



2026 Media Kit

Charlotte's Independent Alternative Newspaper. Reach engaged readers passionate about arts, culture, music, and civic engagement.

Queen City Nerve

Charlotte, North Carolina | 2026

About Queen City Nerve

Charlotte's Voice for Arts, Culture & Civic Engagement



Our Mission

Founded in 2018, Queen City Nerve emerged as Charlotte's independent voice, filling a gap in enterprise journalism and cultural coverage. We deliver fearless storytelling across print and digital platforms, focusing on arts, music, culture, and civic accountability.



Our Reach

30,000 print readers per issue. 30,000 monthly unique website visitors. 39,217 email newsletter subscribers. 97,000+ combined social media followers. 52,000 monthly website pageviews. Multi-platform presence ensuring maximum exposure.



Our Content

Investigative news & opinion. Arts & culture deep dives. Comprehensive music coverage. Food & drink features. Local events & guides. Civic engagement stories. Independent, authentic voice trusted by Charlotte's creative community.



How We Reach Our Readers



Print Edition

7,000-10,000 copies distributed bi-weekly.

300+ distribution locations throughout Mecklenburg County.

93% average read rate. 3.5x reader passthrough rate.

30,000 readers per issue on average.

Highly engaged audience with artistic cover designs.



Digital + Email

Daily updated content at qcnerve.com.

52,000 monthly pageviews. 62% mobile readers.

Email newsletters sent Monday, Tuesday (Council Quickies), Wednesday, Friday.

39,217 opt-in subscribers. 30.3% open rate. 4.3% click-through rate.

97,000+ social media followers across all platforms.

Queen City Nerve Audience



Age

78% between 25-44 years old. Primarily young to middle-aged adults. Peak engagement with millennial and Gen X demographics.



Gender

55% Female. 45% Male. Well-balanced gender representation across all content categories.



Education

39% College Graduates. Highly educated audience with strong critical thinking and engagement with complex issues.



Income

39% earning over \$75,000 annually. Affluent demographic with significant purchasing power and spending capacity.



Lifestyle & Interests

50% Homeowners, married with children. Value shoppers (66%). Avid news readers (60%). Entertainment & movie lovers (58%). Food & dining enthusiasts (50%). Travel buffs (48%). Book lovers (45%). Art & theatre aficionados (43%). Music lovers (40%). Health & fitness consumers (40%). Business professionals (39%). Sports fans (37%). Banking & finance investors (51%).

This highly engaged, affluent demographic makes intentional purchasing decisions and values quality, culture, and local community.

Print Advertising | 2026 Pricing

Bi-weekly print distribution reaches 30,000 readers per issue with 3.5x passthrough rate and 93% read rate. Premium positioning options available. Contact your sales rep for options on discounted packaging and nonprofit discounts.

Ad Size	Dimensions	2026 Price
Full Page	10" x 10"	\$853
Junior Page	7.5" x 10"	\$753
Half Page	(H) 10" x 5" (V) 4.944" x 10"	\$607
Third Page	(H) 10" x 3.333" (V) 4.944" x 6.667"	\$452
Quarter Page	(S) 4.944" x 5" (H) 10" x 2.416" (V) 2.416" x 10"	\$331
Sixth Page	(H) 4.944" x 3.333" (V) 2.416" x 6.667"	\$239
Eighth Page	(H) 4.944" x 2.5" (V) 2.416" x 5"	\$166
Full Spread	21" x 10"	\$1,400
Centerfold	21" x 10"	\$1,575
Back Cover	10" x 10"	\$1,050
Cover Strip	10" x 2.5"	\$525
Cover Peel	Special	\$245

Print Advertising File Specifications

- ADOBE PDF PRESET: Press Quality
- Compatibility: Acrobat 4 (PDF 1.3)
- 300 DPI resolution
- CMYK Color Mode
- True Black Text ONLY (CMYK: 0% Cyan, 0% Magenta, 0% Yellow, 100% Black) - ALL BLACK TEXT IN GRAPHIC

All files must meet these specifications for print production.

