

2022 MEDIA KIT



The Coastal Buzz

THE MONTHLY MAGAZINE OF BRUNSWICK SENIOR RESOURCES INC



**THE BEST BITS OF
BRUNSWICK
COUNTY**

Advertise in the Coastal Buzz to reach Brunswick County!

The Coastal Buzz is the monthly newsletter for Brunswick Senior Resources Inc. (BSRI). Here you'll find information, activities, and events of interest to Brunswick County seniors, boomers, and everyone.

The Buzz is distributed throughout Brunswick County and reaches the hands of thousands of readers.

Each month, BSRI distributes thousands of copies to individuals, organizations, and businesses

throughout Brunswick County.

Active participants pick up the Buzz at BSRI's eight locations in Calabash, Supply, Shallotte, Southport, Leland, Oak Island, and Boiling Spring Lakes.

By advertising in the Buzz, you support our seniors: Your ad means we can provide more programs and services. And you target Brunswick County consumers with plenty of purchasing power!

BUSINESS NAME

ADDRESS

CITY

STATE

ZIP CODE

CONTACT NAME

EMAIL

PHONE #

*Make checks payable to Brunswick Senior Resources, Inc.
Please email your advertisement to buzz@bsrinc.org
For additional information, please contact BSRI at 910-754-2300.*



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EDITORIAL POLICY

The Coastal Buzz prints stories our readers and all of Brunswick County will enjoy. We do not sell stories as advertisements. But we are always happy to hear about interesting things to do, places to go, and businesses in Brunswick County!

Below are Buzz stories on the calendar for 2022. We'll add more as events unfold!

EDITORIAL CALENDAR

Every month you will see stories about BSRI programs and services, food, health, gardening, and book reviews. Recurring topics include real estate, boating, golf, and restaurant reviews.

Dates and stories may vary.

January: Indoor plants, National Soup Month, Fitness

February: African American Heritage Trail in Southport, BSRI 20th anniversary

March: Women's history, senior directory

April: National Fair Housing Month, Parkinson's Awareness, GeriFit

May: Older Americans Month, Mother's Day, Art for Healing

June: Elder Abuse Month, Father's Day, Brunswicktown history, Stroke Support

July: Christmas in July, volunteers, Therapeutic Musicians

August: Hurricane preparedness, National Sr. Citizen Day, senior directory

September: Senior center month, volunteer spotlights

October: Breast cancer awareness, Medicare Open Enrollment

November: Alzheimer's Awareness, Stockings for Seniors, arts in Brunswick County

December: Family gatherings, holiday decorating

TOPICS AND TRENDS FOR 2022

Monthly columns: Food, books, gardening, area news and events

Health: Special programs at our centers, healthy bites, wellness news

Food: Restaurant reviews, local food, recipes, breweries

Home and Real Estate: Dream home, get organized, curb appeal, decorating

Entertainment: Covid-safe outdoor activities and events

Technology: How-to, fraud alerts

Art: Featured artists from area galleries

History: Area historical society projects, landmarks and their history

Profiles: Spotlight on interesting seniors, volunteers, businesses, and people in the community

THE EASIEST WAY TO BUY AN AD IN THE COASTAL BUZZ:
CALL 910-754-2300

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2022 DEADLINES FOR ADVERTISING

Magazine deadlines are early to allow for ad approval and printing time.

ISSUE	RESERVE SPACE BY	SUBMIT MATERIALS BY
January 2022	December 7, 2021	December 14, 2021
February	January 7, 2022	January 14, 2022
March	February 2	February 9
April	March 9	March 16
May	April 6	April 13
June	May 4	May 11
July	June 8	June 15
August	July 6	July 13
September	August 3	August 10
October	September 7	September 14
November	October 5	October 12
December	November 2	November 9
January 2023	December 7	December 14

2022 BRUNSWICK SENIOR RESOURCES INC. DEMOGRAPHICS

Brunswick County is geographically one of North Carolina's largest counties, and it's one of the fastest-growing counties—it's grown 33 percent since 2010.

The senior population is the fastest-growing segment of Brunswick County. The U.S. Census Bureau estimates seniors are 33 percent of the Brunswick County population—that's more than 47,000 residents.

Reach Seniors in the Buzz

Target your advertising toward seniors in Brunswick Senior Resources Inc.'s *Coastal Buzz*!

With 12,000 active clients, BSRI is the lead organization for seniors in Brunswick County. Five full-service senior centers offer health and fitness programs, educational outreach, tax and insurance assistance, travel, and many more programs, drawing in seniors from all walks of life. An additional two senior sites reach into every corner of the county.

Put your product or service here, in front of the people who want it! Call 910-754-2300 for more information, or inquire at your neighborhood senior center.



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Full page ad
7.5" x 9.46"

Half page
ad--vertical
3.65" x 9.46"

Half page ad-- horizontal
7.5" x 4.64"

Quarter
page ad
3.65" x 4.64"

Business card ad
3.65" x 2.25"

Ads should be in JPEG, PDF, or Microsoft Publisher format.
Use CMYK color and 300 DPI resolution.
We can create your ad for you!

2022 AD RATES

10-21

BUSINESS TYPE	BUSINESS CARD	QUARTER PAGE AD	HALF PAGE AD	WHOLE PAGE AD
Non-profit	Month-\$145 Year-\$1,450	Month-\$220 Year-\$2,200	Month-\$305 Year-\$3,050	Month-\$385 Year-\$3,850
For Profit	Month-\$195 Year-\$1,950	Month-\$275 Year-\$2,750	Month-\$355 Year-\$3,550	Month-\$435 Year-\$4,350

One year contract includes 12 issues at the price of 10.
Placement requests (back cover, inside cover, etc.) incur an additional fee.



FOR MORE INFORMATION , CONTACT
910-754-2300

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