

Target Demographics

Audience	65,000
Female/Male	70%/30%
Attended/Graduated College	68%
Professional/Manager	60%
Married	64%
Median Household Income	\$150,000
Median Age	50
Home Ownership	80%

We've been very pleased with the lead distribution from Pinnacle Living Mountain Homes... you make it so much easier to follow up on the leads by being "on the ball," so to speak.

– Tammi Jamison, Hearthstone, Inc.,
Dandridge, Tenn.

There is something so special about Pinnacle Living Mountain Homes. Maybe it's the glossiness of the pages, the beautiful front covers that can't help but draw you to the magazine, the wonderful mountain homes features, or the articles on areas of interest to be found and explored. It all adds up to one awesome magazine.

– Patty Aslin, Hendersonville, N.C.

Marketing Strategy

The magazines below are part of the current campaign to generate requests for Pinnacle Living Mountain Homes. The campaign will reach 11 million readers.



Additionally, ads in the following major newspapers will create awareness and interest in Pinnacle Living Mountain Homes: USA Today, The Atlanta Journal-Constitution, The Baltimore Sun, The New York Times, New York Daily News, Long Island's Newsday, The Washington Post, Raleigh News & Observer and The Charlotte Observer.

Coverage Area

Our primary geographic target is the mountain regions of:

Georgia, Maryland, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.

Circulation: 65,000

