

# haven

A guide to exploring the exceptional nature of Bald Head Island, NC

2015 MEDIA KIT



haven

A magazine exploring the exceptional nature of Bald Head Island, North Carolina



Bald Head Island Limited  
"The Island's Past and Present"

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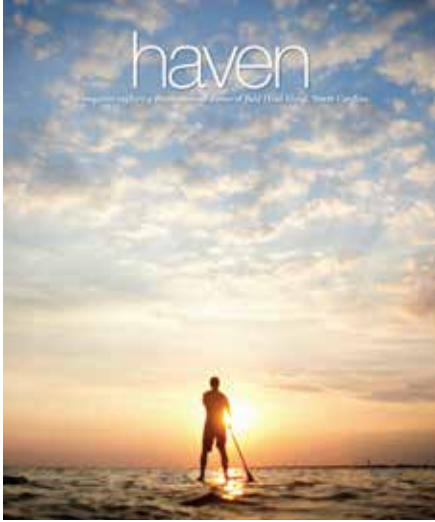
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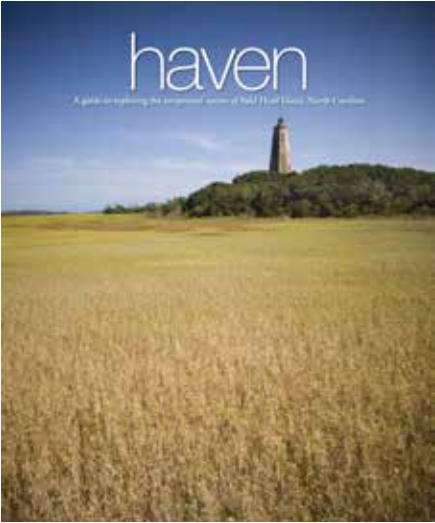
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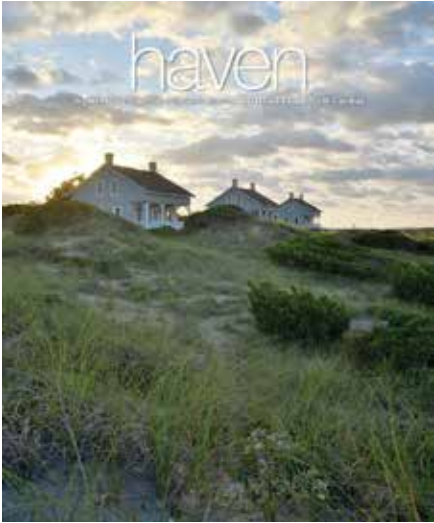
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# Our Mission

*haven* is an award-winning annual magazine that explores, celebrates and illustrates the exceptional nature of Bald Head Island, NC, through arresting storytelling, stunning photography and insider tips.

Now in its 12<sup>th</sup> year, *haven* examines the island's unique way of life, provides a useful guide for vacationers, highlights its most popular events, and presents a comprehensive directory of services, businesses and facilities.

Islanders and visitors alike eagerly await the next issue and keep it on hand year-round as an indispensable guide to all things Bald Head Island.



# The Reader

Each year 25,000 copies of *haven* are distributed annually to Bald Head Island's property owners, resort guests, real estate prospects and resort inquiries.

These *haven* readers represent a highly affluent, well educated and influential demographic with income levels well above the national average. Along with high net worth, they share another trait: a passion for Bald Head Island and the surrounding area.

## **Bald Head Island Property Owner Profile**

- Bald Head Island has more than 2,300 property owners, hailing from 40 states and several foreign countries.
- 86% of property owners are between the ages of 35-64.
- 62% of property owners have a HH net worth in excess of \$2 million.
- 87% of property owners have a HH net worth in excess of \$1,000,000.
- 56% of property owners have an annual HH income of \$300,000 or higher.
- 96% of property owners have an annual HH income in excess of \$100,000.
- 49% of property owners have a primary residence valued at \$900,000 or more.

