

# 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
- Chandler's 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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