

@home

A Complete Guide for REAL ESTATE

MEDIA KIT



PROPERTIES • REAL ESTATE SERVICES • HOME IMPROVEMENT

www.YOURATHOMENOW.COM

Gorman Hopkins Publishing, LLC 3030 Whitehall Park Drive Charlotte, NC 28273 704.227.4607

A magazine that's UNIQUE



At Home IS READING, RESEARCH AND SEARCHING ALL IN ONE!

The unique print layout combines featured *Real Estate Editorial* content along with *Property Listings* sorted by area and price!

Feature Editorial

ASK THE EXPERT: Questions, Answers and all things concerning buying, selling, financing and Charlotte area Real Estate!

INDUSTRY NEWS: Local trends, what's new and more.....all local real estate industry updates from the area.

DESIGN CORNER: Redecorating, Remodeling, Helpful ideas and tips for you current home and new home.

Area Properties

SOUTH MECKLENBURG.....

Ballantyne, Matthews, Mint Hill, Pineville, SouthPark, Steele Creek

NORTH MECKLENBURG

Huntersville, Mountain Island Lake, University Area

UPTOWN

Wilmore, Wesley Heights, Biddleville, Cotswold, Dilworth, Eastover, Elizabeth, NODA, Plaza/Midwood, Myers Park

LAKE NORMAN

Cornelius, Davidson, Denver, Mooresville, Troutman, Statesville

CABARRUS

China Grove, Concord, Harrisburg, Kannapolis, Landis, Mt. Pleasant

GASTON

Belmont, Dallas, Gastonia, Kings Mountain, Lincolnton, Mount Holly

UNION

Hemby Bridge, Indian Trail, Marvin, Monroe, Stallings, Waxhaw, Weddington, Wesley Chapel

YORK

Clover, Fort Mill, Lake Wylie, Lancaster, Rock Hill, Tega Cay, York

EXCEPTIONAL ESTATES.....



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At Home drives traffic ONLINE

READERS → *your* WEBSITE

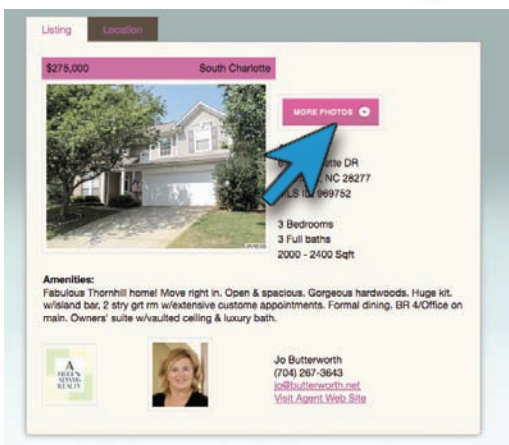
1



GET MORE INFO

Each property listing is given an individual link to the *At Home* website, www.MorePics.com where prospects can get more information on the property.

2



WWW.YOURATHOMENOW.COM

Whether searching online at YourAtHomeNow.com or directly typing in a www.MorePics.com link, prospects will get *general property information* with the option to click “More Photos” that will directly link to YOUR website.

EMAIL NOTIFICATION

At Home will send you an instant email notification when your property is viewed online with a report on your listing’s website link from www.MorePics.com.

3



YOUR WEBSITE

By Clicking “More Photos” from YourAtHomeNow.com, prospects are directed to YOUR website for all further information and photos regarding YOUR listing.



A Complete Guide for REAL ESTATE

At Home has readers with a COMMON INTEREST...

Buying, Selling, Improving a Home.

