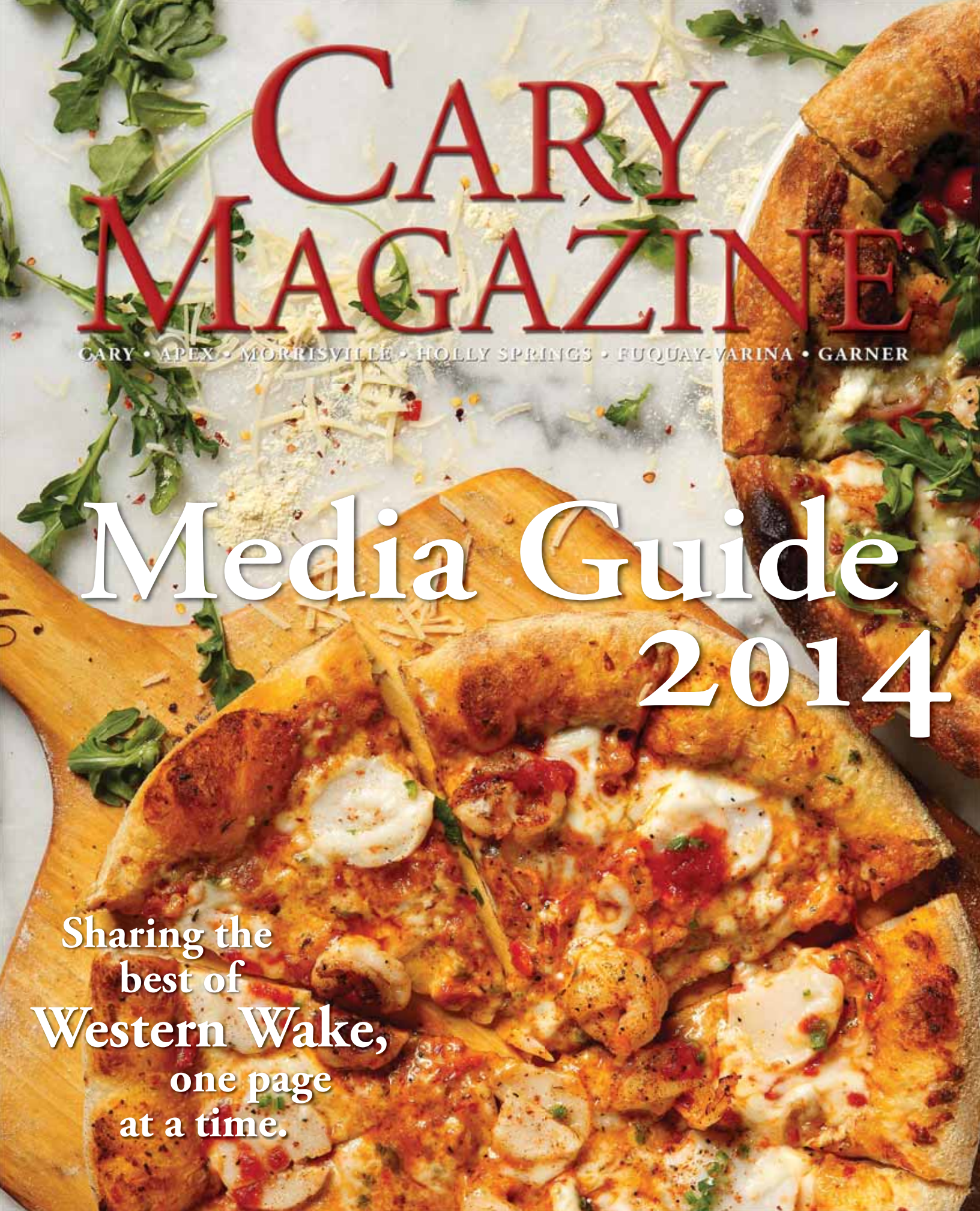


Cary Magazine

CARY • APEX • MORRISVILLE • HOLLY SPRINGS • FUQUAY-VARINA • GARNER

Media Guide 2014

Sharing the best of Western Wake, one page at a time.

