

MAIN & BROAD

The Heart + Soul of Holly Springs and Fuquay-Varina

2023 MEDIA GUIDE

MAKE A
SPLASH IN
THE FASTEST
GROWING
REGION
OF WAKE
COUNTY





MO'ZARI BAGLEY
FUQUAY-VARINA



WILLOW OAK FARMS
FUQUAY-VARINA



AYE! TORO TACOS & TEQUILA
HOLLY SPRINGS

DEMOGRAPHICS & DISTRIBUTION

in Holly Springs and Fuquay-Varina

\$506,000+

Average Home Value

\$110,000

Median household income

88%

of Holly Springs families own their homes, the highest rate of home ownership in Wake County.

1,807

New single-family building permits issued in 2021 in Fuquay-Varina, up from 1,031 in 2020.

81,951

Combined population

60%

of residents have a bachelor's degree or higher.

Median age

36

YEARS OLD

Record setting

9.5%

growth in Fuquay-Varina

Demographic information according to the Town of Holly Springs and Town of Fuquay-Varina

15,000

readers per issue

**FREE!
TAKE ONE!**

Direct mail to
businesses and
residents

Delivery through
New Neighbor
Welcome Service

Free pickup at 60+ locations
such as Harris Teeter,
Food Lion, NC Farmers
Market, RDU and Raleigh
Executive Airports, area
chambers of commerce,
restaurants, local shopping
centers & public libraries.

Plus

**DIGITAL
EDITION**

available
online &
emailed to
more than

37,000
recipients

EDITORIAL CALENDAR

FEB/MAR

AD SPACE: 1/10
AD MATERIALS DUE: 1/13
ON NEWSSTANDS: 2/1

Love Where You Live:
Getaways Near & Far
**Great Escapes*

APRIL/MAY

AD SPACE: 3/6
AD MATERIALS DUE: 3/9
ON NEWSSTANDS: 3/31

The Maggy Awards:
Best of *Main & Broad*
Art & Fashion

JUNE/JULY

AD SPACE: 5/8
AD MATERIALS DUE: 5/10
ON NEWSSTANDS: 5/31

Summer is Here!
Family Fun
Pet Parade

AUG/SEPT

AD SPACE: 7/7
AD MATERIALS DUE: 7/11
ON NEWSSTANDS: 7/31

Annual Favorite!
The Food Issue
**Menu Must-Haves*

OCT/NOV

AD SPACE: 9/7
AD MATERIALS DUE: 9/11
ON NEWSSTANDS: 9/29

Homes & Interiors
Women to Watch
**Great Places to Live*

DEC/JAN

AD SPACE: 11/7
AD MATERIALS DUE: 11/10
ON NEWSSTANDS: 12/1

Holidays & Entertaining
Local Gift Guide
Health & Wellness
**Specialist Spotlight*



In EVERY ISSUE

MEET & GREET,
THERE & BACK,
RISE & DINE
DINING GUIDE,
FUQUAY-VARINA
MEMES & MORE

**Denotes special advertising section. Contact us for more details!*

2023 RATES

Ad Size	1X	3X	6X
Full Page	\$2,100	\$1,975	\$1,815
2/3 Page	\$1,365	\$1,285	\$1,180
1/2 Page	\$1,165	\$1,095	\$1,005
1/3 Page	\$735	\$690	\$635
1/6 Page	\$425	\$395	\$360



ASK ABOUT A COMBINED RATE DISCOUNT WITH OUR SISTER PUBLICATIONS.

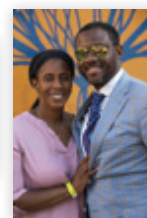
Reach more Wake County residents by placing your advertisement in all of Cherokee Media Group's family of brands: *Main & Broad*, *Cary Magazine*, and *Wake Living*.

Special Event

THE MAGGY AWARDS PARTY

SPRING 2023

The coveted **Maggy Awards: Best of Main & Broad** are quickly becoming one of Southern 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.



Special Bonus Issue!

ANNUAL RELOCATION GUIDE

LOOKWEST

an introduction to western wake

In *Look West*, readers can discover all that Western Wake County has to offer — whether they are thinking about settling here, new arrivals, or longtime residents. This special interest publication includes an overview of the five vibrant towns in the area, a taste of the restaurant scene, activities, and events.