## **Bald Head Island Resort Guest Profile**

- In 2013, more than 100,000 resort guests visited Bald Head Island.
- 84% of resort guests are between the ages of 35-64.
- 51% of resort guests have a HH net worth in excess of \$1,000,000.
- 86% of resort guests have annual incomes in excess of \$100,000.

*Sources: Dirmark Database Demographic Study, Commercial Survey of BHI Owners and Renters, Permar Property Owner Survey, Bald Head Island Limited, LLC*

# Distribution Channels

In all, 25,000 complimentary copies of *haven* are printed and distributed in the following ways:

## **Mailed Copies to Select Lists**

Bald Head Island Property Owners  
Bald Head Island Past Resort Guests  
Bald Head Island Real Estate Inquiries and Prospective Buyers  
Bald Head Island Resort Inquiries, including Brides and Wedding Parties  
Corporate Meeting Planners

## **On-Island Distribution Points**

Resort Guest Check-in Packets  
Resort Rental Homes  
Bald Head Island Limited Guest Services  
Bald Head Island Limited Real Estate Sales Office  
The Maritime Market  
The Smith Island Museum  
The Bald Head Island Club  
The Shoals Club

## **Mainland Distribution Points**

Deep Point Marina Ferry Terminal  
*(263,000 ferry passengers traveled roundtrip to Bald Head Island in 2013)*  
Southport Visitors Center  
Brunswick County Airport  
Southport Area Preferred Hotels, Inns and B&B's  
Southport Area Preferred Doctors', Dentists' and Veterinarians' Offices  
Select North Carolina Welcome Centers

A digital version of *haven* also appears on [www.BaldHeadIsland.com](http://www.BaldHeadIsland.com), Bald Head Island's official website, which receives an average of 30,000 unique visitors a month.

# Accolades

2012 Winner of 5 Hermes Creative Awards  
(Association of Marketing and Communication Professionals)

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Multiple “Addy” Silver Award Winner  
(American Advertising Federation)

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Awarded “Best Marketing Materials” at the National  
Association of Realtors Annual Resort and Second Home  
Symposium

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2009 Sappi North American Printers of the Year  
Bronze Award Winner

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*The entire magazine is a work of art.*

—Harper Peterson, former mayor of Wilmington, current island business owner and homeowner

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*Every year I work closely with Bald Head Island to photograph a  
couple of stories for haven magazine. It's a first class publication  
and I'm always excited to be a part of it.*

—Millie Holloman, photographer with work featured in *Professional Photographer Magazine*

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*haven tells the story of Bald Head Island in an informative and  
picturesque way. The images are almost as breathtaking as the  
island itself.*

— Karen Sphar, Executive Vice President, Southport-Oak Island Area Chamber of Commerce

# Past Contributors of Note

**Clyde Edgerton** – bestselling author of five “notable books of the year” awards from the *New York Times*, Guggenheim Fellowship winner, Lyndhurst Fellowship winner, North Carolina Award for Literature recipient

**Jason Frye** – North Carolina travel writer and author of two guidebooks to the state: *Moon North Carolina* and *Moon North Carolina Coast*.

**David Gessner** – award-winning author of six books of non-fiction whose essays have appeared in *The New York Times Magazine*, *The Best American Nonrequired Reading 2008*, *Orion*, *The Boston Sunday Globe Magazine*, *The Harvard Review*, and the *2006 Pushcart Prize Anthology*

**Phillip Gerard** – author of three novels: *Hatteras Light* (nominated for the Ernest Hemingway Prize), *Cape Fear Rising* and *Desert Kill* and two books of nonfiction, *Brilliant Passage. . . a schooning memoir* and *Creative Nonfiction-- Researching and Crafting Stories of Real Life*

**Virgina Holman** – Pushcart Prize recipient and author of *Rescuing Patty Hearst*; other writing credits include *Redbook*, *Self* and the *Washington Post*

**James Leutze** – past president of Hampden-Sydney College and former Chancellor of the University of North Carolina at Wilmington, creator of *Globe Watch*, which aired for 15 years on public television, recipient of the Bernath Prize for distinguished publication in the area of American foreign policy, and recipient of the John Lyman Book Award in U.S. Naval History

