

CARY MAGAZINE

CARY • APEX • MORRISVILLE

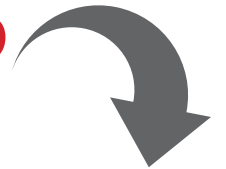


2024
MEDIA GUIDE

**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



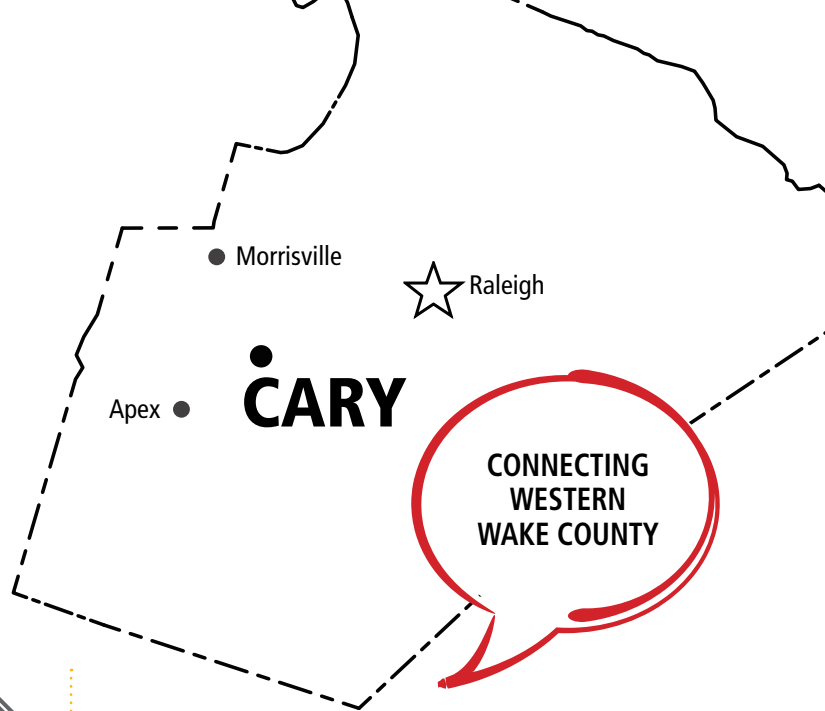
99%

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

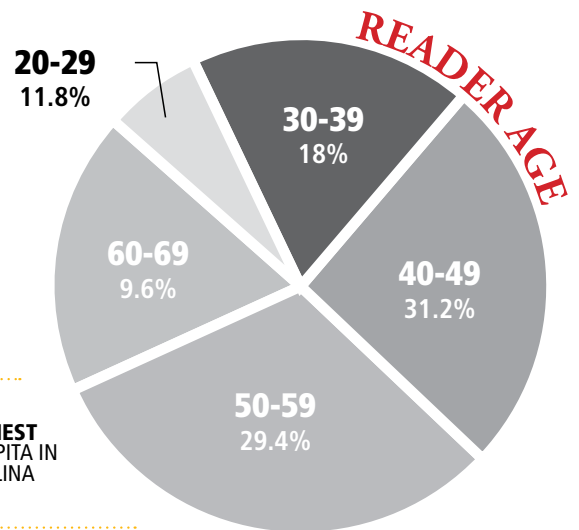


84%

WOMEN READERS

CARY

HAS THE HIGHEST INCOME PER CAPITA IN NORTH CAROLINA



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	

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

PREMIUM PLACEMENTS

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

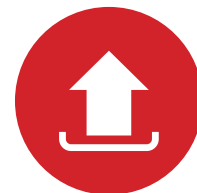
FILE SPECIFICATIONS

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.

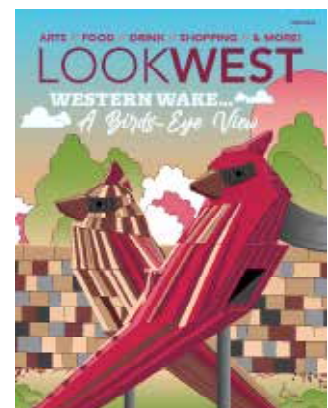
All full-page ads must be submitted at bleed size. Keep live matter 0.375" from all sides that bleed, 0.25" from trim.

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/](https://carymagazine.com/ad-upload/)



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

Annual Relocation Guide



AD SPACE
7/9
MATERIALS DUE
7/16
AVAILABLE
8/7

LOOK WEST
an introduction to western wake

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 SECTION

MEET THE EXPERTS!

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.

