CM
Media Kit 2017
CARY MAGAZINE
CARY • APEX • MORRISVILLE
INSIDE WEEKEND GETAWAYS
TAKE A HIKE
BUILD THE BUZZ
CHANGE YOUR CLOTHES
HIGH FASHION, LOW IMPACT
Plus MEET THE 2016 WOMEN OF WESTERN WAKE
The Women's Issue
KEEP THE FAITH
LOCAL CLERGYWOMEN FOLLOW THEIR OWN PATHS
FASHION, FOOD AND INSPIRATION
BE MY VALENTINE
BEST DATE IDEAS

WHAT SETS US APART

1 AWARD-WINNING CONTENT AND DESIGN

2 ORIGINAL EDITORIAL

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

3 EYE-CATCHING PHOTOGRAPHY

4 PRINT QUALITY

The highest industry standards to ensure vibrant photography and advertisements.

5 DIGITAL PRESENCE

CaryMagazine.com photo galleries, digital edition directories, articles, Social Calendar, Facebook and Twitter

6 WEEKLY E-NEWSLETTER

With more than 20,000 subscribers

WHAT SETS US APART

7

READER INTERACTION

Reader Survey, contests, events and social media — we constantly seek input from readers.

8

BRANDED EVENTS

Women of Western Wake Luncheon, Movers & Shakers, and Maggy Awards Party annually.

women of western wake 2015

9

MAGGY AWARDS

Our most anticipated yearly feature, the reader-selected Maggy Awards.

THE MAGGY AWARDS
BEST
OF WESTERN WAKE

10

IN-DEMAND ISSUES

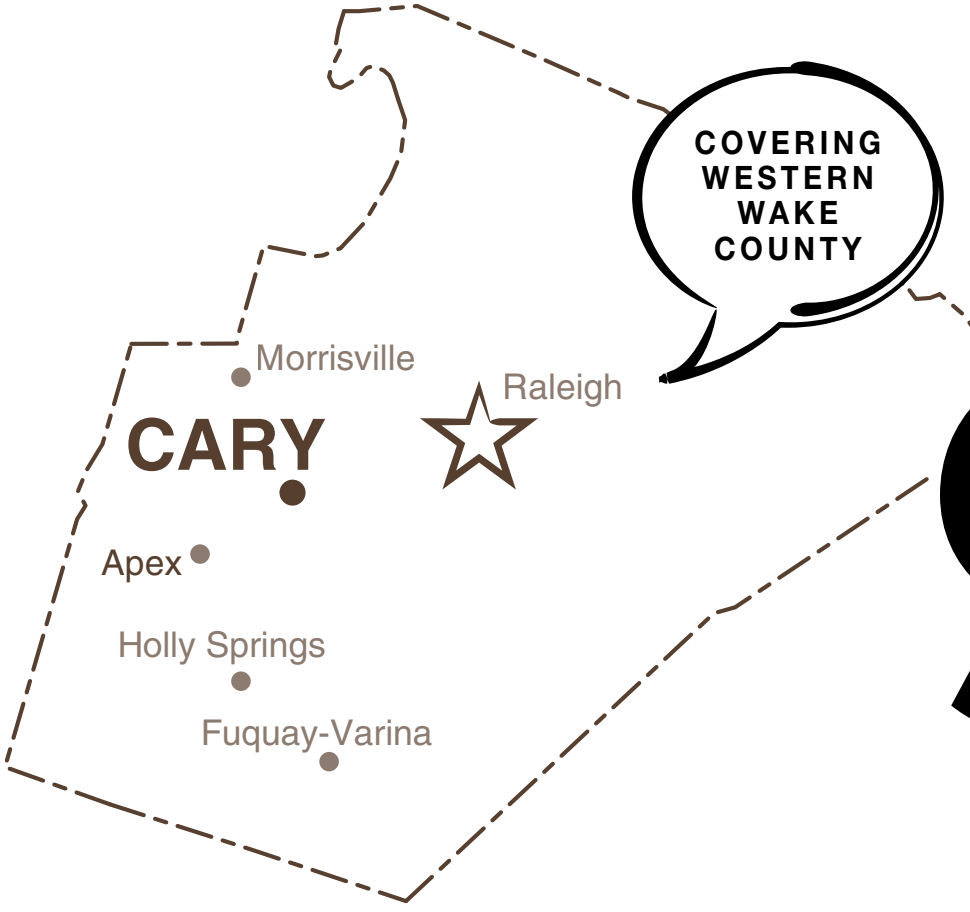
More than 180 free pickup locations

CM | DISTRIBUTION & DEMOGRAPHICS

25,000+
COPIES DISTRIBUTED EACH ISSUE

18,000
AVAILABLE FOR READER PICKUP

7,000
MAILED DIRECTLY TO LOCAL BUSINESSES



FREE!
TAKE ONE!

