropathy is the pain, numbness, tingling, or burning in the fingers or toes of the peripheral nerves. Dawn explained that the opening doses of gabapentin were so painful. "How can I take these pills when I can't get out of bed?"

Fortunately, Dawn found our clinic, Cornelius Acupuncture, and we were able to help her. Dawn explained that the opening doses of gabapentin were so painful. "How can I take these pills when I can't get out of bed?"

Using the time-tested science of acupuncture and a technology originally developed by NASA to assist in increasing blood flow and creating recovery and healing, Ms. Shimoda and her team are creating a breakthrough treatment for this debilitating disease.

"Now when I go to bed at night I don't have those shooting pains. I don't have that burning sensation. I don't have pain coming up my legs." Dawn explains, enthusiastically describing life after receiving a series of treatments. "I can wear socks and shoes!" Dawn and her sister now operate a successful dog walking business, sometimes covering up to 5 miles a day.

"It's life altering. As far as I'm concerned, she saved my life."

Ms. Shimoda and her team have been helping the senior community using the most cutting edge and innovative integrative medicine.

Specializing in chronic pain cases, specifically those that have been deemed "inoperable" or "untreatable," she consistently generates unparalleled results. What was once a missing link in senior healthcare is now easily accessible to the residents of the Lake Norman area.

If you've missed too many times because of pain, missed an swing dancing class because you're afraid of falling, or just want to feel better, it's time to call Cornelius Acupuncture.

Call (704) 912-4691 today to schedule your consultation or visit CorneliusAcupuncture.com to take advantage of our New Patient Offer!

Examples

Advertorial Full Page*

760 words w/ photo

1/2 Page*
390 words w/ photo

*Rates follow Full & 1/2 Page terms as seen above.

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For more information contact **Jason Benavides** Creative Director
704-895-1335 | production.todaypubs@gmail.com

Advertise Your Business in Print...

Cornelius Today is distributed monthly to the 28031 zip code.

Common ad sizes include...

Fire Chief Barbee

Running toward danger for 30 years



“Not many fire departments have the biggest lake in North Carolina in their back yard,” said Cornelius Fire Chief Guerry Barbee at the June Newsweek Breakfast hosted by Cornelius Today. Lake Norman safety is just one of the unique challenges Barbee faces as he leads the fire department’s transition from an all-volunteer to a full-time paid force. Barbee called the Cornelius Fire Department, which currently has just two stations, an “all-hazards, catch-all department.” Its mix of volunteers and professionals respond not only to lake emergencies, but also to incidents involving utilities, traffic accidents and other medical emergencies. And, of course, fires. Fire emergencies in Cornelius can present challenges that other

The change will require an annual budget of more than \$3 million, Barbee said. But the transition is necessary. A recent assessment conducted by the Center for Public Safety Management showed the volunteer model isn’t sustainable for Cornelius. In addition to complex rescue demands and a membership population, the recruiting and training environment has changed since Barbee joined the department 30 years ago. He was a junior volunteer at age 16, following in the footsteps of his father and grandfather. By 18, he was training inside a controlled burn structure.

“Now you can’t do that. Now you must have certification,” Barbee said. “There are barriers that prevent new firefighters from doing what I did at 16.”

Fewer volunteers
Volunteers in town across most organizations, but the rigor and time-consuming training required is a barrier to entry that many younger people won’t face without financial compensation. Even paid positions are challenging to fill.

“We try to help them understand that we have a wonderful benefits package,” Barbee said. “However, to a 20-year-old, he doesn’t care about the 401k, the insurance.” The department has managed to attract 30 applicants as of last month.

Continued on NEXT PAGE

Town budget discussions go under way post-revaluation

ONE year after a startling county-wide property revaluation, planning for Cornelius’ fiscal year 2025 budget is swinging into high gear. The spending plan, which must be approved by June 30 of this year, will be the first major project to be led by a five-member Town Board with three new members. Meanwhile, the board’s long-time fiscal hawk, Dave Gilroy, has retired. Town staff have already pulled together information to draft spending plans for each department, which will be discussed in detail at

several upcoming meetings to help determine how much property taxes you will pay.

