

MEDIA KIT | 2026



Redefining the City Magazine

648,000 Reads in the Charlotte Metro Annually

116 Pages+

based on 2025 averages

8 Issues

published annually

300,000+

social media followers including

@discoverthecarolinas

3,000+

direct mail and subscribers/issue

250,000+

website page views annually

17,000+

email newsletter subscribers

250+

distributed locations

Over the last fifteen years we have curated the best of the Queen City's culture while connecting readers with engaging human interest and lifestyle stories.

In the last five years, our digital and social media presence has multiplied by 10x and we now have tens of thousands of followers and hundreds of thousands of views on our website and social media accounts to leverage for your brand.

QCEExclusive produces eight issues of what we think is the finest magazine in Charlotte, NC covering a wide variety of topics within four pillars: Arts and culture, food and drink, home and design, and travel. We have amassed over 300,000 followers on our platforms (75,000 following QCEExclusive and 250,000 following our travel brand Discover The Carolinas), operate a weekly newsletter, have an updating website that gets over 250,000 page views annually and showcases all the talent in our city!

In 2021, we introduced a new brand to our lineup — *Discover The Carolinas* — dedicated to exploring our favorite two states, NC and SC. That brand has amassed over 250,000 followers on social media and is a great way for tourism boards, communities, hospitality companies, restaurants, and more to reach their audience.

Because of these areas of growth, our advertisers saw various new marketing opportunities. From distribution to hundreds of businesses throughout the Charlotte region to our newsletter and social media collaborations, our advertising partners continue to enjoy the benefits of our brand's evolution. This year we are proud to offer even more marketing opportunities on all of our platforms.





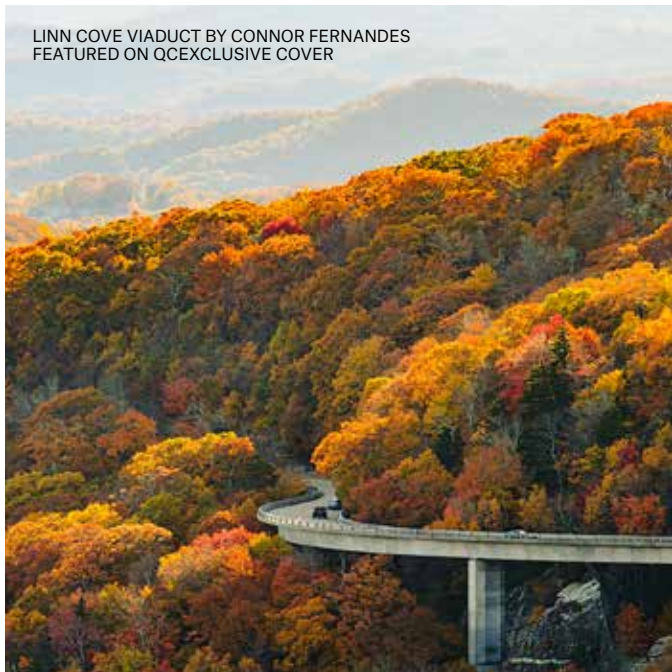
OBX SUNSET



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LINN COVE VIADUCT BY CONNOR FERNANDES
FEATURED ON QCEXCLUSIVE COVER

EXCLUSIVE CONTENT

Each issue is filled with feature-rich stories and profiles, providing a sampling of the premier events, newest tastemakers, best designers, and top

destinations in the Carolinas. These are presented in beautiful multi-page spreads that are attuned to the main theme of the issue, *8 times a year*.

CULTURE

Stories and interviews on fine arts, performing arts, crafts, style, and wellness

FOOD & DRINK

Content on new restaurants, delicious recipes, sophisticated cocktails, and culinary experiences

HOME & DESIGN

Exposure to top area designers and designs, as well as featured homes that inspire

TRAVEL

Profiles on exclusive regional and international destinations, including adventure and sporting

The EXCLUSIVES

Long-form articles and sprawling photo essays, reflecting the theme of each issue

EVENTS SPONSORSHIP



Our advertising partnerships allow us to promote exclusive events, giving advertisers networking and engagement opportunities with our highly targeted group of readers and followers.

