



CARY

APEX

MORRISVILLE

HOLLY SPRINGS

FUQUAY-VARINA

CARY MAGAZINE

2018 MEDIA KIT



Island Paradise

WRITTEN BY AMBER KESTER • PHOTOS BY JORDAN FRIEDL

AS YOU'VE ALL MET UP at the new event, I had heard that this year the event was going to be better than ever. I was excited to see what the organizers had in store for us. The event was held at the beautiful location of the... (text continues)



Destination Downtown

Six stops, one walkable progressive dinner

WRITTEN BY DAN BICKNAP • PHOTOGRAPHS BY JORDAN FRIEDL

The benefits of Cary's diverse and vibrant downtown... (text continues)



Movers & Shakers

HERE'S THE BOOST You've been looking for the impetus to keep going in pursuit of your dreams... (text continues)



Act Naturally

A PLETHORA OF PUBLIC PROGRAMS ENCOURAGE FAMILIES TO EXPLORE THE OUTDOORS

On a warm afternoon in late winter, families from Cary... (text continues)

What sets us apart?

MAGGY AWARDS

Our most anticipated yearly feature, the reader-selected Maggy Awards. Over 13,000 votes this year!

DIGITAL PRESENCE

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

BRANDED EVENTS

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

AWARD-WINNING CONTENT AND DESIGN

ORIGINAL EDITORIAL

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

READER INTERACTION

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

WEEKLY E-NEWSLETTER

With more than 21,500 subscribers

EYE-CATCHING PHOTOGRAPHY

PRINT QUALITY

The highest industry standards to ensure vibrant photography and advertisements

IN-DEMAND ISSUES

More than 180 free pickup locations

Distribution



25,000+

COPIES DISTRIBUTED EACH ISSUE

18,000

AVAILABLE FOR
READER PICKUP

7,000

MAILED DIRECTLY TO
LOCAL BUSINESSES

FREE!
TAKE ONE!

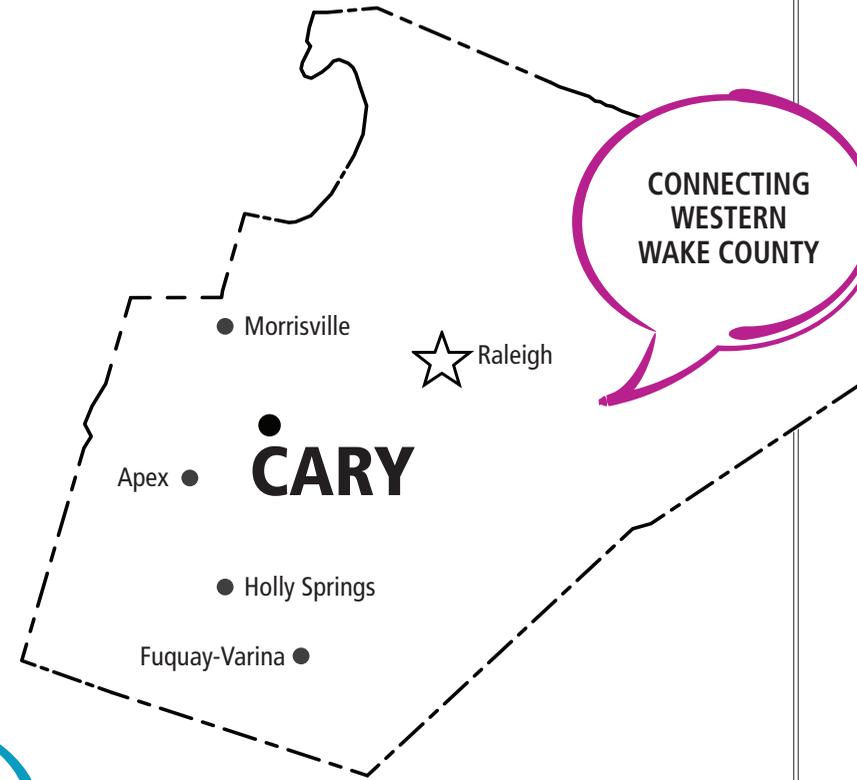
CARY MAGAZINE IS AVAILABLE **FREE** AT

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, The Mayton Inn, RDU airport, local shopping centers and area public libraries.