Budget drives property taxes
Property owners in Cornelius support the town’s spending plan—the budget—with their tax dollars. The town tax comprises about a third of the total property tax bill, with the remainder being Mecklenburg County.

The town’s property tax rate for the current fiscal year budget of \$3.787 million is .251 cents per \$100 assessed value.

Adding county taxes, Cornelius homeowners whose property is assessed at \$400,000 are paying approximately \$3,400 combined county/town property taxes a year. It’s anyone’s guess what the new tax rate will be although rising



expenses, including transitioning the Cornelius Landfill to a private operator, to a full-time paid model, will

3/8 page (horizontal)
As low as \$450 / month

1/4 page (regular)
As low as \$325 / month

1/8 page (horizontal)
As low as \$175 / month

1/2 page (vertical)
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- 6/21/23 Ralph the Painter US LLC, Angel Rafael Rodriguez, 8736 Westwind Point Dr., Cornelius
 - 6/21/23 The Parrish Organization LLC, Joshua Matthew Parrish, 22425 Market St, Apt. 3107, Cornelius
 - 6/22/23 Mirror Messages LLC, Robert J. Kennedy IV, 21500 Lake Pointe, Cornelius
 - 6/23/23 AZZ Holding LLC, Thomas C. Jeter III, 18215 Statesville Rd. Ste. D-02, Cornelius
 - 6/28/23 JWB Properties LLC, Joe Watson Ellis Beare, 19218 Ruffner Dr., Cornelius
 - 6/28/23 M2J, Real Estate LLC, Brad M. McCreer, 19519 W. Catalina Ave. #A1, Cornelius
 - 6/28/23 VidVinci LLC, Elias Garcia, 19025 N. Cove Rd. Ste. B #204, Cornelius
- More new corporations at www.businesstodaync.com

2025 Ad Sizes

Two page spread (Double-truck)
19.5" x 10.88"

Full Page
9" x 10.88"

3/4 Page
6.7" x 10.88" (V)
9" x 8" (H)

Island
6.7" x 8"

Web Link
225 x 75 pixels (W)

1/2 Page
4.4" x 10.88" (V)
9" x 5.25" (H)

3/8 Page
4.4" x 8" (V)
6.7" x 5.25" (H)

1/4 Page
4.4" x 5.25" (R)
2.15" x 10.65" (V)
9" x 2.5" (H)

1/8 Page
2.15" x 5.25" (V)
4.4" x 2.5" (H)

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Cornelius resident joining Stein's transition team

Nov. 15. Governor-elect Stein has included former NC Sen. Jeff Tarte, on his transition team. Tarte, a former mayor of Cornelius and a Republican, will help identify and interview candidates. His primary focus will involve Information Technology. Quotable "Josh is looking for experienced and skilled individuals to serve in his administration, regardless of party affiliation. The [...]

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FEATURED POSTS



Dept. of Environmental Quality says don't go in the water if it's green or blue

Nov. 8. By Dave Yochum. The N.C. Dept. of Environmental Quality in late October said people should avoid contact with green or blue water in Lake Norman due to an algal bloom that has lingered since September. The bloom has been observed throughout Lake Norman, from Irredell to Lincoln—algal blooms tend [...]

Upcoming EVENTS

Weekender Nov. 14-17: Food trucks, tree lighting, Star party, Beatles tribute and more



Recent Posts

Cornelius resident joining Stein's transition team

Special exhibit at the Cain Center highlights indigenous peoples

Police Blotter: Nov. 6-12

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Business 21 Today
LATEST POST



Properties: Million-dollar

Home sales in excess of \$1 million. \$4,000,000 Mary Willard to Foxcroft Peninsula Point Dr., Cornelius \$3,050,000 Robin Eletto to Michael... Davidson \$2,695,000 Denis & Chantal Bilodeau to Edward & Sun...
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Cornelius TODAY *Business Today*

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[Sponsor Name Here](#) and [Sponsor Name Here](#)

Friday, January 5

[Is a hold on permits a path to restoring a sidewalk on W. Catawba?](#)

A hold has been placed on the Junker apartment project prohibiting any new permits being issued until a new sidewalk is installed.



