



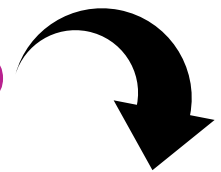
wakeliving

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%

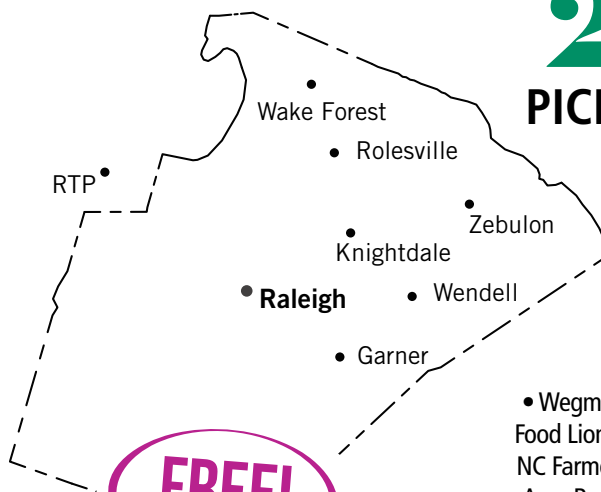
PICKUP RATE EACH ISSUE



WAKE LIVING IS AVAILABLE FREE AT OVER

200+

PICKUP LOCATIONS



FREE!
TAKE ONE!

- 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



Plus
**DIGITAL
EDITION**

AVAILABLE FOR DOWNLOAD

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



DEMOGRAPHICS & DISTRIBUTION

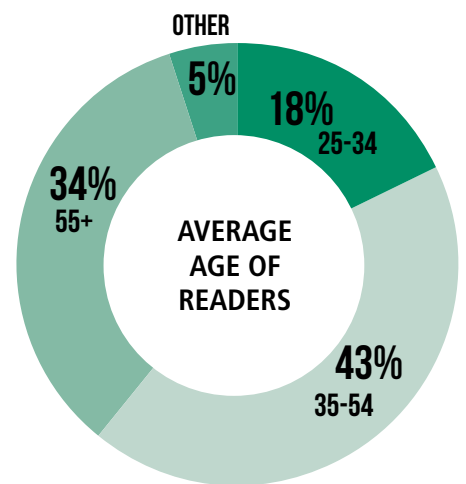
91 PERCENT

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

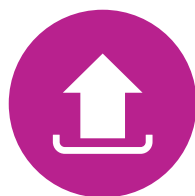
Trim size is 8.375" wide by 10.875" tall.
 Bleed size is 8.625" wide by 11.125" tall.
 Live area is 7.875" wide by 10.375" tall.

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.

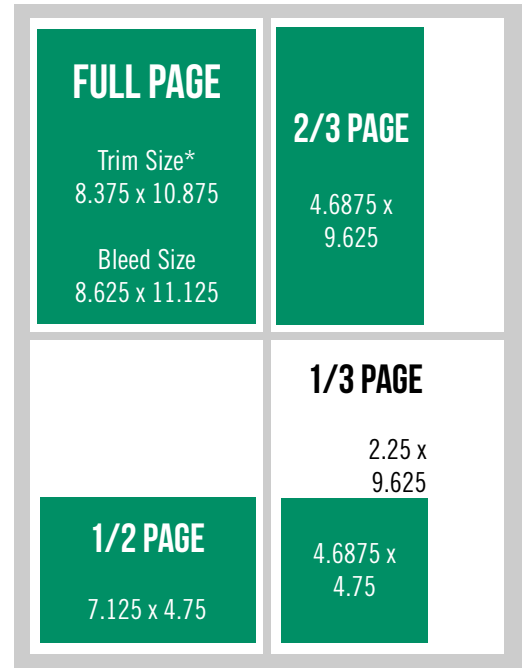
All images must be saved as CMYK at 300 dpi. **No spot colors, RGB, LAB, or INDEX color elements; these must be converted for publication.** If color is critical, a certified color accurate proof can be submitted. We cannot be responsible for color variations and quality on files submitted not following 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



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.

