

**CarolinaLiving.com Guide**  
**Editorial Calendar 2012**

**Editorial Mission**

Unveil and showcase the multi-faceted Carolina lifestyle and destinations to a global audience of visiting families, vacationing, or considering a land, business or residential purchase. Just as important is our goal for Carolina residents to be proud to use CarolinaLiving.com editorial and site content as a resource for themselves and their friends considering a vacation destination and perhaps change in their lifestyle.

**P = Print**

**W = Web**

**E = COMPASS eNews**

**Carolina Adventures PWE**

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.

**36 Hours in a Carolina Town WE**

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. 25 towns and growing every month.

**Retirement Lifestyles PWE**

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. These *are* our golden years.

**Green Living PWE**

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! PW**

Mountains, hills, rivers, ocean, marsh, piedmont, midlands, coast, Blue Ridge. For mountain mamas and beach babies, river rats, and fairway fanatics. We have it all and we're willing to share our near-perfect geography (and how to take advantage of it).

### **It's all about the Real Estate PW**

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. Share your options, here.

### **Who's Who WE**

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 of amenity-specific communities, yoga studios, wineries, farmers markets, underground newspapers, business publications, city magazines and links to subscribe.

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#### ***For more editorial information:***

Contact Katherine Pettit, Executive Editor,  
at [kpettit@carolinaliving.com](mailto:kpettit@carolinaliving.com), or call 803.345.1244.

Email Kathy to alert her to your offerings and professional services for this affluent audience of 800,000 readers, browsers and Compass Enews recipients.

#### ***To submit photography:***

High-resolution, blue-sky images of Carolina lifestyles and scenery may be submitted for consideration. Photos should be 300 dpi and no less than 3 x 5 inches. If published, credits with Web address will be given. For uploading instructions, contact Ann Dolin at [ADolin@carolinaliving.com](mailto:ADolin@carolinaliving.com).

#### ***For marketing & lead generation information:***

Click to: [http://Carolinaliving.com/marketing\\_tools/](http://Carolinaliving.com/marketing_tools/)  
or contact: Patrick Mason, co-founder, at [PMason@carolinaliving.com](mailto:PMason@carolinaliving.com), or call 803.782.7466.

#### ***Special note:***

Editorial features subject to change and articles are written throughout the year. Special features are researched and compiled approximately two months before publication.

Advertising and materials deadlines may be found online at:

[http://www.carolinaliving.com/marketing\\_tools/rate\\_card.asp](http://www.carolinaliving.com/marketing_tools/rate_card.asp)