



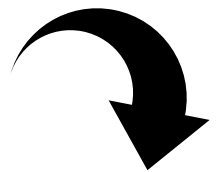
wake**living**

BRINGING THE CAPITAL AND ITS COMMUNITIES TO LIFE

media guide 2024



What sets us apart?



AWARD-WINNING CONTENT AND DESIGN

ORIGINAL EDITORIAL

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

EYE-CATCHING PHOTOGRAPHY

IN-DEMAND ISSUES

200+ free pickup locations

READERS' CHOICE AWARDS

Our most anticipated yearly feature,
the Readers' Choice Awards!

DIGITAL PRESENCE

WakeLiving.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, *Wake Living* 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

58,000+ subscribers

PRINT QUALITY

The highest industry standards
to ensure vibrant photography
and advertisements





READERSHIP OF

125,000+

PER ISSUE VIA 25,000 COPIES DISTRIBUTED



97%

PICKUP RATE EACH ISSUE

WAKE LIVING IS AVAILABLE FREE AT OVER

200+

PICKUP LOCATIONS



• Wegmans • Whole Foods • Harris Teeter
Food Lion • SAS • The Umstead Hotel & Spa
NC Farmers Market • The Butcher's Markets
Area Restaurants • Local shopping centers
Duck Donuts • Libraries and more!

View complete list at
WakeLiving.com/pickup-locations



AVAILABLE FOR DOWNLOAD

Interested in distributing
Wake Living at your business?
Contact the Circulation
Department at (919) 674-6020.



DEMOGRAPHICS & DISTRIBUTION

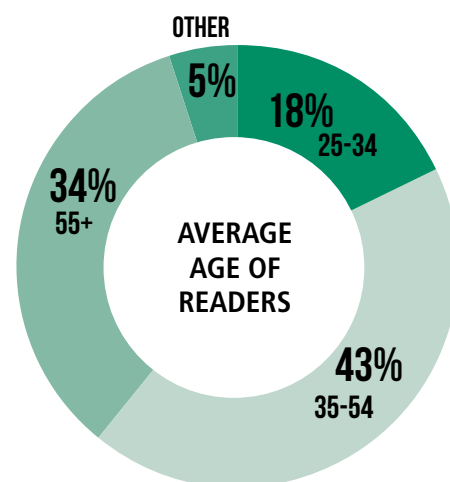
91 PERCENT

of readers take action
based on *Wake Living*

FIND US ON



88%
of readers
are women.



72%

have two or
more children.



92%

of residents
have a bachelor's
degree or higher.

82%

vacation more
than twice per year.



\$625,000
Average home value

\$175,000
Median household income

2024 RATES

Ad Size	1X	3X	6X
Full Page	\$2,600	\$2,445	\$2,235
2/3 Page	\$2,350	\$2,185	\$2,030
1/2 Page	\$1,575	\$1,400	\$1,250
1/3 Page	\$935	\$830	\$780

PREMIUM PLACEMENTS

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

Sizes and submission guidelines located on reverse.

FILE SPECIFICATIONS

Trim size is 8.375" wide by 10.875" tall.

Bleed size is 8.625" wide by 11.125" tall.

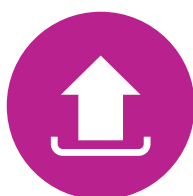
Live area is 7.875" wide by 10.375" tall.

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
wakeliving.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
1/2 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.*



ASK ABOUT
COMBINED RATES
AND REACH UP TO
325,000

WAKE COUNTY RESIDENTS PER ISSUE!