EXCLUSIVE NETWORK

Referrals are some of the biggest drivers of new business.

Strong relationships with our partners create an invaluable referral source to maximize your return on investment (ROI). A partnership with *QC Exclusive* gives advertisers direct access to our network of business owners in the Charlotte luxury niche.



Balanced
readership in
Charlotte*

39% Male
61% Female

AVERAGE HHI IN
TARGETED MARKETS

\$198,636

*Based on reader polls.

DISCERNING READERSHIP

Our comprehensive model includes print and digital versions of the magazine, QCExclusive.com, email newsletters, and social media. This

provides our readers with direct access to our exclusive content in their preferred medium, and partners a multi-level platform to reach them no matter how they access content.

78%
of readers with
household income
\$150K+

47%
college degrees
44%
graduate degrees

READERSHIP AGES

26% 21-30 **46%** 31-55 **28%** 56-75

FAMILY LIFE

58% married  **64%** with children

160,000
distributed*

TARGETED MAIL DISTRIBUTION - 4,000 COPIES

**Uptown
Charlotte**
luxury condos
& penthouses

**Myers Park/
Eastover**
homes with
\$250k+ income

**Ballantyne/
SouthPark**
homes with
\$250k+ income

**Lake
Norman**
Point/Peninsula
\$250k+ homes



87%
interested in
architecture, home
decor, design, and
imporivements

65%
have an interest
in the outdoors



68%
travel
regularly

45%
have an interest
in the arts



38%
buy health and
beauty items

50,000
readers per issue

300,000+
social media followers

17,000+
email newsletter subscribers

300,000 impressions+
other channels
including
@discoverthecarolinas

500,000+
monthly engagement

*All statistical information is generated from reader surveys, provided by our distribution services, and obtained from website analytics. Estimated issues per year distributed both in print at locations and digitally through newsletters and on issuu.com.

EDITORIAL CALENDAR | 2026

	EDITORIAL FEATURES	IMPORTANT DATES	SPECIAL AD SECTION		EDITORIAL FEATURES	IMPORTANT DATES	SPECIAL AD SECTION
FEB	LIVING WELL	AD CLOSE: DEC. 19 ON SHELVES: LATE JAN.	LUXURY WELLNESS	AUG	FOOD & DRINK	AD CLOSE: JULY 7 ON SHELVES: LATE JULY	FOOD & DRINK
MAR/APR	HOME & DESIGN	AD CLOSE: FEB. 3 ON SHELVES: EARLY MARCH	HOME + DESIGN GUIDE #1 REAL ESTATE	SEP/OCT	THE FALL ISSUE	AD CLOSE: AUG 4 ON SHELVES: EARLY SEP	FALL TRAVEL
MAY	TRAVEL & LEISURE	AD CLOSE: MARCH 3 ON SHELVES: LATE APRIL	TRAVEL	NOV	ARTS & CULTURE	AD CLOSE: SEPT 8 ON SHELVES: MID OCTOBER	HOME + DESIGN GUIDE #2 REAL ESTATE
JUNE	THE LUXURY ISSUE	AD CLOSE: APRIL 7 ON SHELVES: EARLY JUNE	LUXURY REAL ESTATE	DEC	THE HOLIDAY ISSUE	AD CLOSE: OCTOBER 20 ON SHELVES: LATE NOVEMBER	LUXURY

Each issue of QC Exclusive, from the layout to the photos, is what sets us apart from other magazines in the region, and we feel, the Southeast as a whole. We have paired each issue with special ad sections for our partners to better reach our market base.

