

haven

A guide to exploring the
exceptional nature
of Bald Head Island, NC

2027 MEDIA KIT

haven

A guide to exploring the *exceptional nature* of Bald Head Island, North Carolina



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2027 *haven* Volume 24 Advertising Agreement

haven is published annually by BrandPlace, LLC

PLEASE READ ADVERTISING AGREEMENT FOR LEGAL OBLIGATIONS AND REQUIREMENTS.

AD SIZES	RATES	PRODUCTION COSTS
Back Cover	\$5,000	Ad rates do not include production. Advertisers must supply digital files that meet <i>haven</i> submission requirements. Alternatively, Advertisers can contract directly with Amy Maxwell to produce an ad at their expense. amy@maxwelldesignco.com or 252-258-2068
Full Page	\$3,000	
Half Page Horizontal	\$1,950	
Half Page Vertical	\$1,950	
1/4 Page	\$1,275	

AGREEMENT / CONTRACT

AD SIZE: _____

AD RATE: \$ _____

CONTRACT TOTAL: \$ _____

PLEASE MAKE CHECKS PAYABLE TO BRANDPLACE.

Send Agreement/Contract and payment to:

BrandPlace
141 Hayfield Ct.
Wilmington, NC 28411

Telephone: (910) 686-9816
Email: cgolder@bhisland.com

The following Advertiser agrees to advertise in *haven*. The parties agree that Bald Head Island Limited, LLC ("Publisher" may not raise the advertising rates and the Advertiser may not cancel this Agreement during the Contract period. To initiate Full Page, Half Page and Quarter Page Ads, one hundred percent (100% of the total cost must accompany this Contract. Payment in full, along with digital ad file, is due no later than September 30, 2026. If artwork and payment in full are not received by September 30, 2026, publisher shall have no obligation to publish ad, and may retain all amounts paid as liquidated damages.

Business Name

Billing Contact Name

Billing Address

City

State

Zip

Telephone

E-mail Address

Additional Contract Terms and Conditions are set forth on the next page. Your signature hereon indicates acceptance of these terms and conditions by Advertiser.

Advertiser Signature

Date

AD MATERIALS AND PAYMENT IN FULL DUE SEPTEMBER 30, 2026

Terms and Conditions

1. The initiation of an order shall be construed as an acceptance of all the rates and conditions under which advertising is at the time sold.
2. The Publisher has final approval on all advertising. However, such approval shall not be deemed a waiver of Publisher's indemnification rights under this contract, nor of Publisher's right to rely on the representations of Advertiser and/or Advertising Agency hereunder.
3. All advertising space rates are based on receipt of exact size digital file. Advertising space rates will apply from the 2027 *haven* Volume 24 Advertising Agreement.
4. In the event of an error in any advertisement caused by the Publisher, the Publisher shall not be responsible for any amount in excess of the cost paid to the Publisher for the advertisement in which the error appears.
5. The Advertiser assumes full and complete responsibility for the content of all advertising submitted, printed, and published pursuant to this Agreement, and shall indemnify and save the Publisher harmless from and against any demands, claims, judgments, or liabilities by reason of the advertising, including reasonable attorney's fees incurred in the defense of such a claim.
6. Advertiser agrees that the Publisher shall not be liable for failure to print, publish, or distribute all or any portion of an issue in which an advertisement accepted by the Publisher is to appear if such failure is caused by circumstances beyond the control of the Publisher including, without limitation, acts of God, fires, strikes, lockouts, accidents, posted delays, force majeure, inability to obtain paper stock, and acts of government.
7. Positioning of advertisements is at the sole and unlimited discretion of the Publisher.
8. Advertisements initiated by orders containing incorrect rates will be inserted and charged at correct rates. Advertiser will be notified of rate correction.
9. The Publisher reserves the right to reject or cancel any advertisement or insertion order at any time, in which case Advertiser will be notified and will receive a refund of any deposit paid.
10. No ad changes or downgrading in ad size will be accepted (written or verbal) after space closing date, September 30, 2026. Cancellation of ad will result in retention of entire deposit paid as liquidated damages.
11. All advertisements are accepted and published by the Publisher on the representation that the Advertiser and/or Advertising Agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures, and/or testimonials of living persons are submitted for publication, the order of request for the publication thereof shall be deemed to be representation by the Advertiser and/or Advertising Agency that they have obtained the written consent for use in the advertisement of the name, picture, and/or testimonial of any living person which is contained therein. The parties understand and agree that the Advertiser and/or Advertising Agency will indemnify and save the Publisher harmless from and against any loss, expense, or other liability resulting from any claims or suits filed for libel, violation of rights of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement. All copy, text, and illustrations are subject to the Publisher's approval before execution of the order, and the right is reserved to the Publisher to reject or exclude copy which is unethical, misleading, extravagant, challenging, questionable in character, in bad taste, detrimental to public health or interest, otherwise inappropriate or incompatible with the character of the publication, or that does not meet with the approval of the Federal Trade Commission, regardless of whether the same has already been accepted and/or published. In the event of such rejection by the Publisher, all amounts paid by Advertiser will be refunded in full.
12. The Publisher assumes no liability if, for any reason, an advertisement is omitted. If omission occurs, whether accidental or intentional, all amounts paid by Advertiser will be refunded in full.
13. Ad materials submitted become the property of the Publisher and will not be returned unless prior return is requested in writing by Advertiser.
14. All Advertisers will be presumed to have read and understood this Contract and agreed to its Terms and Conditions. This Contract may not be amended except in writing, signed by the parties.