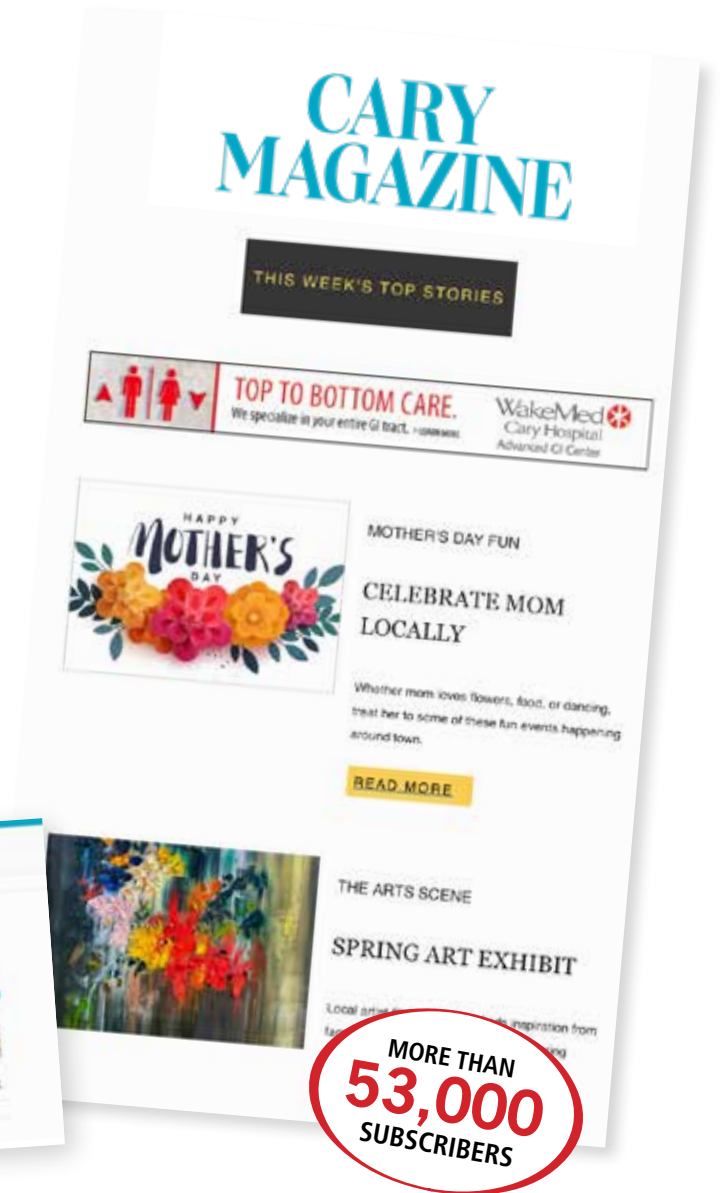
E-NEWSLETTER ADVERTISING

Tuesday *or* Thursday

Leaderboard
\$750/month

580x72
\$500/month

Sponsored Content
\$1000/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

It's not just about relaxing, it's about making the most of your vacation. Bald Head Island is a beautiful, peaceful island with a rich history and a vibrant community. It's a place where you can relax, recharge, and enjoy the best of North Carolina. From pristine beaches to world-class golf courses, there's something for everyone on Bald Head Island. Register today for our special summer camp guide.

Register today!

It's not just about hitting the ball hard.

It's not just about relaxing, it's about making the most of your vacation. Bald Head Island is a beautiful, peaceful island with a rich history and a vibrant community. It's a place where you can relax, recharge, and enjoy the best of North Carolina. From pristine beaches to world-class golf courses, there's something for everyone on Bald Head Island. Register today for our special summer camp guide.

YMC of Cary
www.ymc.org/cary

GREAT ESCAPES

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 focus on robotics with LEGO® Mindstorms™, LEGO® WeDo™ 2.0, and other fun technologies. Campers work in small teams and learn about engineering, technology, ethics, and more. In addition to the workshops, campers will have time to browse in our game lounge and relax. It gives children a daily balance of physical and intellectual. It is both fun and educational. It is truly a one-of-a-kind experience your child will never forget.

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

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

Register before April 1, get 2017 prices!

YMC of Cary
www.ymc.org/cary

SUMMER CAMP GUIDE

Retire in Style

The Templeton of Cary

Live Well With Our INSPIRE Program at The Templeton

Life is rich and full when you feel balanced in all areas of wellness. At The Templeton, we believe that optimal living encompasses the physical, social, emotional, intellectual, spiritual, occupational and environmental facets of your livelihood. As a neighborhood local retirement community we believe 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." What more, they found 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 mind-boggling benefits of exercise, including lowering chronic disease risk, reducing symptoms of depression and improving thinking.

