

CARY MAGAZINE

CARY • APEX • MORRISVILLE

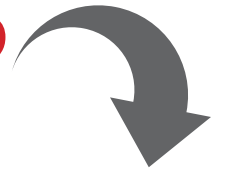


2024
MEDIA GUIDE

CELEBRATING 20 YEARS
IN THE COMMUNITY!



What sets us apart?



AWARD-WINNING CONTENT AND DESIGN

ORIGINAL EDITORIAL

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

EYE-CATCHING PHOTOGRAPHY

IN-DEMAND ISSUES

150+ free pickup locations

MAGGY AWARDS

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

DIGITAL PRESENCE

CaryMagazine.com: Features, Food & Dining,
Photo Galleries, Events.

Social Media: Facebook, Instagram,
X/Twitter, Pinterest.

Every issue is available online and can be
downloaded for free.

BRANDED EVENTS

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

FULLY IN-HOUSE

From designers to writers and social media to
circulation, *Cary Magazine* is produced by
full time employees!

READER INTERACTION

Reader surveys, contests, events and social
media engagement — we constantly seek input
from our readers!

WEEKLY E-NEWSLETTER

53,000+ subscribers

PRINT QUALITY

The highest industry standards
to ensure vibrant photography
and advertisements.



125,000+

READERS PER ISSUE VIA 25,000+ COPIES DISTRIBUTED

18,000 AVAILABLE FOR READER PICKUP
7,000 MAILED DIRECTLY TO LOCAL BUSINESSES



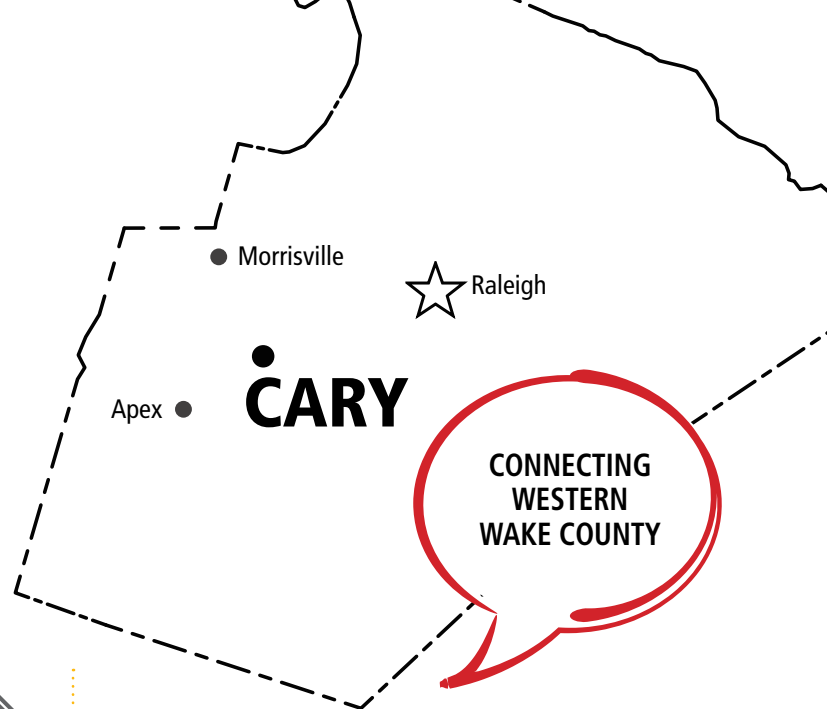
99%

PICKUP RATE EACH ISSUE



93%

OF READERS FEEL
MORE CONNECTED
TO THE WESTERN
WAKE COMMUNITY
BY READING CARY
MAGAZINE.



CARY MAGAZINE IS AVAILABLE **FREE** AT

150+

locations

- Raleigh Executive Jetway • Wegmans • Whole Foods
- Harris Teeter • Food Lion • Fenton • SAS • The Umstead Hotel & Spa
- NC Farmers Market • Area chambers of commerce • Restaurants
- New Neighbor Welcome Service • The Mayton Inn
- Local shopping centers • Area public libraries • and more!