CARY MAGAZINE IS AVAILABLE **FREE** AT

180+
locations

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.

View complete list at
CaryMagazine.com/pickup-locations

MAGAZINE

95%
PICKUP RATE EACH ISSUE

89% of readers feel more connected to the Western Wake community by reading *Cary Magazine.*

**Statistics according to the 2016 Cary Magazine Reader Survey*

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

82%
women readers
by percentage

76%
of readers have a home valued at $200,000 and above

18%
of readers own a second home

49%
have more than $100,000 in total household income

90 percent

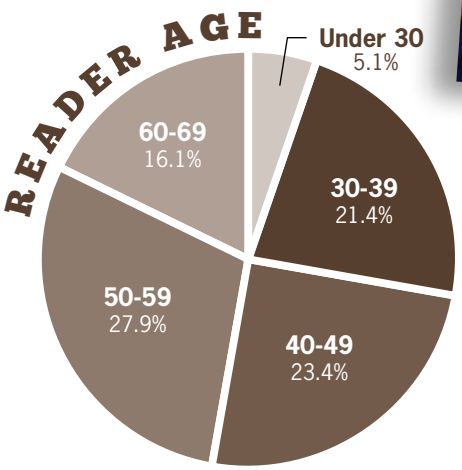
of readers have taken action as a result of reading *Cary Magazine*. Most commonly:

- Chosen a restaurant
- Gone to the website of a business

67%
of readers are more likely to do business with a company that advertises in *Cary Magazine.*

49%
of readers have a bachelor's degree

33%
also have advanced degrees



2017 EDITORIAL CALENDAR

JAN
Maggy Awards:
The Best of Western Wake*
Ad Space: 11-30
Ad Materials: 12-7

FEB
Makeover Issue
Excellence in Education*
Ad Space: 12-29
Ad Materials: 1-5

MAR/APR
Travel & Outdoors*
Homes & Interiors
Ad Space: 2-1
Ad Materials: 2-8

MAY
Relocation Guide*
Ad Space: 3-28
Ad Materials: 4-6

JUN
Year in Pictures
Pets
Ad Space: 4-26
Ad Materials: 5-5

JUL
Summer Fun
Movers and Shakers
Ad Space: 5-24
Ad Materials: 6-2

AUG
Food*
Ad Space: 7-5
Ad Materials: 7-13

SEPT/OCT
Women of
Western Wake
Ad Space: 8-9
Ad Materials: 8-17

NOV/DEC
Holidays*
Ad Space: 10-4
Ad Materials: 10-12

*Special advertising opportunities accompany this section.

SPECIAL ADVERTISING SECTIONS

EXCELLENCE IN EDUCATION: Differentiate the area's top educational facilities.
WEEKEND GETAWAYS: Invite readers to explore your vacation destination.
5-STAR FAVORITES: Highlighting the area's best health care and service professionals.
RETIRE IN STYLE: Feature the perks and privileges of your maintenance-free living community.
GREAT PLACES TO LIVE: Feature the crème de la crème of communities in the area.
RESTAURANT GUIDE: Entice diners with a snapshot of your menu.
GIFT GUIDE: Showcase the season's best gifts.

RATES & SPECS

2017 PRINT ADVERTISING RATES

Ad Size	1X	3X	6X	9X
Full Page	$2,500	$2,350	$2,150	$2,000
2/3 Page	$2,250	$2,100	$1,950	$1,750
1/2 Page	$1,500	$1,350	$1,200	$1,050
1/3 Page	$900	$800	$750	$675
1/6 Page	$575	$500	$425	$375

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.

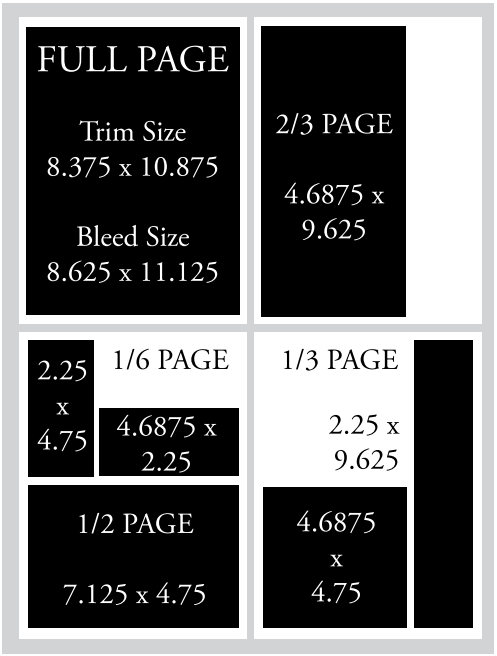
All full-page ads must be submitted at bleed size. Keep live matter 0.375” from all sides that bleed, 0.25” from trim.