- 80% of readers research alone for 2-3 weeks before contacting a professional
- 81% of readers have an income over \$100k
- 88% of readers are current homeowners, 12% are renters
- 87% of home buyers have used a Real Estate publication in their initial search

At Home beats the competition in *Print & Online* distribution

- Magazine distributed to 9 Counties, Charlotte Chamber Relocation & Visitor Packets, Major Grocery Stores, Retail & Service Outlets and Speciality Service Restaurants
- Direct Mailed to Property Listings
- Over 12,000 magazines printed monthly
- YouAtHomeNow.com averages over 100,000 hits per month
(print drives web traffic)
- *At Home* Property Listings featured on Trulia.com

Partner Distribution *Print & Online*



The New York Times



Rate Card Priced Monthly

PROPERTY LISTING BY GEOGRAPHIC AREA

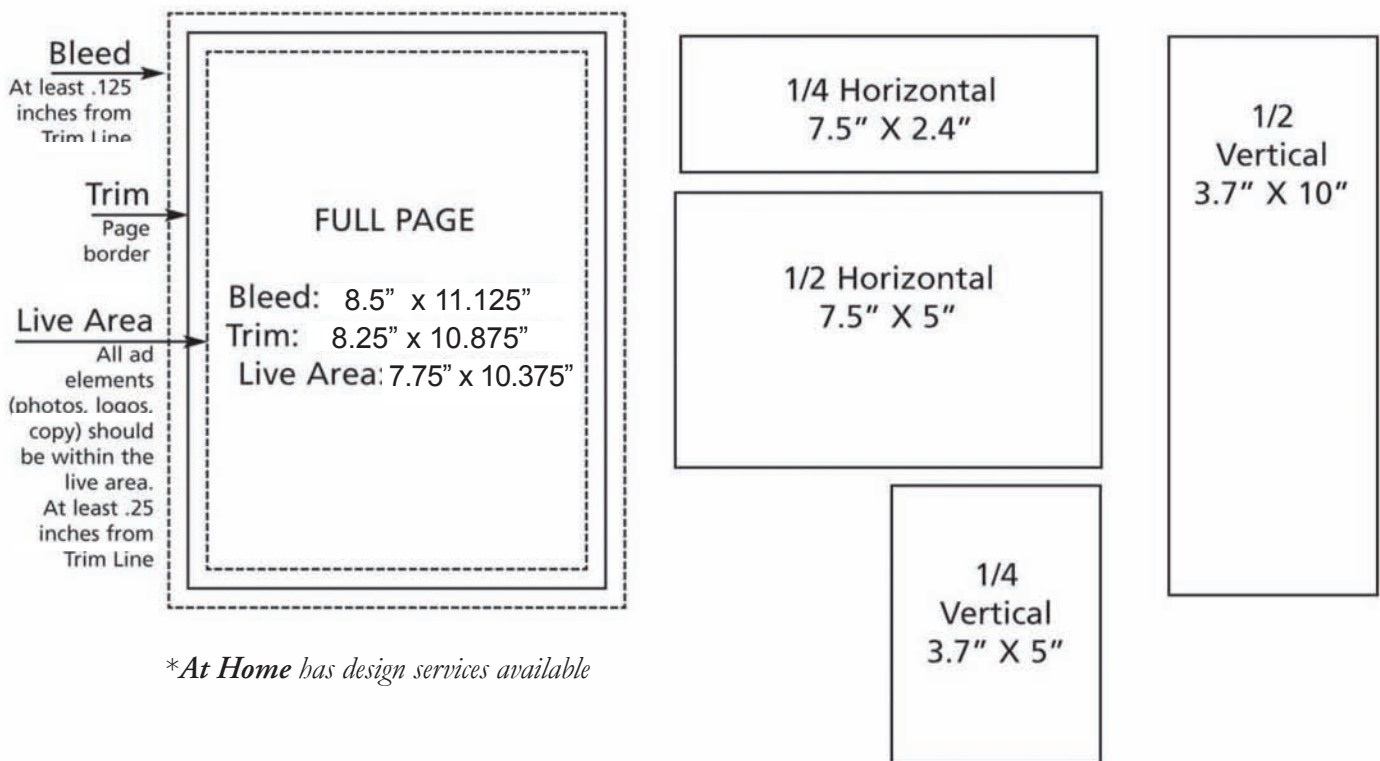
Property Listing: \$40 Individual Listing or \$30 for 6 or more Listings

DISPLAY ADS

Full Page: \$600

Half Page: \$325

Quarter Page: \$225



**At Home has design services available*

2012 DEADLINES:

Feb- 1/20 Mar- 2/17 Apr- 3/16 May- 4/20 June- 5/18 July- 6/15

Aug- 7/20 Sept- 8/17 Oct- 9/21 Nov- 10/19 Dec- 11/16



Comprehensive Distribution!