View complete list at

CaryMagazine.com/pickup-locations

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





Demographics

93
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
- MADE BANKING OR INVESTMENT DECISIONS
- MADE A PURCHASE
- HIRED A SERVICE PROVIDER



84%
WOMEN READERS

CARY HAS THE **HIGHEST**
INCOME PER CAPITA IN
NORTH CAROLINA

20-29
11.8%

30-39
18%

60-69
9.6%

40-49
31.2%

50-59
29.4%

READER AGE



59%
OF READERS HAVE
A BACHELOR'S DEGREE

36%
HAVE ADVANCED
DEGREES



82%
OF READERS ARE MORE LIKELY
TO DO BUSINESS WITH A
COMPANY THAT ADVERTISES IN
CARY MAGAZINE.



73%
OF READERS HAVE A
HOME VALUED AT
\$600,000 AND ABOVE

29%
OF READERS OWN
A VACATION HOME

63%
HAVE MORE THAN
\$150,000 IN TOTAL
HOUSEHOLD INCOME

2024 Rates & Specs

Ad Size	1X	3X	6X	9X
Full Page	\$2,600	\$2,445	\$2,235	\$2,080
2/3 Page	\$2,350	\$2,185	\$2,030	\$1,825
1/2 Page	\$1,575	\$1,400	\$1,250	\$1,100
1/3 Page	\$935	\$830	\$780	\$705
Dining Guide	Annual Commitment Required			\$395

FULL PAGE Trim Size* 8.375 x 10.875 Bleed Size 8.625 x 11.125	2/3 PAGE 4.6875 x 9.625	DINING GUIDE 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	

PREMIUM PLACEMENTS

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

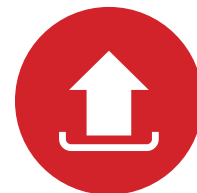
FILE SPECIFICATIONS

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.

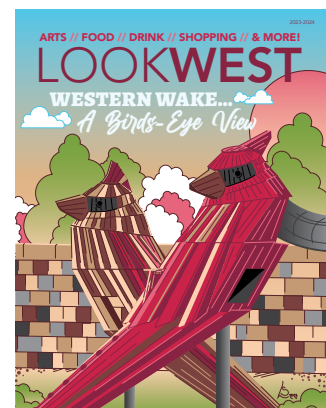
All full-page ads must be submitted at bleed size. Keep live matter 0.375" from all sides that bleed, 0.25" from trim.

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
CARYMAGAZINE.COM/AD-UPLOAD/



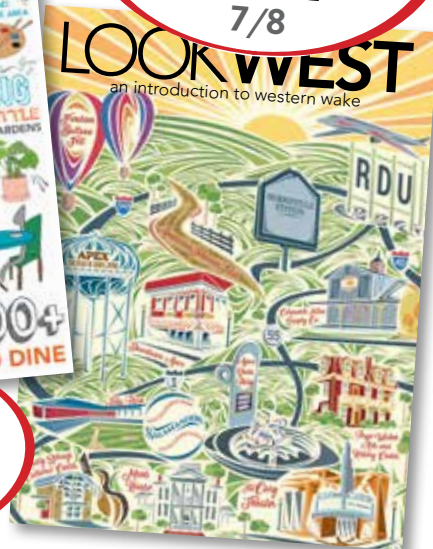
ASK ABOUT COMBINED RATES & REACH UP TO 325,000 WAKE COUNTY RESIDENTS PER ISSUE!