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.

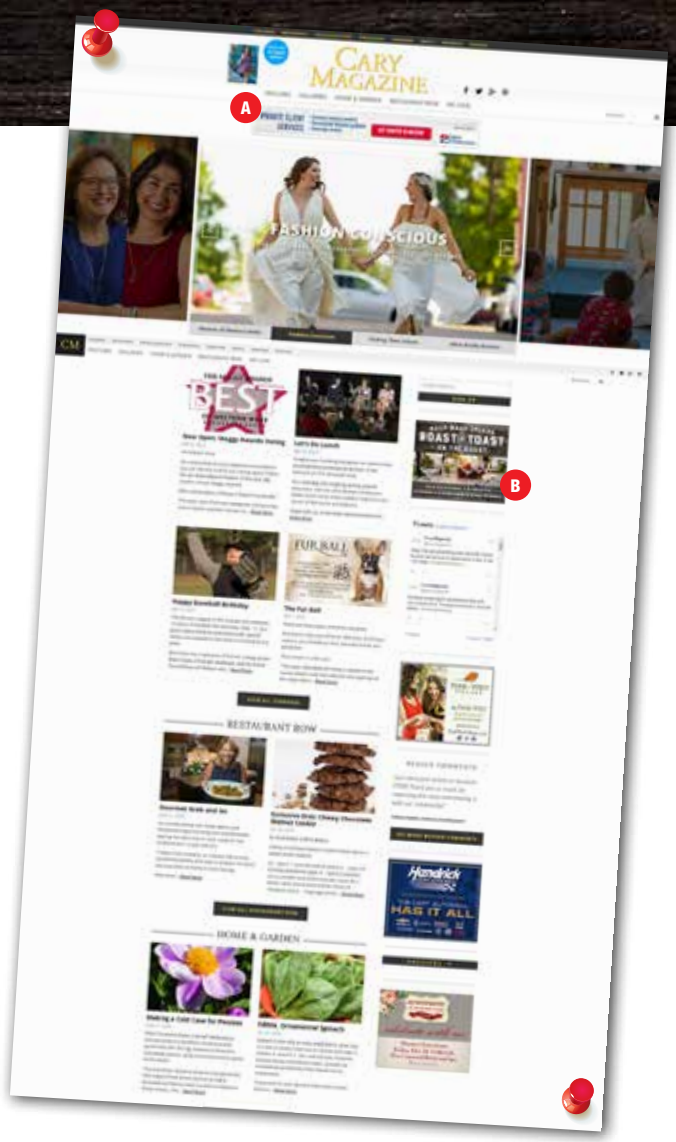
Upload all ads and artwork to
sacommunications.com/ad-upload/

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.

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.**

SITE TRAFFIC PROFILE:

7,500
MONTHLY UNIQUE VISITORS

22,000
PAGE VIEWS PER MONTH

AD SPECIFICATIONS AND RATES:

A. 728px x 90px
$500/month

B. 300px x 250px
$350/month

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.

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:

- $1,500 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 Communications Web server, be sure to provide all images

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

JANUARY 2017

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.

THE MAGGY AWARDS
BEST
OF WESTERN WAKE

MOVERS & SHAKERS CELEBRATION

JULY 2017

This business networking event that recognizes and celebrates the contributions of individuals who make Western Wake a better place to live, work and play. Nominated by friends, family and colleagues, the Movers & Shakers honorees influence our community in the present and in years to come.

Movers
&Shakers

THE WOMEN OF WESTERN WAKE LUNCHEON

OCTOBER 2017

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 eighth year, the Women of Western Wake Luncheon continues to be a sellout event.

women
of western wake
2016

ABOUT US

CHEROKEE
MEDIA GROUP

Publisher of *Cary Magazine,* Cherokee Media Group is a full-service media company based in Cary, N.C.