Updated 05/2012

- Regional Distribution! Mecklenburg, Catawba, Cabarrus, Stanly, Lancaster, York, Union, Lincoln and Iredell.
- Featured Status Sponsorship with the Nations Largest Realty Website: **Trulia**
- Most comprehensive Grocery Store distribution of all real estate magazines!
- EXCLUSIVE Existing Property Publication mailed out in the Charlotte Chamber of Commerce Visitor and Relocation Packets.
- Distribution to All major Realtor® Offices.



<i>Type</i>	<i>Name</i>	<i>Address</i>	<i>Area</i>
Grocery	Earth Fare - SouthPark	721 Governor Morrison St	SouthPark
Grocery	Dean & DeLuca	Phillips Place	Charlotte
Grocery	Harris Teeter	5810 PROSPERITY CHURCH RD	Charlotte

Grocery	Harris Teeter	2201 W. W.T. HARRIS BLVD	Charlotte
Grocery	Harris Teeter	2720 W. MALLARD CREEK CHURCH RD	Charlotte
Grocery	Harris Teeter	7823 COLONY RD	Charlotte
Grocery	Harris Teeter	15007 JOHN J. DELANEY DR	Charlotte
Grocery	Harris Teeter	9720 REA RD	Charlotte
Grocery	Harris Teeter	3333 PINEVILLE-MATTHEWS RD	Charlotte
Grocery	Harris Teeter	5030 PARK RD	Charlotte
Grocery	Harris Teeter	11516 PROVIDENCE RD	Charlotte
Grocery	Harris Teeter	10616 PROVIDENCE RD	Charlotte
Grocery	Harris Teeter	1227 EAST BLVD	Charlotte
Grocery	Harris Teeter	7852 REA RD	Charlotte
Grocery	Harris Teeter	13000 YORK RD	Charlotte
Grocery	Harris Teeter	6701 MORRISON BLVD	Charlotte
Grocery	Harris Teeter	1621 SARDIS RD N.	Charlotte
Grocery	Harris Teeter	8538 PARK RD	Charlotte
Grocery	Harris Teeter	112 S. SHARON AMITY RD	Charlotte
Grocery	Harris Teeter	4101 PARK RD	Charlotte
Grocery	Harris Teeter	4100 CARMEL RD	Charlotte
Grocery	Harris Teeter	16625 LANCASTER HWY	Charlotte
Grocery	Harris Teeter Express	1015 PROVIDENCE RD	Charlotte
Grocery	Harris Teeter Express	325 W. 6TH ST	Charlotte
Grocery	Harris Teeter	9641 Brookdale Drive	Charlotte
Grocery	Harris Teeter	5707 Wyalong Drive	Charlotte
Grocery	Harris Teeter	1704 Central Avenue	Charlotte
Grocery	Harris Teeter	8600 University City Blvd.	Charlotte
Grocery	Harris Teeter	19815 N. COVE RD	Cornelius
Grocery	Harris Teeter	431 PENINSULA DR	Davidson
Grocery	Harris Teeter	1750 HWY 160 W.	Fort Mill
Grocery	Harris Teeter	6327 CAROLINA COMMONS DR	Fort Mill
Grocery	Harris Teeter	3540 Mt. Holly -Huntersville Road	Huntersville
Grocery	Harris Teeter	9925 ROSE COMMONS DR	Huntersville
Grocery	Harris Teeter	7715 REGENCY LAKE DR	Huntersville
Grocery	Harris Teeter	9759 SAM FURR RD	Huntersville
Grocery	Harris Teeter	7800 STEVENS MILL RD	Indian Trail
Grocery	Harris Teeter	6610 OLD MONROE RD	Indian Trail
Grocery	Harris Teeter	3100 WEDDINGTON RD	Matthews
Grocery	Harris Teeter	1351 CHESTNUT LN	Matthews
Grocery	Harris Teeter	1811 Matthews Township Parkway	Matthews
Grocery	Harris Teeter	1817 DICKERSON BLVD	MONROE
Grocery	Harris Teeter	134 TOWN CENTER DR STE H	Mooresville
Grocery	Harris Teeter	118 ARGUS LN	MOORESVILLE
Grocery	Harris Teeter	2750 CELANESE RD	ROCK HILL
Grocery	Harris Teeter	8157 KENSINGTON DR	Waxhaw
Grocery	Harris Teeter	13639 PROVIDENCE RD	Weddington
Grocery	Harris Teeter	5920 MONROE-WEDDINGTON RD	Wesley Chapel

