



Ford takes the first classic car he ever owned, a baby blue 1953 Ford Mainline, for a spin near his home in Raaford.

28 | elite magazine • JULY 2011

# HIS NAME IS HENRY FORD AND HE COLLECTS CLASSIC CARS



And sometimes the cars find him. Duke (not a name) adopted her mother's prized 1971 Mercedes 250C.

STORY BY ALISON MIHARD PHOTOS BY JAMES ROBINSON

**M**ost of us remember our first car. Henry Ford, yes, it's his real name, remembers the first and the 10th and the 27th. Collecting cars isn't just a hobby, it's a passion. Studebaker, Buick, Lincoln, Packard, Mercedes — Ford has them all, and 17 of the 27 cars in his collection are classic vehicles. "I have been fascinated with cars since I was knee-high to a duck," he said. "It's one of the greatest feelings in the world, these old machines and to

Elite Magazine's influence is defined by its audience of decision makers with purchasing power. Our unique blend of focused content fosters tremendous advertising response because it serves an engaged audience. This quality publication offers an excellent blend of unmatched military insights, lifestyle features and business intelligence.



2011-2012 LOCAL MEDIA KIT



# WHAT IS ELITE?

No other magazine anywhere is quite like it – Elite is a place where military and civilian life intersect. Food, fashion, sports, guns, tech, history, business and education, Elite does it all.

## Why do we want your company to participate?

Because targeted products complement the content.

Our strategy for targeted products was defined by the requests and needs of our consumers. Our long-term strategy is to deliver compelling ongoing engagements that create an opportunity to establish behavior and set the stage for direct marketing, upsell and cross-sell opportunities for our advertising partners.



Elite Magazine offers a longer shelf-life for advertising and brand messaging due to its staying power in the home or office. Marketing through this magazine anchors your company to the lifestyle of the Elite magazine consumer, by delivering the right content and the right brands to the right readers.



## WHO READS ELITE?

**Fort Bragg leaders play key roles in Iraq and Afghanistan. Where they go, Elite goes with them.**

So who does  
Elite Magazine reach?

**Thirteen thousand key influencers and their spouses in the Fort Bragg region.**

- Area business owners – CEO, CFO, directors
- Military members – field grade officers and above
- Department of Defense civilians – senior leadership at Fort Bragg and throughout the Army
- Defense contractors – CMO, CEO, COO
- Government Officials – state and federal level
- Select members of the Braxton Bragg chapter of AUSA and N.C. Defense Business Association

**Elite**  
MODERN • MILITARY • LIFE

# Elite Magazine Distribution

**10,000 copies  
printed monthly.**

The majority are direct mailed by USPS to Cumberland and Moore counties, including Fort Bragg, as a free subscription after opt-in request.

- Master sergeant and above
- Addresses on Fort Bragg
- APO addresses in U.S. and abroad

Free-standing rack locations in Cumberland and Moore Counties and Fort Bragg, JFK Warfare Museum and the Airborne and Special Operations Museum adjacent to N.C. Veterans Park.

Event distribution

- Dogwood Festival
- Stoneybrook Steeplechase
- West Point Society Dinner
- Military symposiums & expos
- Military Spouses meetings
- Other audience appropriate events



# WHY ELITE?

## Affluence

Elite is aimed at career military personnel and senior federal civilian workers – people with buying power. They are looking for new homes, cars and fashion plus the best education, vacations and ways to spend precious family time. Elite shows life and interests, in and out of uniform.

- **Officers**

A major with 10 years experience earns a base pay of about \$75,000 annually  
Elite targets officers, major and above.

- **NCOs**

A master sergeant with 10 years experience earns a base pay of about \$47,500 annually.  
Elite targets senior non-commissioned officers.