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 lifestyle wellness program is designed to help boost our residents' overall well-being. Our Wellness and Life Enrichment Services work hard to keep the calendar brimming with activities so that our residents have plenty of choices from their own for better health. From creative walking groups to chair and standing yoga, stress management, tai chi, water exercises and so much more, you will feel inspired to go moving and dig deeper to your search for health.

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 living, including optional health and wellness at The Templeton. Call today: 984.200.3688 and schedule a personal tour and discover more about our retirement community for sale at The Templeton – where 500 moves living.

984.200.3688 | thetempletonofcary.com

RETIRE IN STYLE

2023 topDENTISTS

ENDODONTICS

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

Marcelo Curry
Lank & Associates Family Dentistry
2813 Green Level W. Road, Cary
(919) 695-0270
lankandassociates.com

William C. Wiedley III
Cary Endodontics
3617 Green Level W. Road, Cary
(919) 465-4320
caryendodontics.com

Alan M. Adson
Cary Family Dental
915 Kildare Farm Road, Cary
(919) 392-9067
caryfamilydental.com

Michael E. Bass
Bass & Hinton Family Dental
1018 W. Williams St., Suite 101, Apex
(919) 362-9781
bassandhintonfamilydental.com

Jonathan P. Beavers
Beavers Family Dentistry
6136 Chatham St., Apex
(919) 392-9067
beaversfamilydentistry.com

Jennifer S. Bell
Signature Family Dentistry
5245 Sikes Hill Rd., Holly Springs
(919) 265-1132
signaturefamilydentistry.com

Michael K. Bolinski
121 9th Cary Parkway, Suite 60, Cary
(919) 467-7360
bolinskidental.com

Vanessa M. Campbell
Campbell Family Dentistry
200 Village Walk Drive, Holly Springs
(919) 562-7484
hollyspringsdentist.com

Joshua B. Chan
Marivella Family Dentistry
10790 Chapel Hill Road, Suite 600,
Merrillville
(919) 466-3669
marivelladental.com

Nicole Curcio
Trusciano Family Dentistry
421 Fox Run Road, Suite 200, Cary
(919) 859-1330
truscianofamilydentistry.com

Ben Davis
Blue Water Pediatric Dentistry
3405 South Lane, Holly Springs
(919) 762-7013
bluewaterpediatricdentistry.com

Ashley DeSaki
Kildare Family Dental
3407 Fox Run Road,
Suite 310, Cary
(919) 342-8005
kildarefamilydental.com

Mike P. Hanly
Hanly Family Dental Center
7628 Partry Park, Fuquay/Varina
(919) 502-0420
mikehanlyfamilydental.com

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

Ed Howard
Lank & Associates
Family Dentistry
2613 Green Level W. Road, Cary
(919) 695-0270
lankandassociates.com

Mark A. Jones
Park West Dental
15200 Weston Parkways,
Suite 1, Cary
(919) 677-0299
parkwestdental.com

Darwin G. Koch
100 Parkway Office Court, Suite 204, Cary
(919) 856-0610
kocksdent.com

Patrick A. Lawrence
Trusciano Family Dentistry
431 Kildare Drive, Suite 200, Cary
(919) 859-1330
truscianofamilydentistry.com

TOP DENTISTS

CARY MAGAZINE

WE KNOW WESTERN WAKE

CERTA PRO
WE KNOW PAINTING IS PERSONAL.

At CertaPro Painters of Cary/Apex, NC, we know that painting the right way for your painting project can be overwhelming. We want you to have the best experience and we help your property come to life, and we are here to help you get the most out of your investment. With our professionals by your side, the process will be easy and convenient – ensuring you have the most beautiful results. We Do History. The Do Best. The best of CertaPro Painters® of Cary/Apex, NC, is well-positioned to address the unique architectural styles and aesthetic requirements in your neighborhood. Think CertaPro is for one specific space? We're wrong. CertaPro is for every space. Whether you have a business facility that needs an exterior refresh or a residential home that could use updated exterior paint, we will work closely with you to ensure your satisfaction. Keep your concerns informed and define our performance. 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

WE KNOW WESTERN WAKE

PREMIER PRACTICES

A FOCUS ON COMMUNITY

At Bozener and Baker, our entire staff is motivated to Walk With a Purpose... one of our practice's core values. Our practice's purpose is to better our community, which includes the health and well-being of our patients. We are committed to providing the highest quality care to our patients. We are committed to providing the highest quality care to our patients. We are committed to providing the highest quality care to our patients.