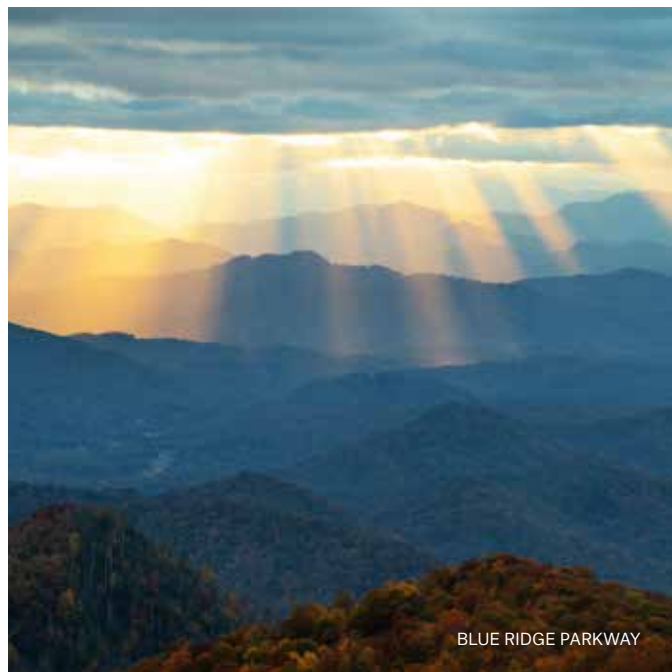
SUPPERLAND



BAR A VINS



ELIJAH KELL GLASS ARTIST



BLUE RIDGE PARKWAY

CAROLINA BALLOON FEST



GREAT SMOKY MOUNTAINS ELK FEATURED IN OUR FALL ISSUE



GILDE BREWING



PHEASANT HILL DESIGNS / ARCADIA HOMES

PRINT AD SPECS AND OPTIONS

Our creative department allows for advertisers to work directly with creatives and marketing experts to plan, design, and execute advertising that

matches the visual integrity of our magazine as well as the advertiser's brand. Options for advertising include the magazine, qcexclusive.com, email newsletters, events, and more.

Contact Information

SEND PRINT MATERIALS

Kathryn Norungolo
Ad Coordinator
kathryn@qcexclusive.com
(864) 764-2534

CREATIVE DEPT. INQUIRIES

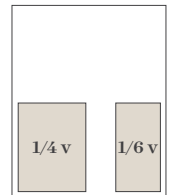
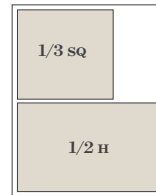
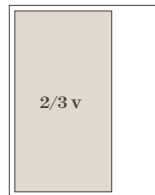
JP Grice - Creative Director
info@qcexclusive.com
(828) 773-4922

For current rates, contact your account representative.

PRINT AD SIZES

<i>Double Page*</i>	17" x 10.875"
<i>Full Page*</i>	8.5" x 10.875"
<i>2/3 Vertical</i>	4.75" x 9.125"
<i>1/2 Horizontal</i>	7.375" x 4.5"
<i>1/3 Square</i>	4.75" x 4.5"
<i>1/4 Vertical</i>	3.5" x 4.5"
<i>1/6 Vertical</i>	2.375" x 4.5"

**Please add a .25" bleed to all full and double page ads. We also suggest adding a .375" margin to all ads to supply ample room for text. Ads that do not adhere to specifications will be returned.*



FOR PRESS READY ADS

- All images for ads should be color corrected, high resolution (300 dpi) CMYK files.
- Avoid scaling images. If you must, do not scale below 50% or above 110%.
- Ads will be accepted as **JPEG or PDF only**.
- Trim marks should not be added.
- QC Exclusive is not responsible for any color, size, or positioning variations if above specifications are not followed.



DIGITAL ADS & EVENT LISTINGS

QCExclusive.com and email newsletters are excellent alternatives to your traditional advertising. Banners, sponsorships, and branded content are available. Contact your rep for details.

Is there an event you'd like to promote in an upcoming issue or online? Please contact your account rep for specifications and rates.



The Quintessential Charlotte Luxury Magazine