View complete list at
CaryMagazine.com/pickup-locations



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.

Demographics

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

FIND US ON

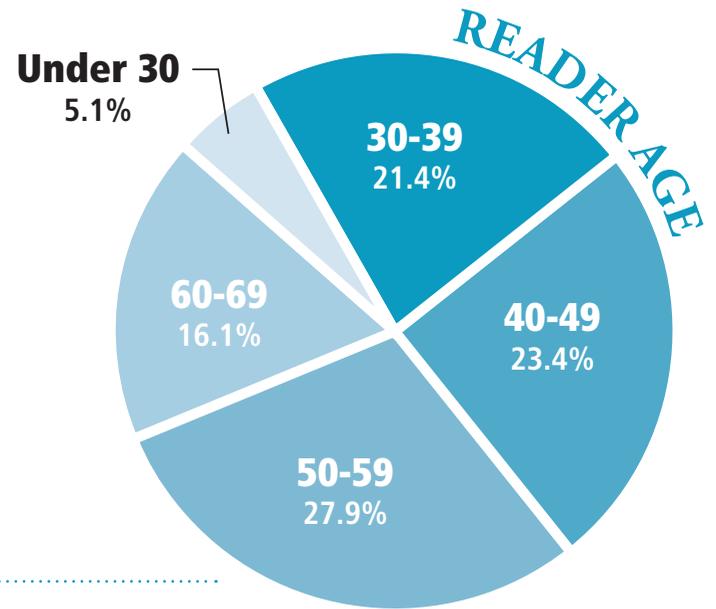


MORE THAN
9,300
FOLLOWERS AND GROWING!



82%

WOMEN READERS
BY PERCENTAGE



49%

OF READERS HAVE
A BACHELOR'S DEGREE

33%

ALSO HAVE
ADVANCED DEGREES



67%

OF READERS ARE MORE LIKELY
TO DO BUSINESS WITH A
COMPANY THAT ADVERTISES IN
CARY MAGAZINE.



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

2018 Rates & Specs

Ad Size	1X	3X	6X	10X
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

PREMIUM PLACEMENTS

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

FILE SPECIFICATIONS

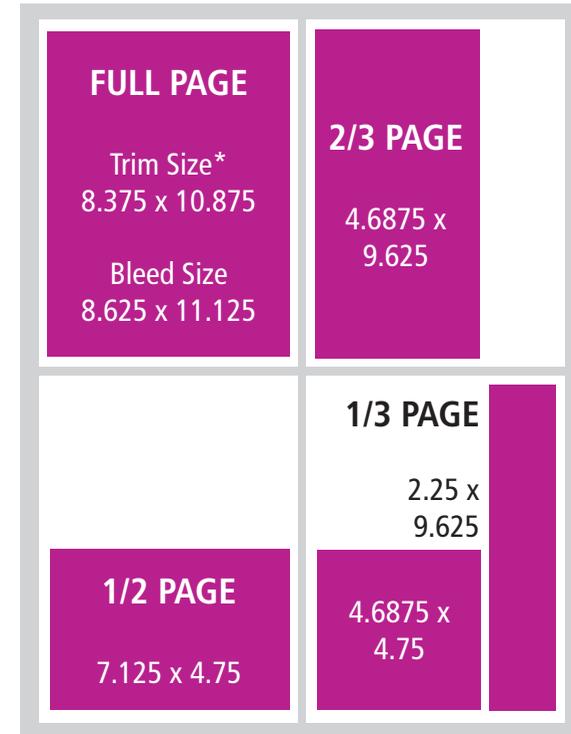
Trim size is 8.375" wide by 10.875" tall.
Bleed size is 8.625" wide by 11.125" tall.
Live area is 7.875" wide by 10.375" tall.

Ads must be submitted as a high-resolution (300 dpi), CMYK Adobe PDF (exported using the PDF/X-1a:2001 setting) or a high-resolution TIFF.

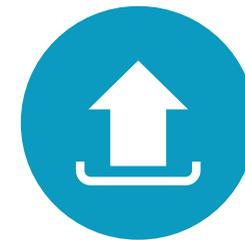
All full-page ads must be submitted at bleed size. Keep live matter 0.375" from all sides that bleed, 0.25" from trim.

