

## Editorial Mission

Showcase the multi-faceted Carolina lifestyle and adventure travel opportunities to an annualized global audience projected to be 500,000 families planning a visit or considering a land, business or residential purchase. Equally important is our goal for Carolina residents to find CarolinaLiving.com editorial resourceful when considering a vacation destination and perhaps a change in their lifestyle.

## New Series in 2018-19

- 🌊 Where You Want to Live
- 🌊 New Community Spotlights
- 🌊 Residential Design Award Winners  
by Carolina American Institutes of Architects
- 🌊 Charming Southern design elements –  
beyond the pool and porch
- 🌊 Neo-Traditional Communities – Next Generation
- 🌊 Rural Lifestyles – just enough land
- 🌊 Eye-Candy Views
- 🌊 Near the Sea



Glassy Mountain Chapel, in the Cliffs at Glassy, near Greenville, SC | Courtesy The Cliffs

**ONGOING FEATURES:** See Website Examples on [www.CarolinaLiving.com](http://www.CarolinaLiving.com)

## Everything Carolinas

Twice every month, COMPASS eNews showcases Carolina life and adventures to 25,000 “registered” visitors – including award-winning recipes, fabulous festivals, offbeat adventures, famous faces, scenic byways, Carolina blooms, local artists, green living tips, and little known attractions, and our “Where in the Carolinas world?” photo challenge. Recently: America’s favorite Carolina towns, affordable golf communities, where to see history in action, Sports to play and watch. We invite contributions and suggestions. And 25,000 folks will thank you for sharing.

## Entrepreneur Culture

Great for women, solopreneurs, career-shifting, those thinking “un-retirement” and the *Creative Class*, the Carolinas offer much to promote and sustain business – from appealing tax incentives, to workforce training and public and private support groups. Help share success stories, directories and resources.

## Carolina Adventures

Visitor, newcomer or native, spend an afternoon, a week or a month and try these on for size. We invite everyone to take the first step and experience a new sport, learn a craft, visit a treasure, hit the trail, enjoy a festival, raise a glass, and open their eyes to the wonder of the Carolinas. 78 adventures so far.

## Carolina Road Trips

Where to stay, eat, shop, play. How to have fun in towns large and small, rural and urban. We get the scoop from residents, visitors, friends and their friends. We set the stage to take the unknown out of visiting a new town – without taking the magical mystery away. 42 towns and growing.

## Retirement Lifestyles

Why retire in the Carolinas? Climate, lifelong learning, seniorpreneur opps, geography, affordable, friendly, easy travel, healthcare, all of the above. We interview seniors who’ve made the move, plus those vacationing and making plans. We share the stats and trends, and keep the info flowing.

## Green Sustainable Living

It's here, it's now, it's affordable, it's healthy. Living, traveling, eating, playing green is healthy, sustainable and energy efficient, high-performance green homes, hotels, vacations and communities are ideal for every family. Explore them all, guided by the Urban Land Institute and the U.S. Green Building Council. Expanding coverage explores all things GREEN in the Carolinas!

## Geography – It's all here!

Mountains, hills, rivers, ocean, marsh, piedmont, midlands, coast, Blue Ridge Mountains. For mountain mamas and beach babies, river rats, and fairway fanatics. Discover our near-perfect geography (and how to take advantage of it).

## It's all about the Real Estate

Urban condominiums, estates in the hills, weekend farmer, confirmed city slicker. From Craftsman cottages to Lowcountry loggias, the architecture is varied in design, but always focused on an outdoors lifestyle. Gated communities, private islands, rolling horse farms, beachfront and mountain view homes. Where folks live is important. How they live is a matter of personal preference.

## Famous Faces

Find good company in the Carolinas, where the rich and famous live near regular folks. From somewhere else? Many are. Everyone welcomed. Just passing through? Enjoy the time with us. Everyone returns. Learn about the Carolinas' famous children – and neighbors.

## Online Directories

Yoga studios, wineries, inns, arts and festivals, green home glossary and farmers markets. Green architects and builders.

### Coming Soon:

**Performing arts.** Your culture and entertainment desires are nourished in the Carolinas. From Broadway touring companies, to local talent, Carolina folks support the arts on stage. Opera? Of course. Ballet? Beautiful. Theater? Terrific!