Annual Relocation Guide

AD SPACE
6/7
MATERIALS DUE
6/21
AVAILABLE
7/8



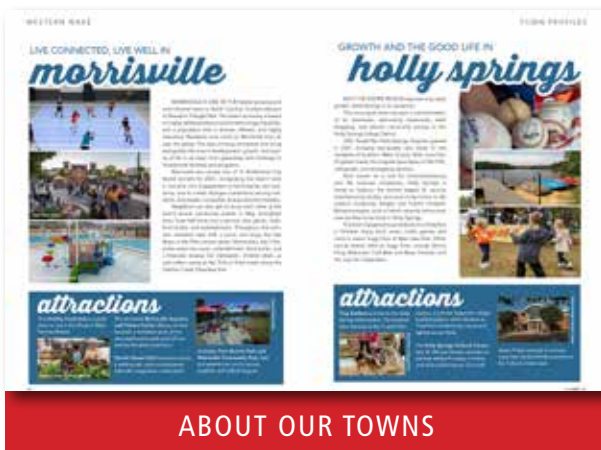
20,000
COPIES PER YEAR



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 long-time 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.



ABOUT OUR TOWNS



COMMUNITY COVERAGE



ANNUAL EVENTS LISTING



SPECIAL ADVERTISING SECTIONS

Digital Media

SITE TRAFFIC PROFILE:

28,000+
UNIQUE VISITORS PER MONTH

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 also conducted on CaryMagazine.com. Every eNewsletter story contains a synopsis with links to the full story online, driving ensuring website traffic!

DIGITAL AD SIZES

Leaderboard: \$750 per month

Specs: 728x90 and 320x50

Medium Rectangle: \$500 per month

Specs: 300x250



RIGHT PERSON | RIGHT MESSAGE | RIGHT TIME

Cherokee's unique **Digital Audience Extension** programs focus on reaching your ideal audience wherever they may be on the internet.

TACTICS USED TO REACH YOUR DIGITAL CONSUMER:

Audience Curation

Site Re-targeting

Keyword Re-targeting

Geo-Fencing

Geo-Targeting

Starting at \$750/mo for 50,000 impressions.



Digital Media

E-NEWSLETTER

Cary Magazine publishes a bi-weekly e-newsletter every Tuesday & Thursday with more than 53,000 opted in subscribers. Each newsletter delivers timely, relevant and engaging news, stories and events to residents throughout Western Wake County.

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.