[Live concerts this weekend benefit Western NC](#)

Two live concert events this weekend will benefit victims of Tropical Storm Helene in Western North Carolina.

[Cain Center at one year mark: Redevelopment is beginning](#)

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▶ 2025 Advertising Due Dates

Note: Dates are subject to change

CR = Camera Ready | PR = Press Run

January Edition

CR: Dec. 30
PR: Jan. 1

February Edition

CR: Jan. 27
PR: Jan. 29

March Edition

CR: Feb. 24
PR: Feb. 26

April Edition

CR: March 24
PR: March 26

May Edition

CR: April 28
PR: April 30

June Edition

CR: May 26
PR: May 28

July Edition

CR: June 23
PR: June 25

August Edition

CR: July 28
PR: July 30

September Edition

CR: Aug. 25
PR: Aug. 27

October Edition

CR: Sept. 22
PR: Sept. 24

November Edition

CR: Oct. 27
PR: Oct. 29

December Edition

CR: Nov. 24
PR: Nov. 26

Email camera ready files to: production.todaypubs@gmail.com

Digital Specs and Policies

- Cornelius Today/Business Today is printed on newsprint. All Camera-Ready ads should be CMYK and sent as Adobe PDFs with all fonts embedded. Electronic files for in-house ad creation may be sent as EPS, TIF or PDF format. We also accept Photoshop, Illustrator and InDesign files.
- All photography must be high resolution; 300 dpi or greater JPEG or PDF files.
- Publisher, Microsoft Word, Excel, Power Point or Word Perfect file formats ARE NOT accepted for ad art.

Cancellations: Two-week notice to withdraw from next edition via email.

Billing: Invoices due on receipt; new customers must pre-pay.

For your convenience, we accept payment by check or Visa or Mastercard, with a 2 percent processing fee. Credit card transactions require card number, exp. date, CVC code, street number of billing address and ZIP code.



▶ Community Involvement

The Big Day at the Lake charity event and Newsmakers Breakfast are back!

Big Day at the Lake

In 2024 more than 350 Bigs, Littles, Boat Hosts and volunteers gathered separately and together for Year 20 of Big Day at the Lake. Sponsors and individual donors contributed \$115,000 to Big Brothers Big Sisters of Central Carolinas.

The support over the many years have enabled us to meet our three goals: Provide a day of fun on the lake for at-risk children, recruit Bigs and raise money for Big Brothers Big Sisters of Central Carolinas!

Contact us if interested in being a Big Day sponsor or a Boat Host for 2025!

**bigdayatthelake.com or
704-895-1335**



Newsmakers Breakfast

If you're not familiar with Newsmakers Breakfast, we secure a speaker(s) who is an expert on the subject and invite sponsors and attendees to enjoy a hot breakfast, invaluable networking opportunities and a highly qualified speaker who will enlighten the audience in a Q&A format.



The October 2024 Newsmakers Breakfast featured NC House District 98 candidates, Melinda Bales and Beth Helfrich.

\$275 for Coffee

(Includes one ticket) THREE available

\$375 for Breakfast

(includes two tickets) TWO available

\$550 for Presenting

(includes three tickets) ONE available

Sponsorships include

- Editorial coverage before and after. (photographer and reporter will be on site and the following month a story in the print edition of Cornelius Today will be published. All sponsors will be recognized)
- Print ad in following month's edition
- Public intro/thank you

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for considering advertising with
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Don't hesitate to reach out to us
with any questions or comments.

We appreciate you!

•••

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