2026 Editorial Calendar

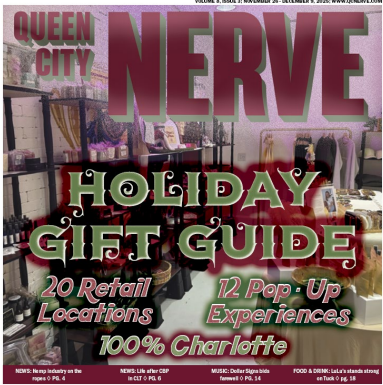
Bi-weekly print publication with special themed issues throughout the year

January 7, 2026
January 21, 2026
February 4, 2026
February 18, 2026
March 4, 2026 | Spring Guide
March 18, 2026
April 1, 2026
April 15, 2025 | 4/20 Issue
April 29, 2026
May 13, 2026
May 27, 2026
June 10, 2026 | Summer Guide
June 24, 2026
July 8, 2026 | CLT Music Issue
July 22, 2026

***August 5, 2026 | Pride Guide**
August 19, 2026
September 2, 2026
September 16, 2026 | Fall Arts Guide
September 30, 2026
October 14, 2026
October 28, 2026 | Best in the Nest
(flagship issue with max advertising impact)

VOLUME 9
November 11, 2026
November 25, 2026 | Holiday Gift Guide
December 9, 2026
December 23, 2026 | PRINT BREAK

*Dates subject to local event dates



Digital Advertising | 2026 Pricing

Reach our 30,000 monthly unique visitors and 39,217 email subscribers with targeted digital advertising. Our 62% mobile reader audience ensures your message reaches people on-the-go. Email list now expanded to 39,000+ subscribers with strong engagement metrics.

***Newsletter advertisements are available for placement on Monday, Wednesday and Friday.
We do not offer advertising spaces in our Tuesday Council Quickies emails.**

Ad Type	Format	2026 Price	Artwork Specifications
Digital Suite	Weekly placement (SOV)	\$125/week	Leaderboard: 770 x 90px Rectangle: 344 x 255px
Mid-Content	In-article placement (SOV)	\$125/week	770 x 250px
ATF Digital Placement	Paywall interrupter (SOV)	\$175/week	770 x 250px
*Newsletter Block	Single placement	\$325	970 x 250px
*Newsletter Partner Spotlight	Featured placement	\$390	1940 x 700px (includes marketing copy)
Dedicated Email Blast	Full subscriber send	\$700/send	1940 x 1000px (includes marketing copy)
Sponsored Social Media	Single post	\$175/post	Organic photo content only

All creative in CMYK; JPEG file

Sponsored Content & Packages



360 Degrees of Marketing

Complete marketing package valued at \$3,200.

Includes: 650-word article with photo in print edition. Article hosted permanently on qcnerve.com with outbound links. Cross-promotion on all social platforms (Twitter, Facebook, Instagram, Threads, LinkedIn). Dedicated email newsletter to 39,000+ subscribers.

Price: \$2,500



Issue Sponsor Package

Premium visibility throughout publication.

Full page print advertisement. Cover strip advertisement. 50,000 web impressions on digital suite. 'Presented By' branding in print, web, social media, and newsletter. Maximum exposure for major campaigns.

Price: \$4,000



Custom Sponsorships

Flexible options tailored to your budget and goals.

Event sponsorship opportunities. Vendor partnerships and integrations. Customized multimedia campaigns. Access to social media following and email list.

Contact our Media Sales Director for custom package pricing and details.



Email

Renn Wilson (Media Sales Director). rwilson@qcnerve.com
Ryan Pitkin (Editor-in-Chief). rpitkin@qcnerve.com
Justin LaFrancois (Publisher). jlafrancois@qcnerve.com



Mailing Address

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