Published in July, *Look West* is mailed to potential transplants to the area, and distributed via local real estate agents and developments. It is available at area travel destinations and events, hotels, and all five Chambers of Commerce. The publication is also distributed to newcomers by HR managers at local corporations, and by Cary Welcome and Welcome Wagon.

COMING
SUMMER 2023

AD SPACE: 6/7

AD MATERIALS DUE: 6/14



WESTERN WAKE
TOWN PROFILES

AS IT GROWS, CARY PLACES Priority on Quality of Life

CARY IS A THRIVING community that is home to talented professionals, peaceful shopping, dining, recreation, quality entertainment, scenic parks, and a sense of community and neighborhood pride.

Quality Mountain moved Cary to the heart of the East and one of its fastest towns in America. The town was also recognized by Money Magazine as one of the Best Small Towns in America, ranking Cary as one of the top 100 small towns in the United States.

With Cary's reputation of a high-quality town, a college degree, and many of Cary's citizens have earned the reputation of becoming a leader in the industry. Residents of Mountain have responded by establishing headquarters, offices and major facilities in the town including Dell, Intel, IBM, Cisco, and others. Mountain, North Carolina's premier town and gateway to the mountains.

Cary is home to the Cary Arts and History Center, the Cary Farmers Market, and the Cary Community Center. Cary is also home to the Cary Farmers Market, the Cary Farmers Market, and the Cary Community Center.

DISCOVER WHY APEX IS KNOWN AS "The Peak of Good Living"

ONCE ONLY A STOP along the Charlotte railroad, Apex is now a place that people love to visit. From its rich history to its scenic views, Apex is a town that people love to visit. From its rich history to its scenic views, Apex is a town that people love to visit.

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ATTRACTIONS

Apex Farmers Market
The Apex Farmers Market is a weekly outdoor market featuring fresh produce, flowers, and other goods. It's a great place to support local farmers and enjoy the outdoors.

Apex Community Center
The Apex Community Center is a multi-purpose facility that offers a variety of programs and services. It's a great place to get involved in the community and enjoy the outdoors.

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ABOUT OUR TOWNS

DINING GUIDE

A selection of restaurants, bakeries, bistros, and cafes in Cary, Apex, Fuquay-Varina, Holly Springs, Morrisville and Raleigh.

Apex

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EXTENDED DINING GUIDE

ANNUAL EVENTS

These events are the heart of the community and offer a great way to get involved and enjoy the outdoors.

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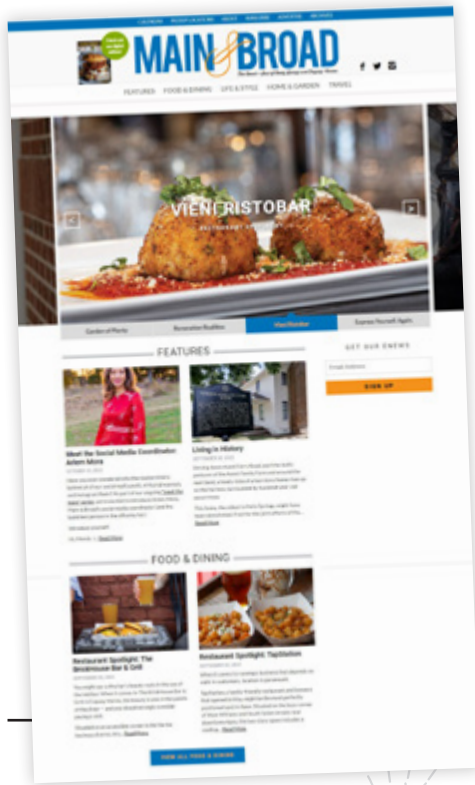
ANNUAL EVENTS LISTING

A Verde Cocina + Tequila Library

Experience the best of Mexican cuisine and tequila in a relaxed and sophisticated setting.

COMMUNITY COVERAGE

DIGITAL MEDIA



MAINANDBROADMAG.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: Best of *Main & Broad* are also conducted on mainandbroadmag.com.