**Celia Rivenbark** - author of five collections of essays and winner of the Southern Independent Booksellers Alliance Non-Fiction Book of the Year Award

**Andy Wood** – environmental educator, public radio commentator and author of *Backyard Carolina: Two Decades of Public Radio Commentary*

# Editorial Outline

*haven* covers a range of topics relating to Bald Head Island and the surrounding area, including history, recreation, architecture, shopping and the natural environment. Past story angles include:

*Excursions and Expeditions*

*Island Architecture and Interior Design*

*Snapshots*

*Wildlife Photo Essays*

*Discovering Geocaches on Bald Head Island*

*Inshore Fishing for Red Drum*

*Meet the Neighbors*

*Barrier Island Study Center*

*Legends and Lore*

*Bald Head Island Conservancy Summer Camps*

*Bald Head Island Club Golf Course Feature*

*Howl at the Moon Party*

# 2015 *haven* Volume 12 Advertising Agreement

*haven* is published annually by Bald Head Island Limited, LLC

PLEASE READ ADVERTISING AGREEMENT FOR LEGAL OBLIGATIONS AND REQUIREMENTS.

RATES	FOUR COLOR	PRODUCTION COSTS
Full Page	\$2,000	Ad rates do not include production. Advertisers must supply digital files that meet <i>haven</i> submission requirements. Alternatively, Advertisers can contract directly with Jeff Harrison to produce an ad at their expense. 910-762-9252 or jhbhisland@gmail.com
Half Page Horizontal	\$1,200	
Half Page Vertical	\$1,200	
1/4 Page	\$750	

## AGREEMENT / CONTRACT

AD SIZE: \_\_\_\_\_

AD RATE: \$ \_\_\_\_\_

CONTRACT TOTAL: \$ \_\_\_\_\_

**PLEASE MAKE CHECKS PAYABLE TO  
BALD HEAD ISLAND LIMITED, LLC.**

**Send Agreement/Contract and payment to:**

Bald Head Island Limited  
Attn: Christi Golder  
141 Hayfield Ct.  
Wilmington, NC 28411  
Telephone: (910) 686-9816  
Email: cgolder@bhisland.com

The following Advertiser agrees to advertise in *haven*. The parties agree that Bald Head Island Limited, LLC ("Publisher") may not raise the advertising rates and the Advertiser may not cancel this Agreement during the Contract period. To initiate Full Page, Half Page and Quarter Page Ads, fifty percent (50%) of the total cost must accompany this Contract. The remaining fifty percent (50%) is due in full, along with digital ad file, no later than September 1, 2014. If the balance is not paid in full by September 1, 2014, publisher shall have no obligation to publish ad, and may retain all amounts paid as liquidated damages.

\_\_\_\_\_  
Advertiser Name

\_\_\_\_\_  
Billing Contact

\_\_\_\_\_  
Billing Address

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Advertiser Contact Name (please print)

\_\_\_\_\_  
Telephone Fax

\_\_\_\_\_  
E-mail Address

Additional Contract Terms and Conditions are set forth on the next page. Your signature hereon indicates acceptance of these terms and conditions by Advertiser.

