

southern NEIGHBOR

Chapel Hill • Carrboro • Durham • Pittsboro • Hillsborough

Bringing Together the Neighborhood Communities of Greater Chapel Hill, Durham, Pittsboro, Carrboro, and Hillsborough

DISTRIBUTION | 20,000 COPIES PRINTED MONTHLY

PICKUP POINTS | 4,000 IN RACKS

CHAPEL HILL DOWNTOWN

Morehead Planetarium Visitors Center,
Carolina Coffee Shop,
Spanky's,
Time Out Restaurant,
Chapel Hill/Carrboro Visitor's Bureau,
West End Courtyard,
Carolina Inn,
UNC Ambulatory Care Clinic,
Merritt's Store

CARRBORO

Elmo's,
Weaver Street Market Carrboro,
Neal's Deli Corner,
Cliffs Meat Market,
Milltown
Jesses Coffee
Country Junction,
Carrboro BP Station,
Carrboro Plaza Food Lion,
Bus Stop Carrboro Plaza,
Express Lane Gas on Hwy 54
Calvander Mini Mart

NORTH AND MLK BOULEVARD

Harris Teeter Chapel Hill North,
Wild Birds Unlimited,
Joe Van Gogh Coffee at Timberlyne,
The Home Team,
Triangle Orthopedic,
UNC OB-GYN,
Legacy Academy Daycare,
Senior Center,
Carol Woods Library

Pig At Cedar Falls Shopping Center

Market St Coffee Homestead Drive
Marathon Station,
Mobil Station at Midtown Market,
Foster's

EAST FRANKLIN STREET / MEADOWMONT

Siena Hotel
Post Office Estes Drive
Chamber of Commerce
University Mall - A Southern Season, Harris Teeter,
Kerr Drug Rams Plaza,
Quality Inn,
Great Harvest Bread,
Whole Foods, Drugstore
Glenwood Shopping Center
East 54 – Tobacco Road
Sports Bar,
Meadowmont – Cafe Carolina

SOUTHERN CHAPEL HILL / 15-501 PITTSBORO

Bean & Barrel Governors Village
Bravo Dance
Southern Village:
Pharmacy
Weaver St. Market Breezeway
Box at Black Awning Left of Weaver Mkt
Southern Village Park & Ride
Park and Ride 15-501
Cole Park Plaza – PTA Thrift Shop, O2 Fitness

Chatham Downs Shopping Center

– Town & Country Hardware
Ferrington Village:
Indoor Pool- Galloway Ridge
Bookstore
Granary Restaurant
Allen & Son BBQ 15-501
Carolina Brewery at Lowes Shopping Center
Pittsboro Suntrust
Pittsboro – Circle City Books

DURHAM

Duke Hospital near tunnel elevators
Homestead Market Bean Traders
Rockwood Shopping Center
Elmo's on 9th street
Guglhupf Bakery
Brightleaf Square:
Rack in Main Building, Jack's Clothing & Kennedy Antiques,
Pets & Consignment Store

HILLSBOROUGH

Coffee Shop King St., Bank of America Alley
Weaver Street Market

MEBANE / GRAHAM /BURLINGTON

Mebane Reeds Coffee shop
Mebane Karma on 3rd
Courthouse Square
Alamance Arts Center
Graham Post Office
Burlington Park Gas Station
Burlington Zack's Hot Dogs
Burlington Coop Grocery



16,000 DIRECT MAILED TO THE FOLLOWING NEIGHBORHOODS

Briarcliff
Briar Chapel
Cedar Hills
Chandlers Green
Chesley
Churton Grove
Cobble Ridge
Creekwood
Croasdaile
Culbreth Ridge
Downing Creek
East 54
Falconbridge
Farmington Hills
Ferrington Village
Forest Hills
Governors Club
Governors Forest
Governors Park
Governors Village
Hardscrabble
Hidden Hills
Hope Valley
Hundred Oaks
Hunters Ridge
Hunts Reserve
Ironwoods
Kent Woodlands
Kirkwood
Lake Hogan
Laurel Hills
Lystra Woods
Meadowmont
Morgancreek Hills
North Haven
The Oaks
Parkside
The Highlands
The Preserve
The Reserve
Silver Creek
Southbridge
Southern Village
Stoneridge/Sedgefield
Timberlyne
Westwood
Valley Meadow

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Top Ten Reasons to Advertise in Southern Neighbor



- 1 Well-established:** After ten years of publication, people in the area know Southern Neighbor as the place to look for the goods and services they need.
- 2 Reach newcomers:** We are mailed to every home in over 50 upscale neighborhoods.
- 3 Wide distribution:** Southern Neighbor is available at pick-up locations in Chapel Hill, Carrboro, Durham, Hillsborough, Pittsboro, Mebane and Graham.
- 4 Saturation of market:** Our print circulation of 20,000 exceeds all daily, weekly, monthly and bi-monthly publications in Orange, Durham and Chatham counties.
- 5 Choice demographic:** Southern Neighbor is mailed into high income neighborhoods, assuring that your ad reaches potential clients with disposable income. The average home tax value in 80% of our bulk-mailed neighborhoods is over \$300,000 and in 33% is over \$500,000.
- 6 Internet partners:** SouthernNeighbor.com offers all of our content online, a pdf version of each printed edition and a free community event calendar.
- 7 Broad appeal:** Our editorial content attracts families and singles, men and women of all ages and income levels. We offer in-depth information on things to do and we highlight a wide range of businesses and activities.
- 8 Unique editorial opportunities:** We offer clients additional value through options for advertorial such as *Small Business Spotlights* and *Neighbor to Neighbor* columns.
- 9 Longevity:** Our calendar of events keeps Southern Neighbor on coffee tables all month long.
- 10 Best rates in the area:** Our advertising rates are the least expensive per customer of any publication in the area, based on circulation and shelf life.

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