Contact for advertising rates and availability.

13,500
unique visitors
per month

DIGITAL FILE SPECIFICATIONS

Mainandbroadmag.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**.

MAIN & BROAD E-NEWSLETTERS

Main & Broad publishes a bimonthly e-newsletter with more than 37,000 subscribers. Newsletter topics include restaurants, shopping, and social and community events.

ADVERTISING INFORMATION

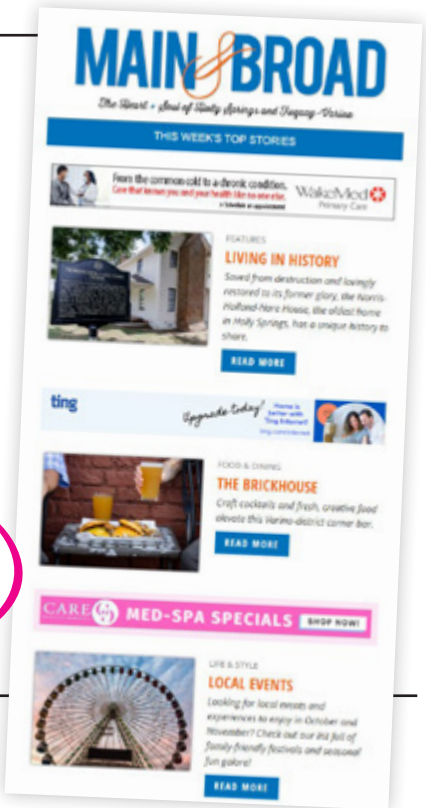
SIZE: Leaderboard RATE: \$750/month
580x72 \$500/month

DIGITAL FILE SPECIFICATIONS

Main & Broad e-newsletter ads accept the following file types: **jpg, gif** — animated or static.

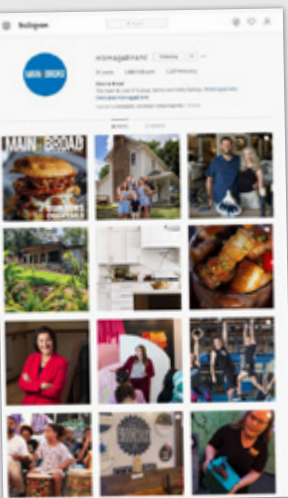
The recommended file size is 40 KB.
Files may be no larger than **700 KB**.

MORE THAN
37,000
SUBSCRIBERS



LET'S
GET
Social!

#mainandbroad #mbmagazine



@mbmagazinenc
 @mbmagazinenc
 @mbmagazinenc

CUSTOM EMAIL MARKETING

Main & Broad can create custom advertising emails to be delivered to our more than 37,000 subscribers. Custom emails are a great alternative to traditional direct mail marketing.

Contact for advertising rates and availability.



SUBMISSION GUIDELINES

PRINT 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.



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

AD SIZES

FULL PAGE Trim Size 8.375 x 10.875 Bleed Size* 8.625 x 11.125	2/3 PAGE 4.6875 x 9.625	1/6 PAGE 2.25 x 4.75
1/2 PAGE 7.125 x 4.75	1/3 PAGE 2.25 x 9.625	4.6875 x 4.75

Dimensions are provided in inches.

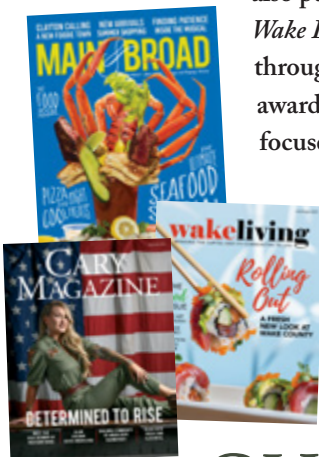
**All full-page ads must be submitted at bleed size.*

ABOUT US

Main & Broad is published by Cherokee Media Group, a full-service media company based in Cary. CMG

also publishes *Cary Magazine* and *Wake Living*, providing residents throughout Wake County with award-winning, community-focused lifestyle content.

CMG specializes in print and digital media, custom publishing, event and meeting planning, public relations, digital marketing, and photography.



CHEROKEE
MEDIA GROUP

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