

dishing[®]

CHARLOTTE

A FOOD-LOVER'S GUIDE TO GREAT DINING AROUND CHARLOTTE



2020
MEDIA KIT

dishingclt.com

THE DISH

Dishing Magazine is a premier media company specializing in food publications for resort communities, producing high quality content for a wide spectrum of audiences. Attracting 100,000 consumers monthly across our print, digital, social and video channels in Jackson Hole, Park City and Charlotte, we explore the unique culinary scenes in each town. Our biannual print magazines offer residents and visitors entertaining information about restaurants, food trends and chefs in the region.

Join us as we explore Charlotte's restaurants. We'll tell you where you should eat, what you should order and what's new. *Dishing* is the source for food information and restaurant options. It's a unique combination of food magazine and dining guide, which makes it a resource for locals, visitors and the hospitality industry.

On Dishingclt.com, daily stories expand upon information found in the print publication; restaurants reveal recipes for some of their most popular dishes; and a comprehensive calendar of events keeps you in the know about happy hours, special events and more. The website also offers video content, restaurant menus, a map and listings.

IN EVERY ISSUE

RESTAURANT LISTINGS

A local's perspective on restaurants and their food and ambiance, accompanied by mouthwatering photos

IN THE KITCHEN WITH

spotlight on local chef

ASK FOR IT

Recipes for some of our favorite dishes from the Queen City's restaurants

A LESSON IN

A local chef teaches readers something in the kitchen

KITCHEN VIEWS

A local, unique kitchen fit for discerning home chefs

A CHARLOTTE CLASSIC

A focus on a favorite, not-to-be-missed place

A TO Z

Seasonal ingredient list with an artisanal focus

FEATURE STORIES

Food trends and roundup articles



DISTRIBUTION BASICS

Dishing Charlotte distributes to more than 200 locations throughout Charlotte. Find the magazine at most hotels and property management companies and in-room at exclusive properties. Visitors and locals also pick up free copies from hotel concierges, at front desk check-in or at stands throughout town. The magazine is provided to numbers groups coming to Charlotte for vacations and conferences.

35,000 COPIES

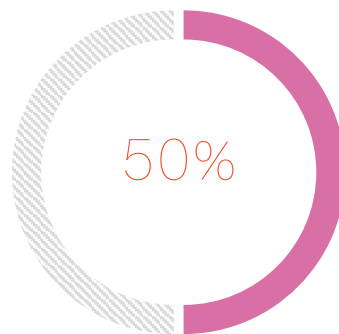
200,000 READERS REACHED

HOTELS

APARTMENT BUILDINGS

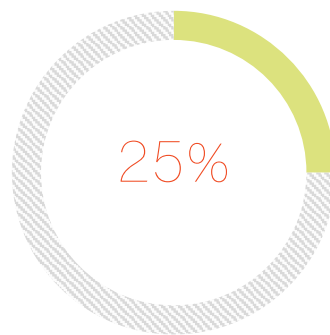
TARGETED MAILERS

FREE STANDS AROUND TOWN



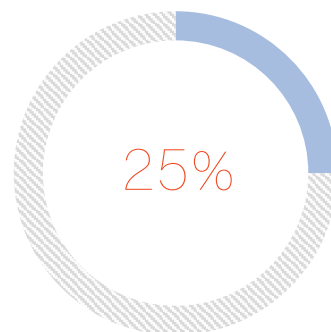
HOTELS

Ritz Carlton, Duke Mansion, Marriot, AC Hotel, Westin, Kimpton, Hilton, Iveys Hotel, Meridian



HIGH-TRAFFIC PICK-UP

High-end gyms, spas, salons, bakeries, free stands, boutiques, grocery stores



TARGETED RESIDENTIAL

Luxury apartment buildings, select homes in targeted zip codes

ADVERTISE

RATES PER ISSUE

Restaurant listing	\$2,500
Back cover	\$3,500
Inside back/front cover	\$3,000
Full page	\$2,500
Half page	\$1,400
Quarter page	\$800

DATES

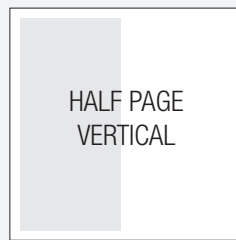
- ▶ Fall/Winter publishes in October
- ▶ Spring/Summer publishes in April

+\$250 Photography Fee Option
+\$150 Design Fee Option

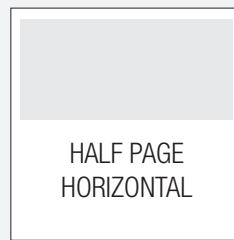
ADVERTISING SIZE DIMENSIONS



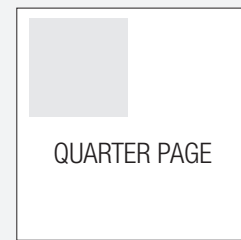
LIVE AREA 8.125" X 8.125"
TRIM SIZE8.5" X 8.5"
BLEED 8.75" X 8.75"



3.96" X 7.93"



7.93" X 3.96"



3.875" X 3.875"

SPECIFICATIONS

ACCEPTED FILES

High-resolution PDF (preferred)
InDesign CS5 or below (include all images & fonts)
Illustrator CS5 or below (type outlined)
High resolution PSD or TIF (flattened, CMKY, 300dpi)

IMAGES

All provided photos should be CMYK, 300dpi and sized at 100% when imported into your layout program.