Real Estate Office	Allen Tate Real Estate	Fairview Road	Charlotte
Real Estate Office	Allen Tate Real Estate	East Blvd	Charlotte
Real Estate Office	Allen Tate Real Estate	MT. HOLLY-HUNTERSVILLE RD	Charlotte
Real Estate Office	Allen Tate Real Estate	13526 Johnston Road	Charlotte
Real Estate Office	Allen Tate Real Estate	10851 Providence Road	Charlotte
Real Estate Office	CENTURY 21 BOWDEN REALTY	8173 ARDREY KELL RD. STE.C	Charlotte
Real Estate Office	CENTURY 21 SOUTHERN COMFORT	W. Arrowood Rd. Suite 106	Charlotte
Real Estate Office	Charlotte Regional realtors	Greenwood Cliff RD.	Charlotte
Real Estate Office	COLDWELL BANKER	3440 Toppingdon Way	Charlotte
Real Estate Office	CB United	PROVIDENCE RD	Charlotte
Real Estate Office	CB United	Piedmont Row Dr	Charlotte
Real Estate Office	CB United	8926 JM KEYNES DR	Charlotte
Real Estate Office	COTTINGHAM CHALK	MORRISON BLVD	Charlotte
Real Estate Office	Dickens Mitchener & Assoc.	Randolph Rd	Charlotte
Real Estate Office	Exit Elite Realty	Gateway Center	Charlotte
Real Estate Office	EXIT REALTY ADVANTAGE	PARK RD	Charlotte
Real Estate Office	First Charlotte Properties	North Tryon	Charlotte
Real Estate Office	Helen adams	John J Delaney Dr	Charlotte
Real Estate Office	HELEN ADAMS REALTY	RANDOLPH RD	Charlotte
Real Estate Office	HELEN ADAMS REALTY	SAM FURR RD	Charlotte
Real Estate Office	HM PROPERTIES	PIEDMONT ROW DR. SUITE 120	Charlotte
Real Estate Office	Jamison Realty	W. John Street	Charlotte
Real Estate Office	Keller Williams	COLLINS-AIKMAN DR	Charlotte
Real Estate Office	Keller Williams	Toringdon way	Charlotte
Real Estate Office	Keller Williams	REXFORD RD	Charlotte
Real Estate Office	Keller Williams	E. INDEPENDENCE BLVD.	Charlotte
Real Estate Office	PRUDENTIAL	TORINGDON WAY	Charlotte
Real Estate Office	Prudential Carolinas Realty	Peidmont Row Drive	Charlotte
Real Estate Office	REMAX EXECUTIVE REALTY	MORRISON BLVD	Charlotte
Real Estate Office	SPRINGSTEED REALTY	PARK RD	Charlotte
Real Estate Office	Superior School of Real Estate	John J. Delaney Blvd.	Charlotte
Real Estate Office	Weichert Realtors	Rea Road	Charlotte
Real Estate Office	Weichert Rebhan & Assoc.	Fairview Rd Ste 104	Charlotte
Real Estate Office	Wilkison & Associates	Cliff Cameron Dr. Suite 110	Charlotte
Real Estate Office	Henderson Properties	10801 Johnston Rd	Charlotte
Real Estate Office	REMAX SIGNATURE PROPERTIES	GATEWAY LN	Concord
Real Estate Office	WEICHERT REALTY CRAVEN & CO.	CHURCH ST	Concord
Real Estate Office	Allen Tate Real Estate	OLD JETTON RD	Cornelius
Real Estate Office	CB United	W. Catawba Ave. Ste. 200	Cornelius
Real Estate Office	CB United	W. Catawba Avenue STE 200	Cornelius
Real Estate Office	Keller Williams	BETHEL CHURCH RD	Cornelius
Real Estate Office	Lake Norman Realty	W. Catawba Ave	Cornelius
Real Estate Office	PRUDENTIAL CAROLINAS REALTY	West. Kenton Ste. 300	Cornelius
Real Estate Office	REMAX EXECUTIVE REALTY	W Catawba Ave	Cornelius
Real Estate Office	REMAX PROS	NORTHCROSS DR. SUITE A	Cornelius