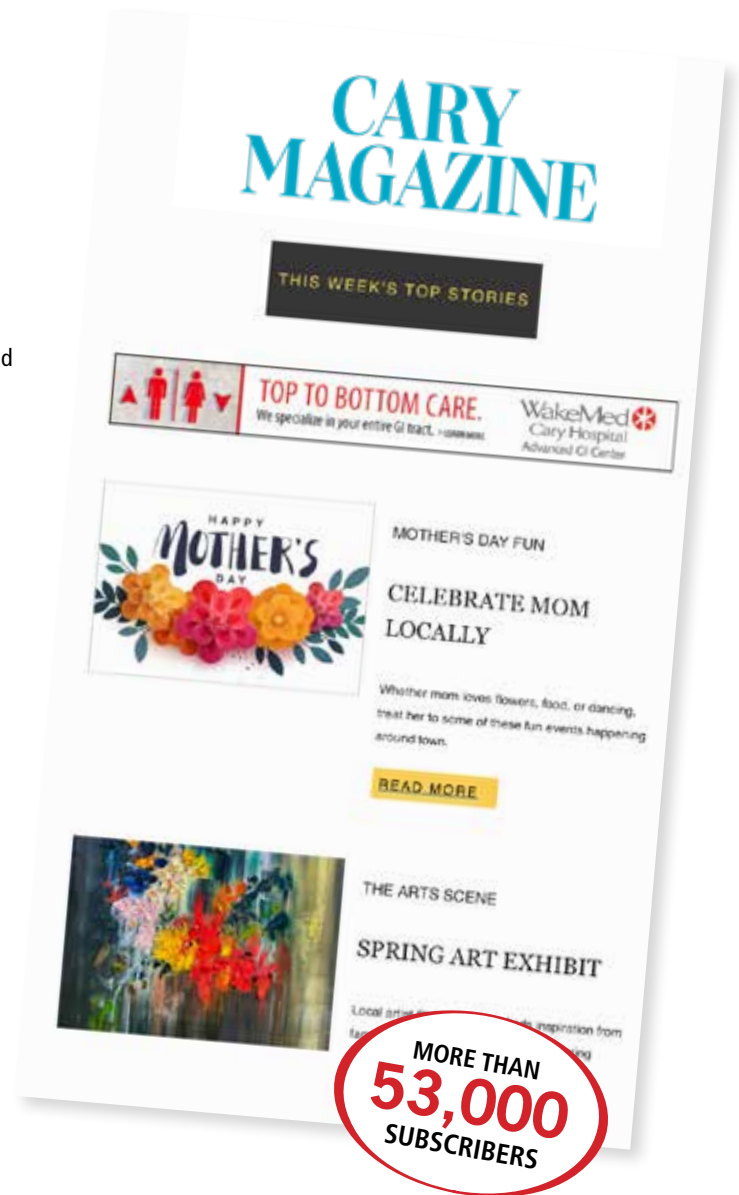
E-NEWSLETTER ADVERTISING

Tuesday *or* Thursday

Leaderboard
\$750/month

580x72
\$500/month

Sponsored Content
\$300/each



CUSTOM EMAIL MARKETING

Cary Magazine can create custom advertising emails to be delivered once a week to our more than **36,000** subscribers. Custom emails are a great alternative to traditional direct mail marketing.
\$850 per email

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. Sponsorship opportunities will be available for this event.



& Movers & Shakers



MOVERS & SHAKERS CELEBRATION

This business networking event 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 FORUM

Now in its 16th year, the Women of Western Wake Forum continues to be a sellout event. This refined and informative event allows readers to meet the Women of Western Wake honored in *Cary Magazine* and mingle with hundreds of area professionals. The morning session begins with breakfast and a keynote address, followed by professional workshops. A pre-lunch networking session complete with a headshot cafe launches the afternoon events, which include a three-course meal and a panel discussion showcasing the year's honorees.



Editorial Calendar

20th Anniversary Issue!

JAN/FEB
AD SPACE: 11/29
AD MATERIALS: 12/5

The Health & Seniors Issue
Top Dentists
Premier Practices*
Retire in Style*

MARCH
AD SPACE: 1/30
AD MATERIALS: 2/6

Adventure & Outdoors
Regional Travel
Summer Camp Guide
Great Escapes*

APRIL
AD SPACE: 3/1
AD MATERIALS: 3/8

Maggy Awards: The Best of Western Wake
Services Spotlight*

MAY
AD SPACE: 4/4
AD MATERIALS: 4/11

Art, Music & Culture
Spring Fashion
2024 Graduates!

JUNE/JULY
AD SPACE: 5/1
AD MATERIALS: 5/8

Summer Fun
2024 Movers & Shakers
Notable Teens
Power Professionals*

AUGUST
AD SPACE: 7/3
AD MATERIALS: 7/10

The Food Issue!
Day Trips Worth the Drive
Foodie Favorites*

SEPTEMBER
AD SPACE: 7/31
AD MATERIALS: 8/7

The Women's Issue
2024 Women of Western Wake
Fall Fashion
We Know Western Wake*

OCTOBER
AD SPACE: 9/2
AD MATERIALS: 9/9

Homes & Interiors
Design & Decor
Pet Parade
Agent Profiles*
Great Places to Live*

NOV/DEC
AD SPACE: 10/2
AD MATERIALS: 10/9

The Holiday Issue!
Holiday Entertaining
Year in Pictures
Holiday Gift Guide
Excellence in Education*

* INDICATES ADVERTORIAL SECTIONS

IN EVERY ISSUE

Happenings
Garden Adventurer
Liquid Assets
Things to Do

On Trend
Non-Profit Spotlight
Small Business Spotlight
Restaurant Profile

ADVERTORIAL SECTIONS

SEE THE FOLLOWING PAGES FOR INFORMATION ABOUT THE OPPORTUNITIES FOR ADVERTORIAL ADVERTISING.