EMAIL KRIS@WAKELIVING.COM
FOR EDITORIAL CALENDAR AND DEADLINES

DIGITAL MEDIA

18,000+

unique visitors per month

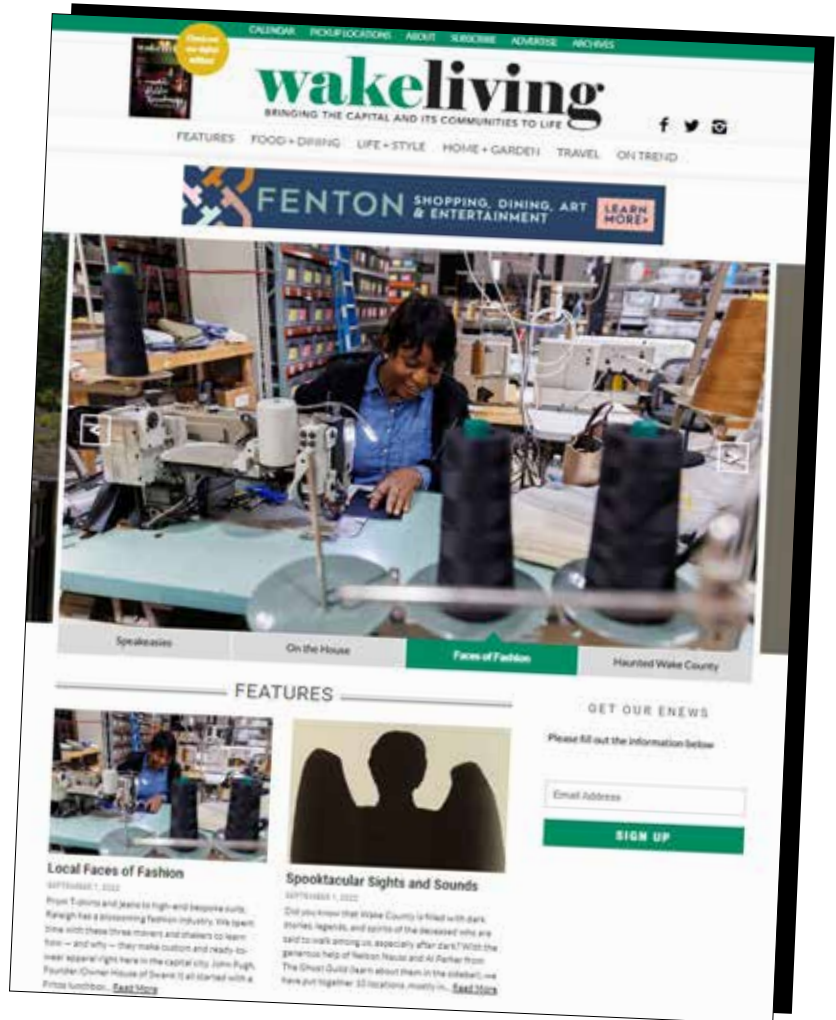
WAKELIVING.COM

Find all of the content from each issue as well as additional features, contests and videos.
Contact for advertising rates and availability.

DIGITAL AD SIZES

Leaderboard: **\$600 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

Wake Living publishes a weekly e-newsletter every Wednesday with more than 58,000 opted in subscribers. Each newsletter delivers timely, relevant and engaging news, stories and events to residents throughout Raleigh and the surrounding area.

DIGITAL FILE SPECIFICATIONS

Wake Living e-newsletter ads accept the following file types: jpg, gif — animated or static.

