

MAIN & BROAD

The Heart + Soul of Holly Springs and Fuquay-Varina

2024
MEDIA
GUIDE

WE'VE GOT THE DISH
ON THE FASTEST
GROWING REGION OF
WAKE COUNTY



TONYA PALUMBO
HOLLY SPRINGS



FLYTREX DRONE DELIVERY
HOLLY SPRINGS



VICIOUS FISHES
FUQUAY-VARINA

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

Median
age
36
YEARS OLD

60%
of residents
have a bachelor's
degree or higher.

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 70+ locations
such as Harris Teeter, Food
Lion, NC Farmers Market,
area chambers of commerce,
restaurants, local shopping
centers & public libraries.

Plus
**DIGITAL
EDITION**
available
online &
emailed to
more than
46,000
recipients

EDITORIAL CALENDAR

FEB/MAR

AD SPACE: 1/10
AD MATERIALS DUE: 1/15
ON NEWSSTANDS: 2/1

Getaways Near & Far
Honoring History
**Great Escapes*

APRIL/MAY

AD SPACE: 3/5
AD MATERIALS DUE: 3/8
ON NEWSSTANDS: 4/1

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

JUNE/JULY

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

Summer is Here!
Family Fun
Pet Parade

AUG/SEPT

AD SPACE: 7/9
AD MATERIALS DUE: 7/12
ON NEWSSTANDS: 8/1

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

OCT/NOV

AD SPACE: 9/5
AD MATERIALS DUE: 9/10
ON NEWSSTANDS: 10/1

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

DEC/JAN

AD SPACE: 11/6
AD MATERIALS DUE: 11/11
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!*

2024 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 2024

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.



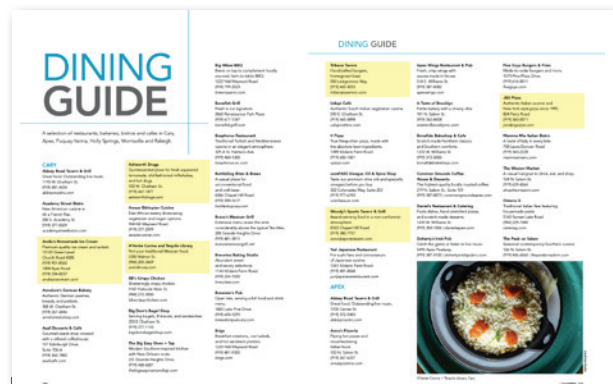
ANNUAL RELOCATION GUIDE



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 2024**
AD SPACE: 6/7
AD MATERIALS DUE: 6/14



ABOUT OUR TOWNS

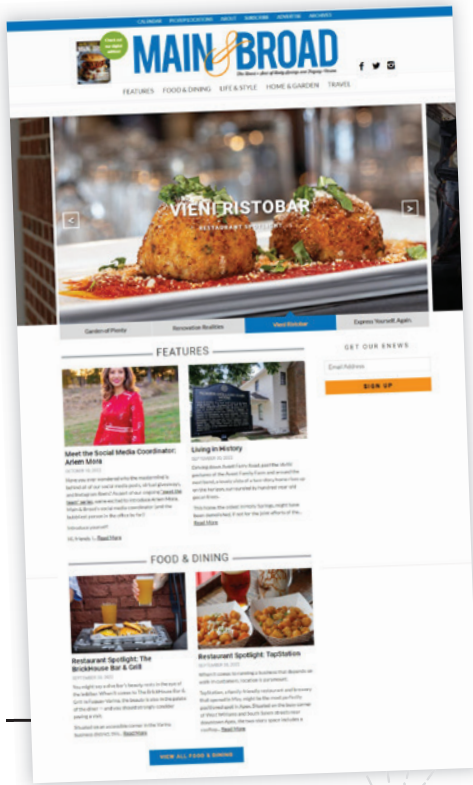
EXTENDED DINING GUIDE



ANNUAL EVENTS LISTING

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.

13,500
unique visitors
per month

ADVERTISING INFORMATION

SIZE: Leaderboard — 728x90 & 320x50 **RATE:** \$600/month
SIZE: Medium Rectangle — 300x250 **RATE:** \$400/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 46,000 subscribers. Newsletter topics include restaurants, shopping, and social and community events.

ADVERTISING INFORMATION

SIZE: Leaderboard 580x72 **RATE:** \$750/month
\$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
46,000
SUBSCRIBERS

CUSTOM EMAIL MARKETING

Main & Broad can create custom advertising emails to be delivered to our more than 58,400 subscribers.

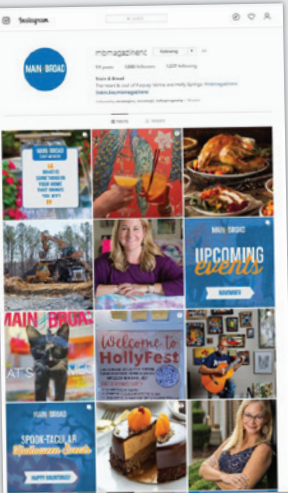
Custom emails are an effective and timely alternative to traditional direct mail marketing.

RATE: \$850/email



**LET'S
GET
Social!**

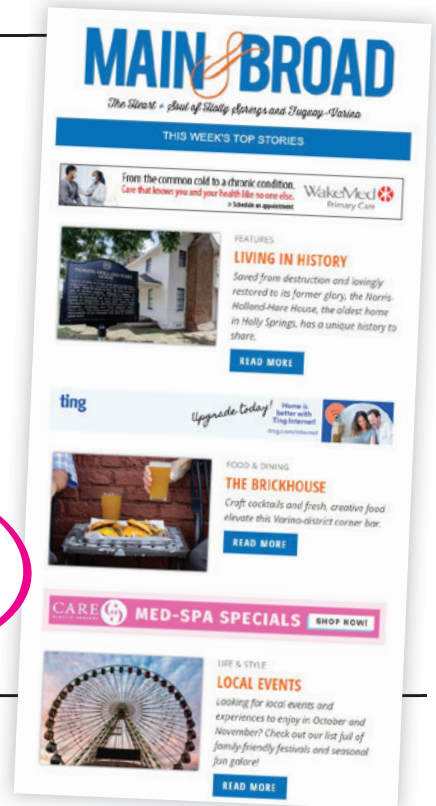
#mainandbroad #mbmagazine



@mbmagazinenc



@mbmagazinenc



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	1/3 PAGE 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

CONTACT US

701 Cascade Pointe Lane,
Suite 103
Cary, NC 27513
(919) 674-6020
MainAndBroadMag.com

PUBLISHER
Kris Schultz
kris@mainandbroadmag.com

ADVERTISING
Aleida Montufar
aleida@mainandbroadmag.com

Cheryl Nelson
cheryl@mainandbroadmag.com

Jill Newbold
jill@mainandbroadmag.com

Maureen Powell
maureen@mainandbroadmag.com

SENIOR EDITOR
Emily Uhland
emily@mainandbroadmag.com

PHOTOGRAPHY
Jonathan Fredin
jf@mainandbroadmag.com

SOCIAL MEDIA MANAGER
Arlem Mora
arlem@mainandbroadmag.com

CIRCULATION
Lisa White
lisa@mainandbroadmag.com

DISTRIBUTION
Corey Roberts
corey@mainandbroadmag.com