\_\_\_\_\_  
Agency and/or Advertiser Date

\_\_\_\_\_  
*haven* Salesperson

AD MATERIALS AND PAYMENT IN FULL DUE SEPTEMBER 1, 2014



# Terms and Conditions

1. The initiation of an order shall be construed as an acceptance of all the rates and conditions under which advertising is at the time sold.
2. The Publisher has final approval on all advertising. However, such approval shall not be deemed a waiver of Publisher's indemnification rights under this contract, nor of Publisher's right to rely on the representations of Advertiser and/or Advertising Agency hereunder.
3. All advertising space rates are based on receipt of exact size digital file. Advertising space rates will apply from the 2015 *haven* Volume 12 Advertising Agreement.
4. The Publisher pays fifteen percent (15%) commission on space rate charges only to recognized Advertising Agencies with approved credit application on file, who meet the following requirements: 1) The Agency must provide an insertion order on Agency letterhead; 2) the Agency must provide ad materials; and 3) the Agency must pay the Publisher invoices within thirty (30) days of invoice billing date. Commissions will be withdrawn if any of these requirements are not met.
5. In the event of an error in any advertisement caused by the Publisher, the Publisher shall not be responsible for any amount in excess of the cost paid to the Publisher for the advertisement in which the error appears.
6. The Advertiser assumes full and complete responsibility for the content of all advertising submitted, printed, and published pursuant to this Agreement, and shall indemnify and save the Publisher harmless from and against any demands, claims, judgments, or liabilities by reason of the advertising, including reasonable attorney's fees incurred in the defense of such a claim.
7. Advertiser agrees that the Publisher shall not be liable for failure to print, publish, or distribute all or any portion of an issue in which an advertisement accepted by the Publisher is to appear if such failure is caused by circumstances beyond the control of the Publisher including, without limitation, acts of God, fires, strikes, lockouts, accidents, posted delays, force majeure, inability to obtain paper stock, and acts of government.
8. Positioning of advertisements is at the sole and unlimited discretion of the Publisher.
9. Advertisements initiated by orders containing incorrect rates will be inserted and charged at correct rates. Advertiser will be notified of rate correction.
10. The Publisher reserves the right to reject or cancel any advertisement or insertion order at any time, in which case Advertiser will be notified and will receive a refund of any deposit paid.
11. No ad changes or downgrading in ad size will be accepted (written or verbal) after space closing date, September 1, 2014. Cancellation of ad will result in retention of entire deposit paid as liquidated damages.
12. All advertisements are accepted and published by the Publisher on the representation that the Advertiser and/or Advertising Agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures, and/or testimonials of living persons are submitted for publication, the order of request for the publication thereof shall be deemed to be representation by the Advertiser and/or Advertising Agency that they have obtained the written consent for use in the advertisement of the name, picture, and/or testimonial of any living person which is contained therein. The parties understand and agree that the Advertiser and/or Advertising Agency will indemnify and save the Publisher harmless from and against any loss, expense, or other liability resulting from any claims or suits filed for libel, violation of rights of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement. All copy, text, and illustrations are subject to the Publisher's approval before execution of the order, and the right is reserved to the Publisher to reject or exclude copy which is unethical, misleading, extravagant, challenging, questionable in character, in bad taste, detrimental to public health or interest, otherwise inappropriate or incompatible with the character of the publication, or that does not meet with the approval of the Federal Trade Commission, regardless of whether the same has already been accepted and/or published. In the event of such rejection by the Publisher, all amounts paid by Advertiser will be refunded in full.
13. **The Publisher assumes no liability if, for any reason, an advertisement is omitted. If omission occurs, whether accidental or intentional, all amounts paid by Advertiser will be refunded in full.**
14. **Ad materials submitted become the property of the Publisher and will not be returned unless prior return is requested in writing by Advertiser.**
15. **All Advertisers will be presumed to have read and understood this Contract and agreed to its Terms and Conditions. This Contract may not be amended except in writing, signed by the parties.**

# Ad Specifications & Submission

AD MATERIALS DUE SEPTEMBER 1, 2014

**Full Page Bleed:** 9.25" x 11.125"  
Trim: 9" x 10.875"  
Live Area: 8" x 9.875"

**Full Page Non Bleed:** 7.6875" x 9.3753"

**1/2 Page Horizontal:** 7.6875" x 4.5941"

**1/2 Page Vertical:** 3.6563" x 9.3753"

**1/4 Page Vertical:** 3.6563" x 4.5937"

Please make sure all artwork is prepared at 300 dpi.

Only high resolution, press-quality PDFs (preferably PDF/X-1-a:2001) in CMYK format will be accepted.

Design and production services are available with Harrison Graphic Services. Please contact Jeff Harrison at 910-762-9252 or [jhbhisland@gmail.com](mailto:jhbhisland@gmail.com) for details and rates.

Bald Head Island Limited is not responsible for color variations and quality of files submitted which do not follow these guidelines.

**Artwork should be emailed to Jeff Harrison at [jhbhisland@gmail.com](mailto:jhbhisland@gmail.com).**