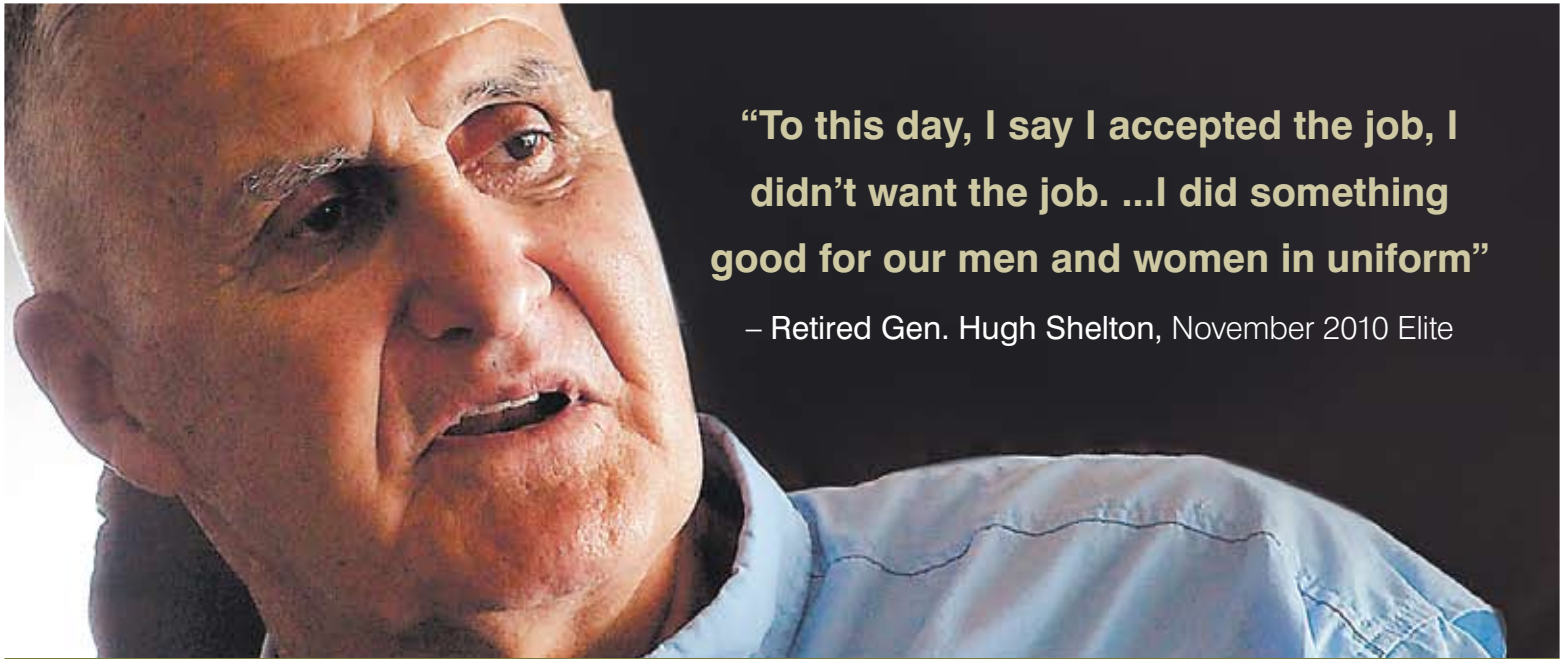
- **Civil service**

A GS-14 employee earns anywhere between \$84,697 and \$110,104 annually.  
Elite targets senior civilian employees.



The economic impact of Fort Bragg can be measured in the billions. As other communities shrink, Fort Bragg is growing. More than \$1.3 billion in construction projects are under way or planned.

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**“To this day, I say I accepted the job, I didn’t want the job. ...I did something good for our men and women in uniform”**

– Retired Gen. Hugh Shelton, November 2010 Elite

## Influence

**Forces Command is here,** managing the bulk of Army units who go to war.

**Fort Bragg leaders make decisions that affect nearly 1 million people in the Army.**

Think of it as the home office for the Army’s conventional land and special operations forces; Army Green Berets, Rangers and other elite groups.

**Fort Bragg grooms the U.S. military’s next household names,**

including Retired Gen. Hugh Shelton and Gen. David Petraeus and the world’s first female four-star general, Gen. Ann Dunwoody. **You can reach tomorrow’s leaders today.**



# WHAT'S INSIDE ELITE?



Find these  
**Features**  
in every issue

Power players are the people to know

Civilians making a difference – for military families, in their communities and, sometimes, around the world

Lifestyles

Fascinating people. Places to visit. Things to do.

Follow the footprints in the Sandhills

People who once called Fort Bragg home, where are they now?

Business news to use

Trends to watch. Company profiles. Contracts and contacts.

Editorial  
**Themes**  
2012

January

**Meet the leaders of FORSCOM & USARC**  
Ad Deadline: November 30, 2011  
Publication Date: January 1

February

**Weddings**  
Ad Deadline: January 3  
Publication Date: February 1

March

**NC's Defense Industry**  
Ad Deadline: February 1  
Publication Date: March 1

April

**The Education Issue**  
Ad Deadline: March 7  
Publication Date: April 1

May

**Road Trips**  
Ad Deadline: April 4  
Publication Date: May 1

June

**Music**  
Ad Deadline: May 2  
Publication Date: June 1

July

**Cuisine**  
Ad Deadline: June 6  
Publication Date: July 1

August

**Extreme Sports**  
Ad Deadline: July 3  
Publication Date: August 1

September

**Grillin'**  
Ad Deadline: August 8  
Publication Date: September 1

October

**Define Retirement**  
Ad Deadline: September 5  
Publication Date: October 1

November

**Hometowns**  
Ad Deadline: October 3  
Publication Date: November 1

December

**Holiday Traditions**  
Ad Deadline: October 31  
Publication Date: December 1

Publication dates, advertising deadlines and editorial themes are subject to change.