Real Estate Office	Southern Homes of the Carolinas	Catawba Ave	Cornelius
Real Estate Office	Park Avenue Properties	Catawba Ave	Cornelius
Real Estate Office	CB United	River Hwy (Hwy 150)	Denver
Real Estate Office	Prudential Carolina Realty	Highway 73	Denver
Real Estate Office	Allen Tate Real Estate	925 Market Street	Fort Mill
Real Estate Office	CB United	Hwy 160	Fort Mill
Real Estate Office	Keller Williams	Assembly Drive	Fort Mill
Real Estate Office	Remax Metro	Market Street	Fort Mill
Real Estate Office	Keller Williams	252 Lake Wylie	Fort Mill
Real Estate Office	Allen Tate Real Estate	1000 Village Harbor Dr	Hnutersville
Real Estate Office	CB United	North Hwy 16	Hnutersville
Real Estate Office	CB United	Old Monroe Rd	Indian Trail
Real Estate Office	Allen Tate Real Estate	Lake Wylie	Lake Wylie
Real Estate Office	Allen Tate Real Estate	Main Street	Lancaster
Real Estate Office	CB United	W Gay Street	Lancaster
Real Estate Office	CB United	WILLIAMSON RD	Mooreville
Real Estate Office	ERA Wilder Realty	Williamson Rd	Mooreville
Real Estate Office	Keller Williams	Morlake Dr, Ste 100	Mooreville
Real Estate Office	Lake Norman Realty	Morelake Drive	Mooreville
Real Estate Office	REMAX AT THE LAKE	ROLLING HILL RD	Mooreville
Real Estate Office	Southern Homes of the Carolinas	Motorsports Drive	Mooreville
Real Estate Office	Allen Tate Real Estate	1602 Ebenezer Road	Rock Hill
Real Estate Office	CB United	2166 Manna Court	Rock Hill
Real Estate Office	CB United	EBENEZER RD	Rock Hill
Real Estate Office	Keller Williams	Ebenezer	Rock Hill
Real Estate Office	Re/Max	Stockbridge Rd	Rock Hill
Real Estate Office	Re/Max	Hands Mill Rd	Rock Hill
Real Estate Office	Rinehart Realty	Hwy 160	Rock Hill
Real Estate Office	Weichart 5 Star Realty	1813 Celanese Rd	Rock Hill
Real Estate Office	Chris Johnson Realty	418 N Center Street	Statesville
Real Estate Office	CB United	Davie Ave	Statesville
Real Estate Office	Allen Tate Real Estate	757 Stockbridge Drive	Tega Cay
Real Estate Office	Century 21 First Choice	206 Rockmont Drive	Tega Cay
Restaurant	Akropolis Café - Arboretum	8200 Providence Rd	Ballantyne
Restaurant	Axa Advisors	10840 Ballantyne Corporate	Ballantyne
Restaurant	Bagel Bin & Deli	16709 Orchard Stone Run	Ballantyne
Restaurant	Big View Diner	16637 Lancaster Hwy	Ballantyne
Restaurant	Brigs Restaurant	12239 N. Community House Rd	Ballantyne
Restaurant	Cast Iron Waffles	9604 Longstone Ln	Ballantyne
Restaurant	Charlotte Café - Arboretum	8137 Providence Rd	Ballantyne
Restaurant	Chick-fil-A - Stonecrest	7910 Rea Rd	Ballantyne
Restaurant	Dunkin Donuts - Hwy 521	1631 Lancaster Hwy	Ballantyne
Restaurant	Katz New York Deli	8045 Providence Rd	Ballantyne
Restaurant	Lorenzo's Pizzeria	16721 Orchard Stone Run	Ballantyne
Restaurant	Ma Ma Wok	11914 Elm Ln	Ballantyne