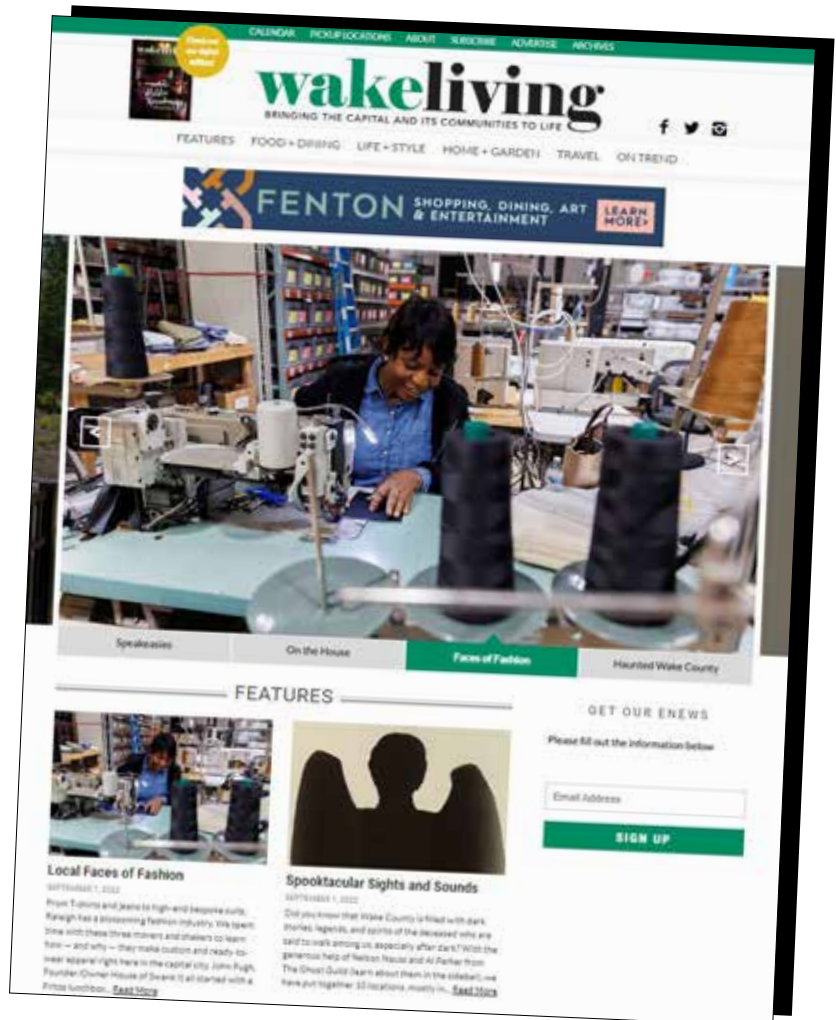
DIGITAL AD SIZES

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.

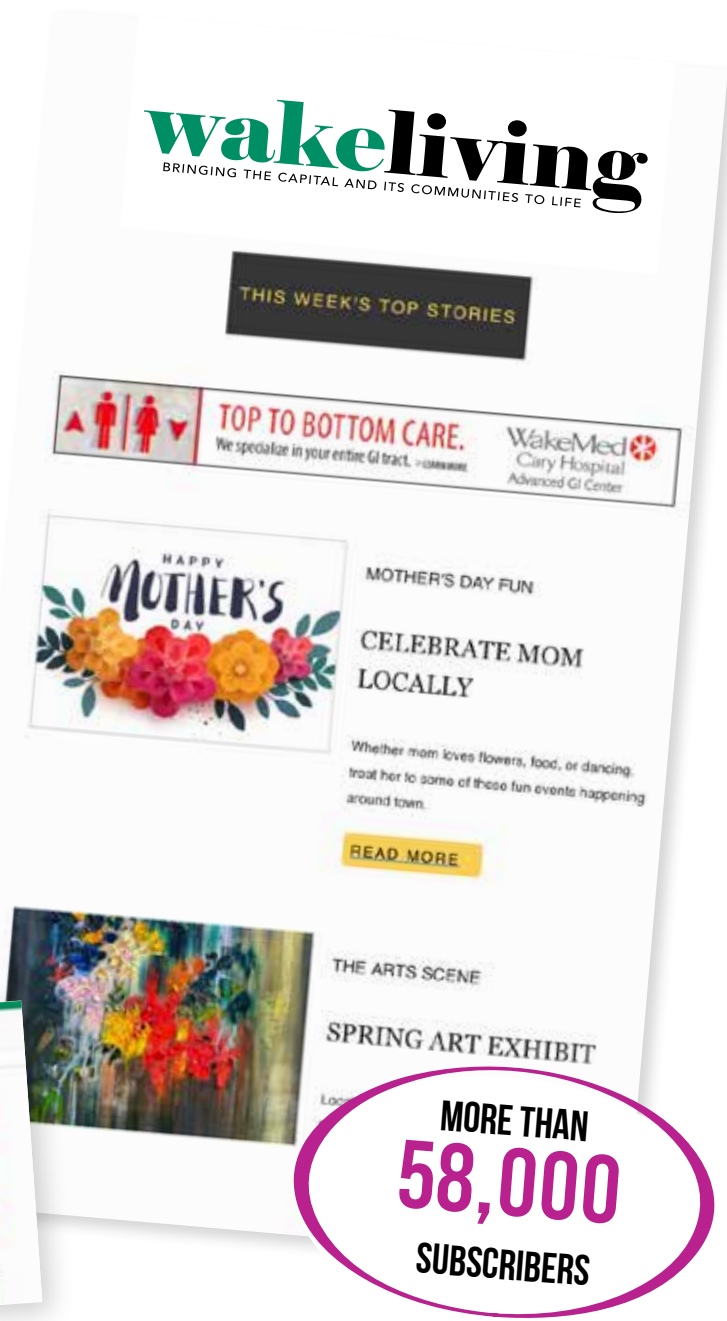
The recommended file size is 40 KB.
Files may be no larger than 700 KB.