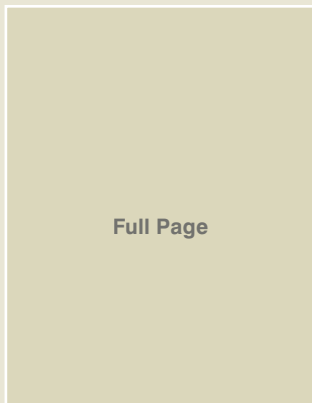
# Rates

	1X	3X	6X	12X
<b>Back Cover</b>	\$3,200	\$2,800	\$2,600	\$2,400
<b>Inside Front</b>	\$3,100	\$2,700	\$2,500	\$2,300
<b>Inside Back</b>	\$3,000	\$2,600	\$2,400	\$2,200
<b>Full Page</b>	\$2,700	\$2,300	\$2,100	\$1,900
<b>Half Page</b>	\$1,500	\$1,300	\$1,200	\$1,100
<b>Quarter Page</b>	\$1,100	\$900	\$750	\$575
<b>Third Page Vertical</b>	\$1,250	\$1,000	\$800	\$700
<b>Eighth</b>	\$700	\$550	\$450	\$325
<b>Directory</b>	\$200	\$150	\$125	\$75

All display rates include full color.

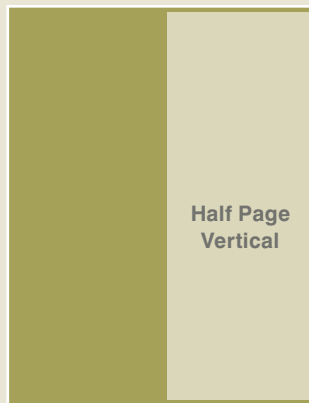
Signed agreement is required for discounted rates and multiple insertions.

# Ad Specs



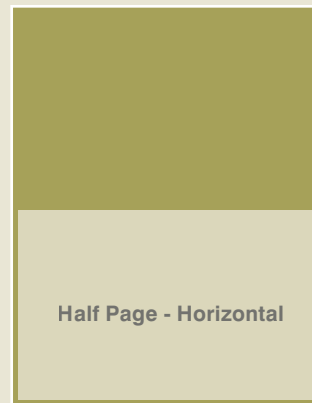
Full Page

**Bleed Area - 8.75" x 11.25"**  
**Safety Area - 7.25" x 10.25"**  
[Download Template Here](#)



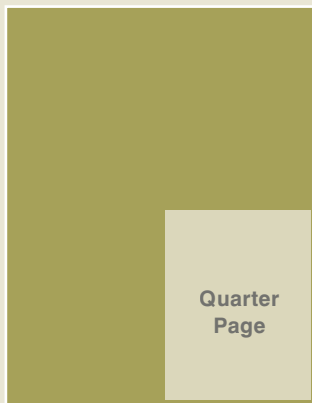
Half Page Vertical

**Bleed Area - 4.25" x 11.25"**  
**Safety Area - 3.5" x 10.25"**  
[Download Template Here](#)



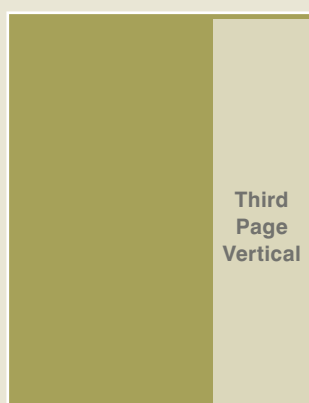
Half Page - Horizontal

**Bleed Area - 8.75" x 5.65"**  
**Safety Area - 7.25" x 5.125"**  
[Download Template Here](#)



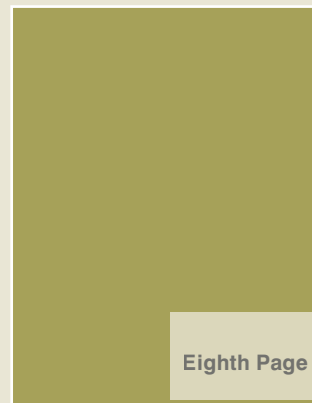
Quarter Page

**Non-Bleed**  
**3.5" x 4.875"**



Third Page Vertical

**Bleed Area - 3" x 11.25"**  
**Safety Area - 2.25" x 10.25"**  
[Download Template Here](#)



Eighth Page

**Non-Bleed**  
**3.5" x 2.25"**



## Contact:

For more information about advertising in this magazine, contact your sales representative.

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458 Whitfield St., Fayetteville, NC 28306

# Elite

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