WHAT SETS US APART

1. AWARD-WINNING CONTENT AND DESIGN

Our accolades speak for themselves. Recent awards include: Hermes Creative Awards Gold Award, InSpire Award of Excellence from the Public Relations Society of America N.C. Chapter, and APEX 2012 Award.

2. ORIGINAL EDITORIAL

We don't use wires or syndicates. All *Cary Magazine* articles are uniquely tailored to our readership.

3. EYE-CATCHING PHOTOGRAPHY

Our highly skilled staff photographer allows us to minimize stock imagery, resulting in a polished and consistent publication that turns heads.

4. PRINT QUALITY

From our glossy cover to our high-quality pages, *Cary Magazine* is printed at the highest industry standards to ensure vibrant photography and advertisements.

5. DIGITAL PRESENCE

CaryMagazine.com features bonus content not included in the print issue, including photo galleries, videos, articles, Social Calendar and more. We also stay in the loop via Facebook and Twitter pages.

6. WEEKLY E-NEWSLETTER

Featuring original stories, contests, giveaways, behind-the-scenes information and much more, our weekly bulletin goes out to more than 20,000 subscribers, keeping us connected.

7. READER INTERACTION

Via our Reader Survey, contests and other avenues, we constantly seek input from readers. This improves our content selection while keeping readers engaged.

8. BRANDED EVENTS

The intimate, upscale Elegant Weddings Gala and Women of Western Wake Luncheon are open to readers and sponsors, providing the opportunity for face-to-face connections. The Maggy Awards winner party provides an exclusive atmosphere for the Best of Western Wake to celebrate and network.

9. MAGGY AWARDS

Our most anticipated yearly feature, the reader-selected Maggy Awards, recognize the Best of Western Wake, driving thousands of voters to our website for voting and yielding a highly sought-after January issue to start the year off with a bang. Many local businesses proudly display their Maggy Awards certificates, extending the *Cary Magazine* brand throughout the area's best establishments.

10. IN-DEMAND ISSUES

With more than 180 free pickup locations throughout Western Wake, we're in the hands of more readers than ever. Our pickup rate is 95 percent.

DISTRIBUTION

MORE THAN
25,000 copies

distributed each issue and growing due to popularity and demand.

- **18,000** copies hand delivered to locations all over the Triangle from real estate offices to restaurants for reader pickup.
- **7,000** copies mailed directly to medical offices, small businesses and paid subscribers.

COVERING

Cary and Western Wake County, including Morrisville, Apex, Holly Springs and Fuquay-Varina.
PLUS: Bonus *Triangle East* distribution in Garner.

The *Triangle East* special section inside *Cary Magazine* is dedicated to the growing Garner area of Wake County.

Triangle East also offers e-newsletters in combination with *Cary Magazine*, featuring information on local events, retail and shopping news, restaurants and more.

AVAILABLE FREE
180+ locations

Cary Magazine is available **FREE** at hundreds of high traffic locations including:

- Harris Teeter, Food Lion, Kroger, SAS, The Umstead Hotel & Spa, N.C. Farmers Market, area chambers of commerce, restaurants, Cary Welcome, New Neighbor Welcome Service, Cary Amtrak station and area public libraries.

Pickup rate of **95%** each issue.

Complete list of pickup locations available on our website at CaryMagazine.com/Find-Us-Locations.

Interested in distributing *Cary Magazine* at your business?
Contact the Circulation Department at (919) 674-6020.

79% of readers pick up copies of *Cary Magazine* at a **grocery store, local business or doctor's office.**

87% of readers are **more likely to read** *Cary Magazine* since it became a free pickup publication.