Special Advertising Sections

Bald Head Island NORTH CAROLINA

Visit Bald Head Island State Park, Bald Head Island, North Carolina. Bald Head Island is a beautiful, scenic island located in the Pamlico River, just north of Beaufort, North Carolina. It is a great place to enjoy the outdoors, relax, and enjoy the view. The island is accessible by ferry from Beaufort, and it is a great place to enjoy the outdoors, relax, and enjoy the view. The island is accessible by ferry from Beaufort, and it is a great place to enjoy the outdoors, relax, and enjoy the view.

Visit Bald Head Island State Park, Bald Head Island, North Carolina. Bald Head Island is a beautiful, scenic island located in the Pamlico River, just north of Beaufort, North Carolina. It is a great place to enjoy the outdoors, relax, and enjoy the view. The island is accessible by ferry from Beaufort, and it is a great place to enjoy the outdoors, relax, and enjoy the view.

GUIDE TO SUMMER CAMPS

Bounce U
Explore your curiosity for technology at our award-winning Create & Bounce Technology Camps. Designed with kids in mind, our Technology Camps feature robotics with LEGO® Mindstorms®, LEGO® Inspiro animation, engineering, aerodynamics, drone, virtual reality, 3D printing and other new technologies. Campers work in small teams and learn about engineering, technology, robotics concepts and participate in many different projects. In addition to the workshops, campers will have time to bounce in our giant bounce yard. It gives children a daily balance of playtime and investigation! It is both fun and educational, it is only a one-of-a-kind experience your child will never forget.

Our Create & Bounce Technology Camps are programmed for kids ages 5-12. We started offering Technology Camps in 2010 and have won many awards. We also take our people camp curriculum and host summer camps and technology clinics at third-party locations such as Cary Academy, St. Timothy School, community centers and more.

We offer camps for multi-tracks, individual school children, teacher workshops and more.

the Y
THINK outside
A WEEK AT CAMP EQUALS A SUMMER OF ADVENTURE
Choose a summer adventure in Cary or Morrisville. Half-day, full-day, weekend and sports camps for all ages. Weekly themes and variety of activities.

Register today!

It's not just about hitting the ball hard.
It's just about having fun, making the shot, or serving the ball. Cary's sports camps are for kids who love to play. They are designed to be fun, challenging, and to teach kids the basics of the game. They are also designed to be fun, challenging, and to teach kids the basics of the game.

Visit www.thetempleton.org to check out the great sports camps available throughout Cary. Or pick up a copy of the School's Our Guide or any level of Cary Unified facility.

TYM O' CARY
www.thetempleton.org
(919) 422-0595

Retire in Style

The Templeton of Cary

Live Well With Our INSPIRE Program at The Templeton

LIFE IS BEYOND the daily grind. It's about living in the moment, enjoying the physical, social, emotional, intellectual, spiritual, occupational and environmental facets of your life. As a responsible local retirement community we know that enjoying well-being, mind and spirit - offers tremendous benefits for people of all ages.

Staying Active
The National Institute on Aging reports that exercise in older adults "reduces the risk of cardiovascular disease, hypertension, type 2 diabetes, osteoporosis, obesity, colon cancer and breast cancer." When you, that exercise lowers the risk of falls and fall-related injuries. Physical activity is also linked to benefits in mental health, a recent article in U.S. News & World Report highlights 14 stated benefits of exercise, including lowering stress levels, reducing symptoms of depression and improving learning.

Tending to All Areas of Wellness
At The Templeton, we believe that wellness extends way beyond just exercise. Your friendships and social connections, spiritual life, environment, and so much more impact your quality of life. Our life-style wellness program is designed to help boost our residents' overall well-being. Our Wellness and Life Enrichment Directors work hard to keep the calendar brimming with activities so that our residents have plenty of choices from which to choose for better health. From outdoor walking groups to chair and standing yoga, circuit strength, tai chi, water exercise and so much more, you will find inspired to get moving and dig deeper in your search for health.