CMG specializes in print and digital media, custom publishing, event and meeting planning, public relations, digital marketing, and photography. Whether it's developing a new brand for your business, a comprehensive advertising and marketing plan, crisis communications or print and digital collateral — our single purpose is to help your company or organization achieve success by sharing your story with the audiences that matter most to you.

Cherokee Media Group, its parent company, S&A Cherokee, and sister company, S&A Communications, have 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.

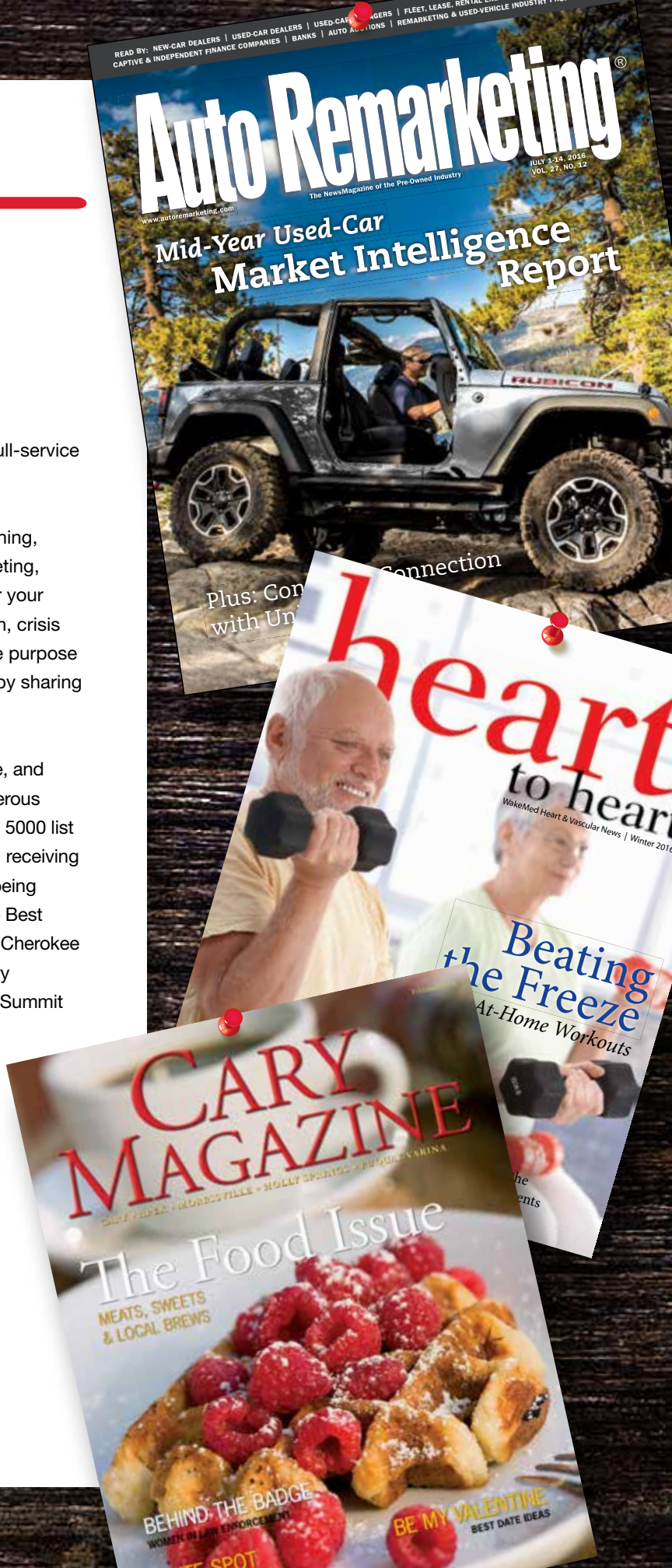
CHEROKEE
Intelligent Communications

S&A COMMUNICATIONS
outthink. outwork. outperform

2009 FAST 50 Winner

Inc. 5000

BEST MAGAZINE PUBLISHING COMPANIES TO WORK FOR 2009



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Whisk™
QUALITY KITCHENWARE
COOKING CLASSES & CULINARY INSPIRATION

"Cary Magazine has unique, locally-focused, evergreen content....all written and photographed at a high quality standard that is rarely seen among local magazine options. And, the magazine is distributed in places that are hard for us to get to any other way."

– Dan Saklad, Owner

BALD HEAD ISLAND
NORTH CAROLINA

"Cary Magazine has been a great partner and advertising vehicle for Bald Head Island over the years, delivering consistently strong results."

– Christi Golder, BrandPlace, Agency of Record for Bald Head Island Limited