**Statistics according to the 2012* Cary Magazine *Reader Survey*

DEMOGRAPHICS

OUR READERS

AGE

22 to 34	19.2%
35 to 44	**26.9%**
45 to 54	22.0%
55 to 64	20.6%
65 and Over	11.2%

GENDER

Female	**78.3%**
Male	21.7%

LEVEL OF EDUCATION

High School	4.6%
Some College	15.2%
Associate Degree	9.5%
Bachelor's Degree	**48.4%**
Master's Degree	17.7%
PhD/Doctoral	4.6%

TOTAL HOUSEHOLD INCOME:

Under $50,000	22.6%
$50,000-$100,000	**39.2%**
More than $100,000	38.2%

HOME VALUE:

Below $200,000	31.8%
$200,000 to $300,000	**34.5%**
$300,000 to $400,000	20.2%
$400,000 to $500,000	5.0%
$500,000 to $1 million	8.1%

PURCHASE PLANS:

Beauty Services	64.6%
Car	24.3%
Clothing and Accessories	88.2%
Dining	**88.9%**
Exterior Home Improvement	43.2%
Event Tickets	82.1%
Gifts	76.4%
Interior Home Improvement	36.1%
Interior Home Furnishings	35.7%
Jewelry	23.2%
Medical Services	53.2%
Travel	71.8%

**Statistics according to the 2012* Cary Magazine *Reader Survey*

{BY THE NUMBERS}

90% of readers have **taken action** as a result of reading *Cary Magazine.*
The two most common actions:
- *Chosen a restaurant*
- *Gone to the website of a business*

88% of readers **feel more connected** to the Western Wake community by reading *Cary Magazine.*

80% of readers spend **15 minutes or more** with each issue of *Cary Magazine.*

73% of readers **read at least 50%** of the editorial content in *Cary Magazine.*

64% of readers are **more likely to do business** with a company that advertises in *Cary Magazine.*

EDITORIAL CALENDAR

ISSUE	FEATURE SECTIONS	DEADLINES
JANUARY	Maggy Awards: The Best of Western Wake	**AD SPACE:** 11/27 **AD MATERIALS:** 12/6
FEBRUARY	Love & Weddings || Kitchen of the Year* Travel || Cosmetic Procedures Guide*	**AD SPACE:** 12/31 **AD MATERIALS:** 1/8
MARCH/APRIL	The Food Issue || Menu Guide*	**AD SPACE:** 2/5 **AD MATERIALS:** 2/12
MAY	Relocation Guide || Top Docs* Seniors || Maintenance-Free Living*	**AD SPACE:** 3/28 **AD MATERIALS:** 4/7
SPECIAL ISSUE! JUNE/JULY	**10TH ANNIVERSARY SPECIAL** Summer Fun || Power Professionals*	**AD SPACE:** 4/30 **AD MATERIALS:** 5/9
AUGUST	Back to School || The Family Issue Excellence in Education*	**AD SPACE:** 6/30 **AD MATERIALS:** 7/9
SEPTEMBER/ OCTOBER	The Women's Issue Homes & Interiors || Great Places to Live*	**AD SPACE:** 7/31 **AD MATERIALS:** 8/8
NOVEMBER/ DECEMBER	Holidays & Entertaining || Gift Guide* Year in Pictures	**AD SPACE:** 9/30 **AD MATERIALS:** 10/8

*Special advertising section. Individual rates accompany each section. Call your account representative for more details. *Editorial calendar subject to change.*

+ PLUS

Restaurant Row, Recipes, Home Tour, Charity Spotlight, We Love, Local Profiles, Happenings, Garden Adventurer, *Triangle East*, Write Light and more in every issue!

SPECIAL ADVERTISING SECTIONS

COSMETIC PROCEDURES GUIDE: Educate readers on the newest treatments available.

KITCHEN OF THE YEAR: Standout kitchens vie to become the year's best — as voted by readers of *Cary Magazine*.

MENU GUIDE: Entice diners with a snapshot of your menu.

POWER PROFESSIONALS: Introduce your expertise and your business to interested customers.

MAINTENANCE-FREE LIVING: Highlight the perks and privileges of your maintenance-free living community.

TOP DOCS: Spotlight the area's best health care professionals.

EXCELLENCE IN EDUCATION: Differentiate the area's top educational facilities.

GREAT PLACES TO LIVE: Feature the crème de la crème of communities in the area.

GIFT GUIDE: Showcase the season's best gifts.