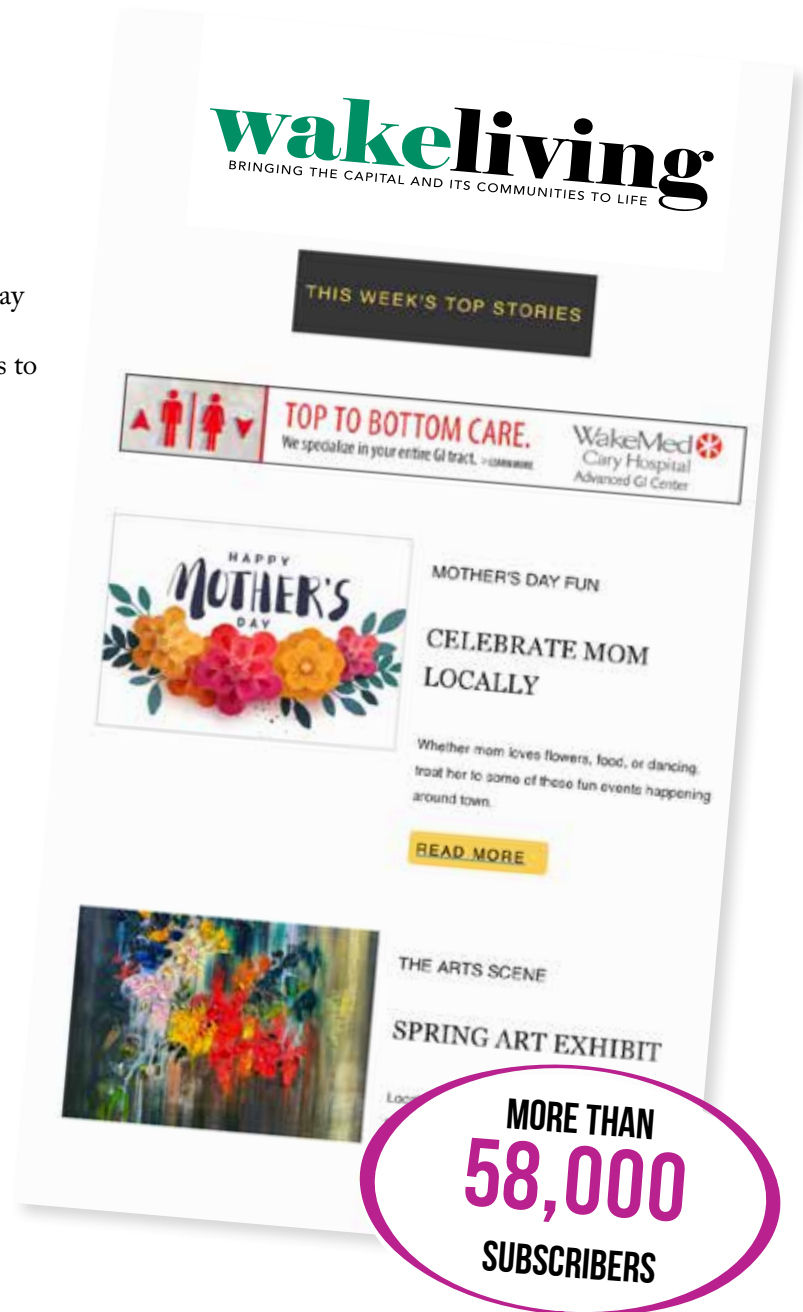
**The recommended file size is 40 KB.
Files may be no larger than 700 KB.**

E-NEWSLETTER ADVERTISING

Leaderboard
\$750/month

580x72
\$500/month

Sponsored Content
\$300/each



CUSTOM EMAIL MARKETING

Wake Living can create custom advertising emails to be delivered once a week to our more than 52,000 subscribers. Custom emails are a great alternative to traditional direct mail marketing. \$850 per email

EDITORIAL CALENDAR

JAN/FEB

AD SPACE: 11/29
AD MATERIALS: 12/8

2024 Readers' Choice Awards
Health & Wellness
Top Dentists*
Premier Practices*

JULY/AUG

AD SPACE: 5/21
AD MATERIALS: 5/28

The Food Issue!
Foodie Favorites*

MAR/APR

AD SPACE: 1/25
AD MATERIALS: 2/1

Travel & Adventure
Summer Camp Guide
Great Escapes*

SEPT/OCT

AD SPACE: 8/1
AD MATERIALS: 8/8

Homes & Interiors
Pets
Great Places To Live*
Innovators & Icons*
Agent Profiles*

MAY/JUNE

AD SPACE: 3/29
AD MATERIALS: 4/5

Art, Music & Culture
Services Spotlight*
Spring Fashion
Summer Fun

NOV/DEC

AD SPACE: 10/7
AD MATERIALS: 10/14

Holidays & Entertaining
Year in Pictures
Gift Guide*
Excellence in Education*

* INDICATES ADVERTORIAL SECTIONS



IN EVERY ISSUE

Out & About	On Trend
Happenings	Garden Adventurer
Liquid Assets	Small Business Spotlight
Pay It Forward	Restaurant Profile

ADVERTORIAL SECTIONS

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



SPECIAL ADVERTISING SECTIONS



PREMIER PRACTICES

A FOCUS ON COMMUNITY

At Rossmore and Baker, we have a strong commitment to the community. We are proud to be a part of the community and to support the needs of our patients. We are committed to providing the highest quality of care and to being a part of the community. We are committed to being a part of the community and to supporting the needs of our patients. We are committed to providing the highest quality of care and to being a part of the community.