All images must be saved as CMYK at 300 dpi. **No spot colors, RGB, LAB, or INDEX color elements; these 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.



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



UPLOAD ALL ADS AND ARTWORK TO
sacommunications.com/ad-upload/

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

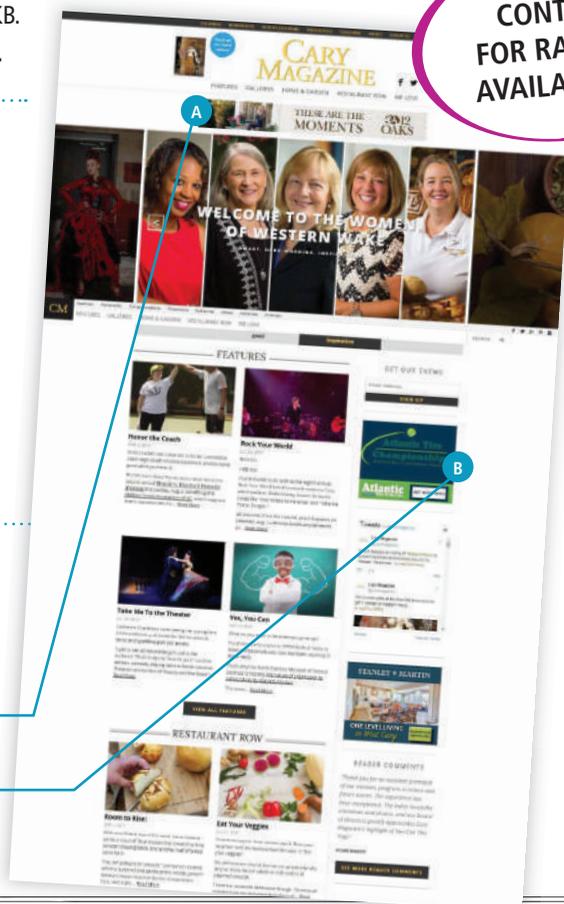
AD SPECIFICATIONS AND RATES:

A. 728px x 90px

\$500/month

B. 300px x 250px

\$350/month



CONTACT FOR RATES & AVAILABILITY

CARY MAGAZINE E-NEWSLETTERS

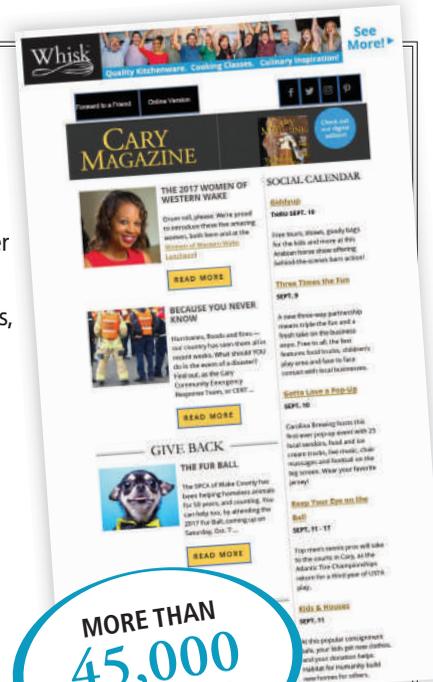
Cary Magazine publishes a weekly e-newsletter with more than 21,000 subscribers. The newsletters feature topics including restaurants, shopping, and social and community events.

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.

MORE THAN 45,000 SUBSCRIBERS



CUSTOM EMAIL MARKETING

Cary Magazine can create custom advertising emails to be delivered once a week to our more than **35,000** subscribers. Custom emails are a great alternative to traditional direct mail marketing.

SPECIFICATIONS

- 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 FEBRUARY 2018

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. Sponsorship opportunities will be available for this event.



MOVERS & SHAKERS CELEBRATION JULY 2018

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.



THE WOMEN OF WESTERN WAKE LUNCHEON OCTOBER 2018

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 11th year, the Women of Western Wake Luncheon continues to be a sellout event.

About Us

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 MEDIA GROUP



ALSO REPRESENTING



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