RATES & SPECS

2014 PRINT ADVERTISING RATES

Ad Size	1X	4X	8X
Full Page	$2,500	$2,300	$2,100
2/3 Page	$2,250	$2,050	$1,800
1/2 Page	$1,400	$1,350	$1,250
1/3 Page	$900	$850	$750
1/6 Page	$565	$495	$425

PREMIUM PLACEMENTS

Inserts, gatefolds, bellybands, stickers and premium pages can be quoted upon request by your advertising executive.

DIGITAL FILE SPECIFICATIONS

Trim size is 8.375" wide by 10.875" tall.
Bleed size is 8.625" wide by 11.125" tall.
Live area is 7.875" wide by 10.375" tall.

Artwork must be received as a high-resolution (300 dpi) Adobe PDF in CMYK format.

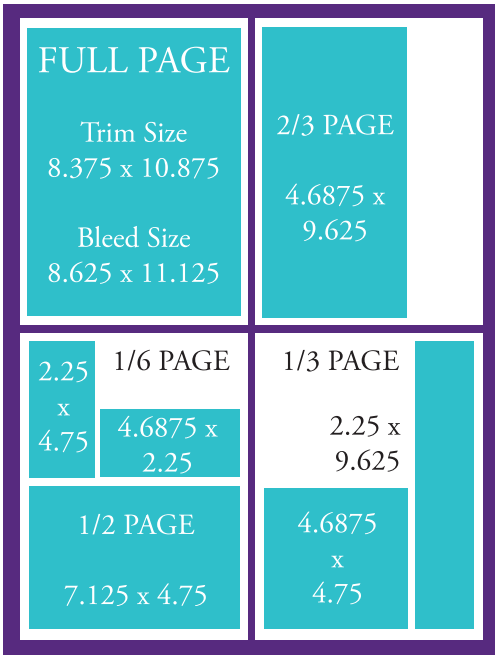
All full-page ads must be submitted at bleed size. Keep live matter 0.375" from all sides that bleed, 0.25" from trim.

All color artwork and photos must be saved as CMYK. **RGB and PMS colors are not acceptable and must be converted for publication.** If color is critical, a certified color accurate proof can be submitted. We cannot be responsible for color variations and quality on files submitted not following these guidelines.

No advertisements may be canceled after the published deadline dates. All finished art is due on or before the material deadline.

UPLOAD ALL ADS AND ARTWORK TO
upload.sacherokee.com

AD SIZES



**All full-page ads must be submitted at bleed size.*

DIGITAL MEDIA

WWW.CARYMAGAZINE.COM

Find all of the content from each issue and e-newsletter online, as well as additional features, contests and videos. Nominations and voting for the popular Maggy Awards are conducted also on CaryMagazine.com.

SITE TRAFFIC PROFILE:

- 7,500 monthly unique visitors
- 18,000 page views per month
- Most active months: January & September

DIGITAL FILE SPECIFICATIONS

CaryMagazine.com accepts the following file types: **.jpg**, **.gif** — animated or static, **.swf** or **external server tags.** Rich Media also accepted.

The recommended file size is 40 KB. Files may be no larger than 1 MB.

Ad Type	Size (pixels)	Monthly
Leaderboard	728 x 90	$500
Medium Rectangle	300 x 250	$350

MORE THAN **20,000** SUBSCRIBERS

CARY MAGAZINE E-NEWSLETTERS

Cary Magazine publishes a weekly e-newsletter with more than 20,000 subscribers. The newsletters feature multiple topics including restaurants, shopping and social and community events.

DIGITAL FILE SPECIFICATIONS

Cary Magazine e-newsletter ads accept the following file types: **.jpg**, **.gif** — animated or static.

The recommended file size is 40 KB. Files may be no larger than 700 KB.

Ad Type	Size (pixels)	Weekly
Wide Skyscraper	160 x 600	$250

CUSTOM EMAIL MARKETING

Cary Magazine can create custom advertising emails to be delivered to our email database of more than 20,000 subscribers. Only one custom email per week will be sent, and we are able to work with the advertiser on design.