Why INSPIRE?
• **Important:** INSPIRE is designed to help residents reach higher levels of well-being and self-efficacy across the board.
• **Nutritional:** Dining a great nutrition and much more - it's a stressor to eat in community with friends and neighbors.
• **Spiritual:** We recognize something in our spiritual health is just as important as taking care of our physical physical activity.
• **Personal and ongoing goal setting:** New community members receive an in-home visit and a welcome packet with a program overview. We schedule Wellness Assessments at the resident's convenience.
• **Integrative:** Programs cover the social, spiritual and intellectual aspects of individual wellness.
• **Rehabilitation:** We work closely with the Inpatient and Outpatient Therapy departments to continue the plan of care for residents in the Wellness Center upon discharge from therapy services.

How to the Fitness Center?
Many residents are just beginning their exercise journey and we always recommend that you speak with your physician before you do. These conversations can help you understand clearly the guidelines you need to follow to safely begin a program. Our goal is to help our residents remain at their highest functional abilities, and even to improve their fitness and wellness over their lives. With the support of our Physical and Occupational Therapy departments, our residents are up and moving more and living better lives. Enjoy exceptional water being, including optional health and wellness at The Templeton. Call today: 919.200.5088 and schedule a personal visit and then challenge your current posture and discover new areas in your wellness life! We offer at The Templeton - where life moves living.

919.200.3688 | thetempletonofcary.com

2023 topDENTISTS

ENDODONTICS

Steven W. Campbell
Cary Endo
1400 Crescent Green Drive, Suite 200, Cary
(919) 233-8820
caryendo.com

Marcus Curry
Lane & Associates Family Dentistry
2613 Green Level W. Road, Cary
(919) 585-0270
lanedds.com/dentists/carync

William C. Windley II
Cary Endodontics
3617 Green Level W. Road, Cary
(919) 469-4300
caryendodontics.com

GENERAL DENTISTRY

Alan M. Adon
Cary Family Dental
915 N. Main Road, Cary
(919) 260-6104
caryfamilydental.com

Michael E. Bass
Bass & Hester Family Dental
1015 W. Williams St., Suite 101, Apex
(919) 362-7891
bassandhesterfamilydental.com

Jonathan P. Beavers
Beavers Family Dentistry
6119 Chatham St., Apex
(919) 362-0967
beaversfamilydentistry.com

Jeffrey S. Bell
Signature Family Dentistry
5245 Sunset Lake Road, Holly Springs
(919) 355-1172
signaturefamilydentistry.com

Michael K. Bolinski
121 1st Cary Parkway, Suite 60, Cary
(919) 422-7360
bolinskids.com

Vanessa M. Campbell
Campbell Family Dentistry
2515 Village Walk Drive, Holly Springs
(919) 562-7488
hollyspringdentist.com

Joshua B. Chan
Mariville Family Dentistry
10290 Chapel Hill Road, Suite 600, Morrisville
(919) 469-3669
morrisvillefamilydentistry.com

Nicole Curcio
Tuscarora Family Dentistry
411 Kestrel Drive, Suite 200, Cary
(919) 859-1330
tuscaraendodontics.com

Ben Davis
Blue Water Pediatric Dentistry
3415 Sunset Lane, Holly Springs
(919) 762-7013
bluewaterpediatricdentistry.com

Anthony DeSantis
Kiddare Family Dental
3407 Fox Run Road, Suite 310, Cary
(919) 482-0800
kiddarefamilydental.com

Mike P. Hanley
Hanley Family Dental Center
7628 Parkway Road, Fuquay/Varina
(919) 552-5431
mikehanleydds.com

Ryan J. Hansen
Hansen Dentistry
800 W. Williams St., Suite 240, Apex
(919) 363-8444
hansendentistryapex.com

Ed Howard
Lane & Associates Family Dentistry
2613 Green Level W. Road, Cary
(919) 585-0270
lanedds.com/dentists/carync

Mark A. Jones
Park West Dental
15200 Western Parkway, Suite 1, Cary
(919) 677-0999
parkwestdental.com

Darren G. Koch
100 Parkway Office Court, Suite 204, Cary
(919) 859-6633
kochdds.com