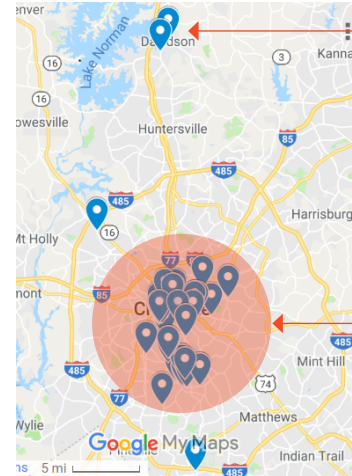
SUBMITTED ADS

Please provide digital files by uploading to a transfer site, such as dropbox.com and sharing the link. Any provided ad requiring changes may be subject to production charges.

RESTAURANT LISTINGS


“BEST-IN-CLASS”—UNIQUELY CURATED TO REPRESENT CHARLOTTE-BRANDED RESTAURANTS

- 50 one-page listings available
- Exceptional food, beverage, service and experience
- Neighborhood grouping (Uptown, Plaza Midwood, South End, Dilworth, Myers Park, NoDa, SouthPark)
- Within close radius of Charlotte city center (will also include “Worth the Drive”)
- Local Charlotte restaurants (will also include regional chains)



“WORTH THE DRIVE”




7 MILE RADIUS OF CITY CENTRE



RESTAURANT NAME

Short description
Hours and Address
Phone Number | Website | Social media handles

The Waterman Fish Bar is an approachable seafood restaurant that features a raw bar, boat drinks and a rooftop patio. The Waterman, which shares the same seafood DNA as Sea Level NC, is open for lunch and dinner seven days a week. Crowd favorites include the Fisherman’s Pick, Boo Fries and Frozen Boozers. The main level features authentic pieces from old boats, retired fishing equipment, lobster baskets, nautical maps and more. A giant Waterman mural overlooks the dining room, presiding over food and fun. Head upstairs to the rooftop patio, dubbed “Topside,” for unbeatable views of the Uptown skyline. Topside is open Thursday through Sunday (weather permitting) and available for private parties year-round.

MENU SAMPLING

CRAWDADDY DIPPERS: A SHAREABLE APPETIZER FEATURING FRIED DIPPERS MADE WITH CAJUN-STYLE RICE, CRAWFISH, CREAM CHEESE, ROASTED CORN AND SERVED WITH TARTAR SAUCE

LOW COUNTRY BOIL: A BUCKET OF SHRIMP, SMOKED SAUSAGE, CORN, AND RED POTATOES WITH RED BAY SEASONING AND LEMON BUTTER; STEAMED OYSTERS OPTIONAL

SHRIMP ROLL: A NEW ENGLAND STAPLE MADE WITH CREAMY DRESSING, CELERY, CHIVES AND ROMAINE LETTUCE WITH FRIES OR COLESLAW

CHARGRILLED OYSTERS: CHOOSE FROM CREAMED SPINACH AND BACON OR CHARRED ONION BUTTER; A GREAT START TO ANY MEAL

LISTING SPECIFICATIONS

Please submit the following:

- Restaurant name, short description (5-8 words, restaurant hours & address, phone number, website URL, social media handles (up to 2)
- Long description (75 words)
- 1 photo of the restaurant interior/exterior
- 3 photos of food (2 horizontal, 1 vertical)
- 4-6 menu items (15-20 words each)

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Kitchen Views

A kitchen built with love serves multiple purposes in the home of Katy and Joe Kindred.
by *Grace Todd*
photos by *Chris Edwards*

Katy and Joe Kindred merged into their home in downtown Charlotte nearly a decade ago, a restaurant and home-welcoming dinner on Main Street was just a dream. Now the national couple has two successful restaurants — Kindred and 1916, Joe's — and they're behind just one on the map: 1916. All across the country, the couple's work to bring more about how the Kindreds managed to start their restaurant empire, as well as dinner with Katy where it all started: their home kitchen.

KATY, 32, says she was the one who wanted to open a restaurant. She moved into 1916 in 2009 and the concept was to be a bar/restaurant. We bought the house for next to nothing — I think \$200K. We really wanted to be in downtown and walk to Main Street. It was her house. We had to put in an 18-month contract. There was just a partner to get along, but we were ready to take on a responsibility. Of course, the work we did on the house, I think had a lot to do with our success.

dishingclt.com 31



NEW & Notable

5 THINGS WE LOVE
BY *JENNIFER HARRIS*
PHOTO BY *JOHN WILSON*

HERE'S A LOOK AT THE HOTTEST NEW RESTAURANTS, WHY THEY MADE THE LIST, AND THE DISHES WE LOVE.

Charlotte's culinary scene has grown so fast recently that it seems as though a new restaurant is opening every month. Over the past couple of years, the Queen City has expanded so much in population that commercial and residential development competition has been working hard to keep up. Our city has become a landing strip for the newest and hippest restaurants.

dishingclt.com 19



5 THINGS WE LOVE
If there is one thing Charlotte has done well at, it's eating. Every day, there's another new restaurant opening. Here are five of the best that have opened in the last year. And for the reader, there are still old standards that are equally special. One that stands through the decades, why, very little, is the historic, very historic, The Diamond. It's a place with regular, rich history, with "if there was ever a fall," also falling around. Located in the heart of the city neighborhood of Plaza Midwood, the historic building and Diamond still sits, just a mile or so away from the old city of Uptown Charlotte in the historic Diamond District.

dishingclt.com 33

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