Restaurant	McAlister's Deli - Arboretum	8046 Providence Rd	Ballantyne
Restaurant	McAlister's Deli - Ballantyne	15202 John J. Delaney Dr	Ballantyne
Restaurant	McAlister's Deli - Blakeney	9864 Rea Rd	Ballantyne
Restaurant	Meat House	8410 Rea Rd	Ballantyne
Restaurant	Mexquite Mexican Eatery	16646 Hawfield Way Dr	Ballantyne
Restaurant	Nothing But Noodles	7930 Rea Rd	Ballantyne
Restaurant	Palone's Pizza	8133 Ardrey Kell Rd	Ballantyne
Restaurant	Q-Shack	10822 Providence Rd	Ballantyne
Restaurant	Red Bowl Café - Ballantyne	10822 Providence Rd	Ballantyne
Restaurant	Salsarita's - Blakeney	9941 Rea Rd	Ballantyne
Restaurant	Sonny's BBQ - Arboretum	3351 Pineville-Matthews Rd	Ballantyne
Restaurant	Star Deli	14027 Conlan Cr	Ballantyne
Restaurant	TCBY - Blakeney	9864 Rea Rd	Ballantyne
Restaurant	Total Wine - Promenade	5341 Ballantyne Commons Pky	Ballantyne
Restaurant	Wolfman Pizza	10620 Providence Rd	Ballantyne
Restaurant	Beantown Tavern	130 Matthews Station St	Matthews
Restaurant	Bellasera Bistro	2925 Senna Dr	Matthews
Restaurant	Big Guy's Pizza	6912 Matthews-Mint Hill Rd	Matthews
Restaurant	Bojangles - Lawyers Rd	9075 Lawyers Rd	Matthews
Restaurant	Burger King - Matthews	2210 Matthews-Mint Hill Rd	Matthews
Restaurant	Burger King - Mint Hill	7002 Matthews-Mint Hill Rd	Matthews
Restaurant	CPC - Levine Campus	2800 Campus Ridge Rd	Matthews
Restaurant	Crownpoint Restaurant	2518 Sardis Road North	Matthews
Restaurant	Dilworth Coffee - Mint Hill	3565 Matthews-Mint Hill Rd	Matthews
Restaurant	Dunkin Donuts - McKee	3114 Fincher Farm Rd	Matthews
Restaurant	Dunkin Donuts - Mint Hill	7005 Matthews-Mint Hill Rd	Matthews
Restaurant	Giant Genie Pharmacy - Matthews	1730 Independence Pointe Pky	Matthews
Restaurant	K & W Cafeteria - Matthews	7316 E. Independence Blvd	Matthews
Restaurant	McAlister's Deli - Sycamore Comm	2217 Matthews Township Pky	Matthews
Restaurant	Mint Hill Bar & Grill	11232 Lawyers Rd	Matthews
Restaurant	Mint Hill Chamber of Commerce	7900 Matthews-Mint Hill Rd	Matthews
Restaurant	Mint Hill Town Hall	7151 Matthews-Mint Hill Rd	Matthews
Restaurant	Ollie's Bargain Outlet	2308 Matthews Township Pky	Matthews
Restaurant	Palmetto Grill	7106 Brighton Park Dr	Matthews
Restaurant	Penny's Place	7920 Fairview Rd	Matthews
Restaurant	Souper Salad	10046 E. Independence Blvd	Matthews
Restaurant	TCBY - Plantation Market	3116 Weddington Rd	Matthews
Restaurant	Texas Roadhouse	10450 E. Independence Blvd	Matthews
Restaurant	Chick-fil-A - Park Road Shopping	1540 E. Woodlawn Rd	Park Road
Restaurant	Dunkin Donuts - McMullen Creek	8334 Pineville-Matthews Rd	Park Road
Restaurant	Flip-n-Chicken	7629 Pineville-Matthews Rd	Park Road
Restaurant	K & W Cafeteria - South Charlotte	8652 Pineville-Matthews Rd	Park Road
Restaurant	McAlister's Deli - Park Road	4805 Park Rd	Park Road
Restaurant	Pier 51 Seafood Restaurant	8332 Pineville-Matthews Rd	Park Road
Restaurant	Rusty's Deli	8512 Park Rd	Park Road