**Going Green.** Ten years plus of green building has given us a green-friendly shelter climate, plus incentives for renewables. Prices competitive and now, your green decisions are proving valuable on all fronts.

**Ferry Access.** The island getaway – magical and rejuvenating. Spend holidays or the rest of your life on Carolina Coastal Islands. Close-knit communities, resort amenities, easy access and starry, starry nights.

**Down by the Water.** There's much to recommend a Freshwater Lifestyle. Backdoor recreation, lakes for watersports, rivers wandering past your property and a community rapport with shared interests. What a way to live!

**Historic Homes.** Plantations and pre-revolutionary properties are plentiful in the Carolinas, with roots extending back to early settlements and lavish Lowcountry lifestyles. For some, taking on these treasures prompts open doors for visitors.

*More content story ideas on next page.*



### > For more content editorial opportunities:

Contact Katherine Pettit, Executive Editor, at [kpettit@carolinalive.com](mailto:kpettit@carolinalive.com), or call 803.345.1244. Email Kathy to alert her to your offerings and professional services for this affluent audience of 500,000 readers, browsers and Compass Enews recipients.

### > To submit photography:

Blue-sky images of Carolina lifestyles and scenery may be submitted for consideration. Photos should be at least 72 dpi and no less than 5 x 8 inches. If published, credits with Web address will be given. For additional instructions, contact Ann Dolin at [ADolin@carolinalive.com](mailto:ADolin@carolinalive.com).

### > For marketing & lead generation information:

Click to: [www.carolinalive.com/marketing-tools/](http://www.carolinalive.com/marketing-tools/) or contact: Patrick Mason, co-founder, at [PMason@carolinalive.com](mailto:PMason@carolinalive.com), or call 803.782.7466.

### > Special note:

Editorial features subject to change and articles are written throughout the year. Advertising and materials deadlines may be found online at: [www.carolinalive.com/marketing-tools/](http://www.carolinalive.com/marketing-tools/)

## Carolina Stories 2018-19 Editorial Plans

Look for these trending topics covered by CarolinaLiving.com and COMPASS eNews, engaging resources used by a global audience of 500,000 people annually. Average Household Income \$118,134.

Content sponsorships available: [PMason@Carolinalive.com](mailto:PMason@Carolinalive.com)

- Carolina AIA Residential Award Designs
- Why North Carolina Certified “Retirement Towns”
- Deluxe Vacation Homes/Small Castle Retreats
- Living the Dream on a Ferry Access Island
- Inner Banks Serenity – Hot Destinations
- Golf Club Living – Mountains, Coast, Islands, Rivers, Cities, Villages
- Personal Gardens – Colorful and Year Round
- Zoos, Aquariums, Reserves
- Sensational Performance Venues
- Pocket Neighborhoods, Village Life in the Big City
- Resources for College Students
- Night Life and Where to Find It
- Dog-friendly Towns – Furry Friends Welcome
- Adventures – Tours, Recreation, Classes, Culture, History, Extreme Sports
- Road Trips – Aiken, Asheville, New Bern, Georgetown and all points in between
- Birding Trails and Excursions
- Military Connections
- Antique Shopping Towns
- Plantations, Historic Architecture, Forts and Churches
- Trails: BBQ, Civil Rights, Pottery, Biking, Wine, Quilts, Beer, Shopping and more
- Entrepreneur Incubators, Kitchens, Centers
- Food Culture: Find it, Make it, Buy it
- Southern Traditions – Bless Your Heart! (*How to fit in quick.*)
- Museums – Nature, Children, Arts
- Healthcare: Traditional & Alternative
- Yoga Studios and Directory
- When to Rent/Buy
- Elder Care
- NewsWorthy – *Twice-monthly alerts -- community openings, discovery weekends, events and festivals*

**Send your information, links and images to:**

[KPettit@CarolinaLiving.com](mailto:KPettit@CarolinaLiving.com) or [PMason@CarolinaLiving.com](mailto:PMason@CarolinaLiving.com)

Six-week lead time is best for greatest chance of inclusion.



Cataloochee Ranch | VisitNC.com



Charleston, SC | SCPT



Congaree National Park  
Courtesy of Sean Rayford for Experience Columbia SC



Carolina Beach, NC | Wilmington & Beaches Convention & Visitors Bureau