ROSENBERG & BAKER
ORTHODONTICS

DR. TODD ROSENBERG, DDS
DR. BRIAN BAKER, DDS, MS

2025 GREEN LEVEL, WEST
ROAD, SUITE 200
(301) 303-4557

rosenbergbaker.com



GREAT ESCAPES

Bald Head Island
NORTH CAROLINA

Experience the beauty of Bald Head Island, North Carolina. This is a place where you can escape the stress of everyday life and enjoy the tranquility of the ocean. The island is a beautiful mix of natural beauty and modern amenities. It is a place where you can relax and enjoy the view. It is a place where you can escape the stress of everyday life and enjoy the tranquility of the ocean.




INNOVATORS & ICONS

BLUE WATER SPA
BLUE WATER PLASTIC SURGERY

At Blue Water Spa and Plastic Surgery, we are committed to providing the highest quality of care. We are committed to being a part of the community and to supporting the needs of our patients. We are committed to providing the highest quality of care and to being a part of the community.

BLUEWATERSPA.COM TEXT (919) 769-6044 @BLUEWATERSPARALEGH



FOODIE FAVORITES

BREWERY BHAVANA

218 S. BLOUNT ST., RALEIGH
(919) 829-9998
BREWEYBHAVANA.COM

Brewery Bhavana is many things: a brewery, a taproom, a flower shop, a bookstore, a dim sum house, and a Chinese restaurant. At its core, though, it is a gathering place. It is a living room for the city. It's a place for new encounters, experiences, and most importantly, celebration.



GREAT PLACES TO LIVE

Live from the heart

At Savaan, we are committed to providing the highest quality of care. We are committed to being a part of the community and to supporting the needs of our patients. We are committed to providing the highest quality of care and to being a part of the community.

SAVAAN
My Ashton Woods
Home Selling

2025 GREEN LEVEL, WEST
ROAD, SUITE 200
(301) 303-4557

rosenbergbaker.com



AGENTS TO WATCH

The Power to Move is Within You

At Scott Korbin, we are committed to providing the highest quality of care. We are committed to being a part of the community and to supporting the needs of our patients. We are committed to providing the highest quality of care and to being a part of the community.

Scott Korbin
2025 GREEN LEVEL, WEST
ROAD, SUITE 200
(301) 303-4557

rosenbergbaker.com



GIFT GUIDE

At Blue Water Spa and Plastic Surgery, we are committed to providing the highest quality of care. We are committed to being a part of the community and to supporting the needs of our patients. We are committed to providing the highest quality of care and to being a part of the community.

BLUEWATERSPA.COM TEXT (919) 769-6044 @BLUEWATERSPARALEGH



EXCELLENCE IN EDUCATION

RAVENSCROFT

At Ravenscroft, we are committed to providing the highest quality of care. We are committed to being a part of the community and to supporting the needs of our patients. We are committed to providing the highest quality of care and to being a part of the community.

RAVENSCROFT.COM



2023 TOP DENTISTS

At Top Dentists, we are committed to providing the highest quality of care. We are committed to being a part of the community and to supporting the needs of our patients. We are committed to providing the highest quality of care and to being a part of the community.

TOPDENTISTS.COM



Retire in Style

The Templeton of Cary
Live Well With Our INSPIRE Program at The Templeton

At The Templeton, we are committed to providing the highest quality of care. We are committed to being a part of the community and to supporting the needs of our patients. We are committed to providing the highest quality of care and to being a part of the community.

TEMPLETON.COM



ABOUT US

Publisher of *Wake Living 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

S&A COMMUNICATIONS
outthink. outwork. outperform.



ALSO REPRESENTING



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