haven Ad Specifications & Submission

AD MATERIALS DUE SEPTEMBER 30, 2026

2 Page Spread*: 18.25" x 11.125"

Trim: 18" x 10.875"

Live Area: 17" x 9.875"

*Gutter Safety: 0.25" each side (0.5" in total)

Full Page Bleed: 9.25" x 11.125"

Trim: 9" x 10.875"

Live Area: 8" x 9.875"

Full Page Non Bleed: 7.6875" x 9.3753"

1/2 Page Horizontal: 7.6875" x 4.5941"

1/2 Page Vertical: 3.6563" x 9.3753"

1/4 Page Vertical: 3.6563" x 4.5937"

**Artwork should be emailed to Amy Maxwell at amy@maxwelldesignco.com.
Alternatively, artwork can be submitted to Amy Maxwell at
amy@maxwelldesignco.com via WeTransfer or via a Dropbox link.**

Please make sure all artwork is prepared at 300 dpi.

Only high resolution, press-quality PDFs (preferably PDF/X-1-a:2001) in CMYK format will be accepted.

Design and production services are available with Maxwell Design.
Please contact Amy Maxwell at amy@maxwelldesignco.com or 252-258-2068 for details and hourly rates.

BrandPlace, LLC is not responsible for color variations and quality of files submitted which do not follow these guidelines.

Our Mission

haven is an award-winning annual magazine that explores, celebrates and illustrates the exceptional nature of Bald Head Island, NC, through arresting storytelling, stunning photography and insider tips.

Now in its 24th year, *haven* examines the island's unique way of life, presents a comprehensive directory of activities, shopping and dining, and provides a useful guide for vacationers and island property owners alike.

Islanders eagerly await the next issue and keep it on hand year-round as an indispensable guide to all things Bald Head Island.

The Reader

haven readers represent a highly affluent, well educated and influential demographic with income levels well above the national average. Along with high net worth, they share another trait: a passion for Bald Head Island and the surrounding area.



Bald Head Island Property Owner & Resort Guest Data

- Bald Head Island has more than 2,300 property owners, hailing from 40 states and several foreign countries.
- In 2025, more than 100,000 resort guests visited Bald Head Island.
- Median home value on Bald Head Island is nearly \$1,400,000.
- According to the *Forbes* magazine, based on US Census data, Bald Head Island is among the top 5 most affluent locations in North Carolina.

Sources: US Census Bureau Survey, Bald Head Island Limited, LLC, Zillow, Forbes

Distribution Channels

In all, 10,000 complimentary copies of *haven* are printed and distributed in the following ways:

On-Island Distribution Points

Resort Rental Homes
Bald Head Island Real Estate Offices
Bald Head Island Vacation Rental Offices
Old Baldy Lighthouse/Smith Island Museum
Bald Head Island Club
Shoals Club
Hammocks Clubhouse
Bald Head Association
Bald Head Island Post Office
Various Other Independent Businesses

Mainland Distribution Points

Deep Point Marina Ferry Terminal
Southport Visitors Center
Cape Fear Regional Jetport
Mailed to Primary Home Address of BHI Property Owners

A digital version of *haven* also appears on www.BaldHeadIsland.com, Bald Head Island's official website, which receives more than 10,000 unique visitors a month. Email blasts to island property owners, resort guests, real estate and rental inquiries, along with social media posts, push recipients to view *haven* online.

Accolades

MarCom Gold Award Winner Honoring Excellence in
Marketing & Communication



Multiple “Addy” Silver Award Winner (American
Advertising Federation)

Awarded “Best Marketing Materials” at the National Association of Realtors Annual
Resort and Second Home Symposium

Sappi North American Printers of the Year Bronze Award Winner



Winner of 5 Hermes Creative Awards (Association of
Marketing & Communication Professionals)

Questions?

Contact Christi Golder of BrandPlace with any questions regarding *haven* advertising at cgolder@bhisland.com or 910-686-9816.