Restaurant	Smoothie King - Carmel Village	7510 Pineville-Matthews Rd	Park Road
Restaurant	TCBY - Myers Park	1730 Abbey Pl	Park Road
Restaurant	TCBY - Quail Corners	8502 Park Rd	Park Road
Restaurant	Wolfman Pizza - Quail Corners	8418 Park Rd	Park Road
Restaurant	Bojangles - Cotswold	4435 Randolph Rd	SouthPark
Restaurant	Burger King - SouthPark	4709 Sharon Rd	SouthPark
Restaurant	Maggiano's Restaurant	4400 Sharon Rd	SouthPark
Restaurant	McAlister's Deli - Olde Towne	4130 Carmel Rd	SouthPark
Restaurant	Nick's Café at SouthPark	6302 Fairview Rd	SouthPark
Restaurant	Phil's Deli	4223 Providence Rd	SouthPark
Restaurant	Post Park at Phillips Place	4835 Cameron Valley Pky	SouthPark
Restaurant	TCBY - Colony Place	7731 Colony Rd	SouthPark
Restaurant	Wolfman Pizza - Cotswold	106 S. Sharon Amity Rd	SouthPark
Retail	Le Peep	8140 Providence Rd	Ballantyne
Retail	Simmons Building	13400 Ballantyne Corporate Pl	Ballantyne
Retail	Bargain Hunters Thrift Store	7020 Albemarle Rd	Matthews
Retail	Habitat Restore	136 E. Charles St	Matthews
Retail	Sweet Frog	2233 Matthews Township Pky	Matthews
Retail	Apple One	7421 Carmel Executive Dr	Park Road
Retail	Blacklion	10605 Park Rd	Park Road
Retail	Total Wine - Woodlawn Road	1600 E. Woodlawn Rd	Park Road
Retail	Barnes & Noble - SouthPark	4020 Sharon Rd	SouthPark
Retail	Dick's Sporting Goods - SouthPark	4325 Barclay Downs	SouthPark
Retail	Fairview Plaza	5950 Fairview Rd	SouthPark
Retail	Springcroft at Ashley Park	6770 Board St	SouthPark
Service	Chandler Building	13860 Ballantyne Corporate Pl	Ballantyne
Service	CMC Urgent Care - Arboretum	7810 Providence Rd	Ballantyne
Service	Hixon Building	13850 Ballantyne Corporate Pl	Ballantyne
Service	Mecklenburg Aquatic Club	9850 Providence Rd	Ballantyne
Service	YMCA - Morrison	9405 Bryant Farms Rd	Ballantyne
Service	Charlotte Chamber	Martin Luther King Drive	Charlotte
Service	Fifth Third Bank	Fairview Rd	Charlotte
Service	Levine Senior Center	1050 DeVore Ln	Matthews
Service	Library - Mint Hill	6840 Matthews-Mint Hill Rd	Matthews
Service	Matthews Holiday Haus	159. N. Trade Street	Matthews
Service	Matthews United Methodist Church	801 S. Trade St	Matthews
Service	Presbyterian Hospital - Matthews	1450 Matthews Township Pky	Matthews
Service	Willow Grove Retirement	10043 Idlewild Rd	Matthews
Service	YMCA - Siskey	3127 Weddington Rd	Matthews
Service	Eye Care Center	6311 Carmel Rd	Park Road
Service	YWCA	3420 Park Rd	Park Road
Service	YMCA - Harris	5900 Quail Hollow Rd	SouthPark