Custom emails are a great alternative to traditional direct mail marketing as they are delivered in a more timely and measured manner, and are more cost effective.

SPECIFICATIONS:

- $1500 per email
- Maximum of 80 characters for the subject line
- Format: HTML
- Maximum File Size: 200KB (HTML & images)
- Recommended Width: 500-700 pixels
- Use Inline: CSS only
- All content must reside BETWEEN <body> and </body>
- Image Formats Allowed: GIF or JPG only
- All graphics must be 72 dpi
- Text: Maximum of 300 words
- If hosting the images on the S&A Cherokee Web server, be sure to provide all images

CARY MAGAZINE WEBINARS

By hosting an exclusive Webinar, you provide the topic, presenter and presentation materials. Webinars are an ideal way to engage a captive audience and forge relationships. Whatever the topic may be, from finance to education, *Cary Magazine* will manage the process, production and work to promote the event. Sponsor agrees to market the Webinar to its own internal list of contacts as well.

JOIN 2,600+ FOLLOWERS OF CARY MAGAZINE ON

facebook twitter

LIVE EVENTS

Cary Magazine Events offer an exciting avenue to connect the magazine brand and event sponsors with the community in person. Each can't-miss event has a unique audience and accompanying sponsorship opportunities.

THE MAGGY AWARDS PARTY

The coveted *Cary Magazine* Maggy Awards have long been one of Western Wake's most popular and defining competitions. To share the excitement with the nominees and the community, we host a live event to celebrate the Maggy Award winners. Sponsored opportunities will be available for this event.

January 2014

ELEGANT WEDDINGS GALA & BRIDAL FASHION SHOW

Stemming from *Cary Magazine's* popular special wedding section, the Elegant Weddings Gala reinforces the success of this recurring section by allowing brides to meet the area's top local vendors in the wedding industry firsthand to discuss their special day. Featuring a bridal fashion show presented by Traditions by Anna Bridal Boutique.

March 2014 || The State Club

10TH ANNIVERSARY PARTY

SPECIAL 2014 OPPORTUNITY

2014 marks the 10-year anniversary of *Cary Magazine*. Join us to celebrate the magazine's history and all of the people, businesses and stories who have contributed to its pages. Fantastic sponsorship opportunities available to an invite-only audience including local dignitaries, business owners, executives and professionals and members of the area community.

June 2014

From *Cary Magazine*'s 2012 Reader Survey:

"Hands down, it's the best print publication in Western Wake. The pages/photography/attention to detail are top notch. Bravo *Cary Magazine*!"

the women of western wake luncheon

THE WOMEN OF WESTERN WAKE LUNCHEON

This refined and informative networking event allows readers to meet the Women of Western Wake honored in *Cary Magazine* and listen to their words of wisdom. This panel discussion and luncheon showcases the year's honorees to an audience of 250 area professionals. Now in its seventh year, the Women of Western Wake Luncheon continues to be a sellout event.

October 2014

ABOUT S&A CHEROKEE

Publisher of *Cary Magazine*, S&A Cherokee is a comprehensive communications company based in Cary, N.C.

S&A Cherokee specializes in print and electronic publications, custom publishing, public relations, digital marketing, event planning and photography. Whether it's to develop a new brand for your business, a comprehensive marketing and communications plan, crisis communications or print and electronic collateral — our single purpose is to help your company or organization tell your story to the audiences that matter most to you.

S&A Cherokee has received numerous awards and recognitions, including being named to the Inc. 5000 list of the fastest-growing privately held companies in America, receiving the Fast 50 Award from the *Triangle Business Journal* and being recognized by *Publishing Executive* magazine as one of the Best Magazine Publishing Companies to Work For in 2009. S&A Cherokee was named the 2010 Small Business of the Year by the Cary Chamber of Commerce, and won the 2010 Entrepreneurial Summit Award from the Garner Chamber of Commerce.

CHEROKEE
Intelligent Communications

FAST 50 · Inc. 5000 · BEST MAGAZINE PUBLISHING COMPANIES TO WORK FOR 2009

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