Patrick A. Lawrence
Tuscarora Family Dentistry
411 Kestrel Drive, Suite 200, Cary
(919) 859-1330
tuscaraendodontics.com

WE KNOW WESTERN WAKE

CARY MAGAZINE
WE KNOW WESTERN WAKE

CERTA PRO
WE KNOW PAINTING IS PERSONAL

At CertaPro Painters® of Cary-Apex, NC, we know that taking the right time for your painting project can be overwhelming. We want you to have the best experience and to truly enjoy your property come to life, and we strive to deliver on our promise of care and quality. With our professionals by your side, the process will be easy and convenient - leaving you free for what matters most. We Do Painting. You Do Life.

The team of CertaPro Painters® of Cary-Apex, NC, is well-positioned to address the unique architectural styles and aesthetic requirements in your neighborhood. Our focus is to give accurate quotes and complete high-quality workmanship.

Whether you have a business facility that needs an exterior refresh or a residential project that could use updated interior paint, we will work closely with you to ensure satisfaction. Keep you consistently informed and deliver on our promise.

CertaPro Painters® of Cary-Apex has been serving the Cary and Triangle area for over 20 years.

207 James Jackson Avenue, Cary (919) 422-0595 certapro.com

PREMIER PRACTICES

BOVENZER & BAKER ORTHODONTICS
DR. TODD BOVENZER, DDS, MS AND DR. CHRIS BAKER, DDS, MSD
2625 GREEN LEVEL WEST ROAD, CARY, NC 27519
(919) 393-4957
bovenzerortho.com

A FOCUS ON COMMUNITY
At Bovenzer and Baker, our entire staff is committed to Walk With a Purpose, one of our practice's core values. Our practice's purpose is to better our community, elicit happiness and influence generations of joy in day-to-day life, and provide people with confidence by transforming their smiles. Making a positive impact in people's lives and moving someone in the community are integral parts of our practice.

When I was entering the field of dentistry in 2006, it was to be embedded in the community. My practice has always embraced the highest sense, to whom that is given, much of a joy," said Dr. Todd Bovenzer.

We often partner with schools by sponsoring and donating athletic, health, and dental care, as well as sponsoring youth local organizations and events. We try to give back in whatever way we are able.

"We have created several programs to help our staff give back to our community. We created the Give Back Campaign where each employee will be given \$100 to spend however they want to make our community a better place. We also established a volunteer committee for our staff to plan group volunteer outings. Last this year, we will begin our A Chance to Smile program where parents can make a donation toward covering the cost of orthodontic treatment for a child in need in Wake County. Our goal is to treat at least 10 children a year," said Dr. Chris Baker.

We're so proud of our staff for coming to work with the goal of making people smile and bettering our community. Many people can see this and be so appreciative that our patients choose to be so.

DR. TODD BOVENZER, DDS, MS AND DR. CHRIS BAKER, DDS, MSD
2625 GREEN LEVEL WEST ROAD, CARY, NC 27519
(919) 393-4957
bovenzerortho.com

About Us

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

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



CONTACT US

PUBLISHER

Kris Schultz

kris@carymag.com

MANAGING EDITOR & CREATIVE DIRECTOR

Lauren Morris

lauren@carymag.com

ASSOCIATE EDITOR

Dena Daw

dena@carymag.com

ACCOUNT EXECUTIVE

Cheryl Nelson

cheryl@carymag.com

ACCOUNT EXECUTIVE

Jill Newbold

jill@carymag.com

ACCOUNT EXECUTIVE

Maureen Powell

maureen@carymag.com

ACCOUNT EXECUTIVE

Aleida Montufar

aleida@carymag.com

PHOTOGRAPHY

Jonathan Fredin

jf@carymag.com

CIRCULATION & EVENTS

Lisa White

lisa@carymag.com

SOCIAL MEDIA MANAGER

Arlem Mora

arlem@carymag.com

DISTRIBUTION

Corey Roberts

corey@carymag.com