

Awesome magazine. Thanks for making a great publication.
– Franchaun Armstead, Chesapeake, Va.

Effective Distribution

PINNACLE LIVING MOUNTAIN HOMES can be found on more than 8,000 newsstands across the Southeast and Mid-Atlantic, as well as more than 100 B&Bs, hotels and resorts and the homes of thousands of upscale mountain lovers.

Demand for room copies has been overwhelming and we are building a strong distribution system with B&Bs, hotels and resorts throughout the mountains. Room copy distribution is expected to reach more than 150,000 readers with every issue.

Leisure Publishing has created an exclusive and proprietary data gathering system, which identifies upscale households that are looking to purchase a second home or relocate in the mountains. As one of the preeminent

authorities on the mountains of the south by virtue of 17 years of publishing the award-winning *Blue Ridge Country* magazine and six years of publishing the highly regarded *Blue Ridge Parkway Travel Guide*, Leisure is in a unique position to capture information about people interested in relocating to the mountains.

Thousands of highly qualified households have been identified. Plus, each week more than 100 qualified leads are added to the database from relocation requests from chambers of commerce in the mountain areas, responses to ads in *Southern Living*, *New York Times*, *USA Today*, *Smithsonian*, *Where to Retire*, *Wall Street Journal* and several other upscale publications. A 2005 lead generation campaign will target more than 2.5 million households in



World-class mountain spas offer fun, relaxation and healthy therapies for all ages

Washington DC, New York, Philadelphia, Raleigh, Charlotte, Greensboro and 11 other markets.

By combining a variety of sources – newsstand, hotel distribution and our proprietary database of households interested in relocating – we are producing a unique and highly qualified reader base for your message.

Lead Generation/Reader Response

Reader Response

PINNACLE LIVING MOUNTAIN HOMES features four bonus response resources to generate leads from prospective buyers:

- Customer Business Reply Card
- Labels via E-mail
- Website Link
- Community Chart listings for Communities and website link

Marketing

PINNACLE LIVING MOUNTAIN HOMES will offer even more comprehensive marketing programs to enhance your brand equity.

- In-Magazine Promotional/Advertorial Sections
- Online Programs (with print commitment)
- Regional/National Magazine Insert Program
- Reprint Programs

PINNACLE LIVING
MOUNTAIN HOMES
S O U T H E R N • S T Y L E



You're Invited

If you are an upscale developer, custom builder, architect, interior designer or supplier of fine home furnishings or high-end durable goods in the Southern Highlands from North Georgia to Maryland, *Pinnacle Living Mountain Homes* can help you target your affluent buyers.

To learn more about this uniquely targeted marketing opportunity contact:

Kim Green, Advertising Director: (540) 989-6138 Ext. 3041 or visit kgreen@leisurepublishing.com