BOZENER & BAKER
ORTHODONTICS
DR. TODD BOZENER, DDS,
RES AND DR. CHRIS BAKER,
DDS, MSD

2625 GREEN LEVEL WEST ROAD, CARY, NC 27519
(919) 392-4857
bozenerortho.com

PREMIER PRACTICES



SCRATCH KITCHEN AND TAPROOM
 166 E. CEDAR STREET IN DOWNTOWN CARY
 225 N. SALEM STREET IN DOWNTOWN APEX
 919.372.5370
 SCRATCHKITCHENANDTAPROOM.COM

With dishes made from scratch, careful attention to details, and a focus on Southern hospitality, Scratch Kitchen and Taproom welcomes you to enjoy a great meal with your friends and family. Our Downtown Cary location is now open for lunch and dinner seven days a week!

FOODIE FAVORITES

POWER PROFESSIONALS

Tell us about your agency mission.
 Our agency has built our 18-year reputation on simple common sense rooted with your plan. Agency 1.0 has been a successful approach when it comes to working with our clients, face-to-face and business. I am proud of building relationships with clients which have allowed us to be there. I want to provide advice on how to protect you and your family's greatest assets.

What makes you different from other insurance agencies?
 Insurance should not be a "let it and forget it" product. I enjoy meeting with my clients and helping them understand their coverage and what their coverage means to them. Often times, your insurance policy isn't something you think about until the day you need it, and on that day, I want to ensure we are only being confident in their insurance policy, but in me.

What services do you provide?
 We are an independent insurance agency for the business, the best carrier for your personal and commercial insurance needs. We work for the fidelity and business in the Triangle area for low coverage at the most competitive prices. Offering Home, Auto, Business and Life insurance. Harris & Company Insurance is a proudly licensed group of financially strong, reputable insurance companies including Fidelity Insurance.

Elliott Blasinghoff
 Harris & Company Insurance
 215 E. Chatham Street
 Suite 120, Cary, NC
 (919) 487-8126
 Elliott@hc1933.com
 hc1933.com

POWER PROFESSIONALS

GREAT PLACES TO LIVE | MOVING UP

Live from the heart

When something is made from the heart, it shines on its own. It's the passion and the love that goes into it that makes it special. The light is there for a reason. When people see the heart of the thing, it shines. When they see the heart of the thing, it shines. When they see the heart of the thing, it shines. When they see the heart of the thing, it shines.

SAVAAN
 By Ashton Woods
 Now Selling

11100 E. Chatham Street, Cary, NC 27513
 919.372.5370
 SavaanCary.com

SAVAAN
 ASHTON WOODS

LOVE WHERE YOU LIVE

AGENTS TO WATCH | MOVING UP

The Power to Move is Within You

Scott Korbin
 2109 N. Ruckelshaus Street
 Cary, NC 27513
 919.487.8126
 Scott@korbin.com

Scott Korbin Team
 Powered by m

AGENTS TO WATCH

THE GIFT GUIDE

Bless the beer lover in your life with everything **Beer Brothers** — from fun sangria, gift cards, and the perfect pint, there's truly something for everyone!

Your loved ones will go nuts for **Hampton Farms** products! Offerings include peanut clusters, peanut brittle, gourmet pecans, and more!

Science meets art with Durham Distillery's **Competition Kishka**, a delicious, modern gin with a beautiful edge. The coolest part? It changes colors when mixed with citrus or tonic, right before your eyes! Share the fun with your gin-loving friends this season.

Make a difference this holiday season by gifting your loved one with coffee and a mug from **Gabi's Grounds** — 100% of the proceeds go to employing people with special abilities.

GIFT GUIDE

Excellence in Education

CARY ACADEMY
 1000 N. Ruckelshaus Street | Cary, NC 27513

We are so in Excellence, that is...
 Cary Academy is a leading independent day school for girls and boys in the Cary area. We are a member of the National Association of Independent Schools (NAIS) and the International Board of Standards and Practices for Certified Schools (IBCS). We are a member of the National Association of Public Charter Schools (NAPCS) and the National Association of Public Charter Schools (NAPCS). We are a member of the National Association of Public Charter Schools (NAPCS) and the National Association of Public Charter Schools (NAPCS).

GRADE 1-8	GRADE 9-12	ADMISSIONS	FINANCIAL AID	CONTACT
919.487.8126	919.487.8126	919.487.8126	919.487.8126	919.487.8126

EXCELLENCE IN EDUCATION



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



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