E-NEWSLETTER ADVERTISING

Leaderboard
\$750/month

580x72
\$500/month

Sponsored Content
\$1000/each



**MORE THAN
58,000
SUBSCRIBERS**



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*

MAR/APR

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

Travel & Adventure
Summer Camp Guide
Great Escapes*

MAY/JUNE

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

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

JULY/AUG

AD SPACE: 6/12
AD MATERIALS: 6/19

The Food Issue!
Foodie Favorites*

SEPT/OCT

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

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

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

As Brannen & Baker, we were called back to return to our roots in the community. We have a long history of providing care to the people of the Triangle. We are committed to the well-being of our patients and the community. We are proud to be a part of the community and to provide the highest quality of care to our patients. We are committed to the well-being of our patients and the community. We are proud to be a part of the community and to provide the highest quality of care to our patients.

BRANNEN & BAKER
ORTHODONTICS
 DR. TODD BRANNEN, DDS
 DR. TODD BRANNEN, DDS
 DR. TODD BRANNEN, DDS
 DR. TODD BRANNEN, DDS

2023 GREEN LEVEL WEST
 10000 GREEN LEVEL WEST
 RALEIGH, NC 27613
 (919) 293-4517

brannenandbaker.com

PREMIER PRACTICES

GREAT ESCAPES

Bald Head Island
 NORTH CAROLINA

Escape to the beautiful beaches and scenic views of Bald Head Island, North Carolina. This is a perfect destination for a relaxing getaway. Enjoy the sun, sand, and sea with your family and friends. The island offers a variety of activities and amenities to ensure a memorable vacation. From beachfront dining to water sports, there's something for everyone. Book your stay today and experience the beauty of Bald Head Island.

GREAT ESCAPES

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 to our patients. We are proud to be a part of the community and to provide the highest quality of care to our patients. We are committed to the well-being of our patients and the community. We are proud to be a part of the community and to provide the highest quality of care to our patients.

11000 BLUE WATER SPA
 RALEIGH, NC 27613
 (919) 769-6064

bluewaterspa.com | bluewaterspa.com

INNOVATORS & ICONS

FOODIE FAVORITES

BREWERY BHAVANA

Brewery Bhavana is more than just a brewery; it's a community. We are committed to providing the highest quality of care to our patients. We are proud to be a part of the community and to provide the highest quality of care to our patients. We are committed to the well-being of our patients and the community. We are proud to be a part of the community and to provide the highest quality of care to our patients.

218 S. BURLINGTON ST., RALEIGH
 (919) 829-9998
 BREWERYBHAVANA.COM

FOODIE FAVORITES

GREAT PLACES TO LIVE

Moving Up

Live from the heart

At Savaan by Ashton Woods, we are committed to providing the highest quality of care to our patients. We are proud to be a part of the community and to provide the highest quality of care to our patients. We are committed to the well-being of our patients and the community. We are proud to be a part of the community and to provide the highest quality of care to our patients.

SAVAAN
 by Ashton Woods

10000 SAVAAN
 RALEIGH, NC 27613
 (919) 293-4517

ashtonwoods.com

GREAT PLACES TO LIVE

AGENTS TO WATCH

Moving Up

The Power to Move is Within You

At Scott Korbin, we are committed to providing the highest quality of care to our patients. We are proud to be a part of the community and to provide the highest quality of care to our patients. We are committed to the well-being of our patients and the community. We are proud to be a part of the community and to provide the highest quality of care to our patients.

Scott Korbin

10000 SCOTT KORBIN
 RALEIGH, NC 27613
 (919) 769-6064

scottkorbin.com

AGENTS TO WATCH

GIFT GUIDE

At our gift guide, we are committed to providing the highest quality of care to our patients. We are proud to be a part of the community and to provide the highest quality of care to our patients. We are committed to the well-being of our patients and the community. We are proud to be a part of the community and to provide the highest quality of care to our patients.

GIFT GUIDE

EXCELLENCE IN EDUCATION

RAVENSCROFT

At Ravenscroft, we are committed to providing the highest quality of care to our patients. We are proud to be a part of the community and to provide the highest quality of care to our patients. We are committed to the well-being of our patients and the community. We are proud to be a part of the community and to provide the highest quality of care to our patients.

10000 RAVENSCROFT
 RALEIGH, NC 27613
 (919) 769-6064

ravenscroft.com

EXCELLENCE IN EDUCATION

2023 | topDENTISTS

Top Dentists

At our top dentists, we are committed to providing the highest quality of care to our patients. We are proud to be a part of the community and to provide the highest quality of care to our patients. We are committed to the well-being of our patients and the community. We are proud to be a part of the community and to provide the highest quality of care to our patients.

Dr. [Name]
 [Address]
 [Phone Number]

TOP DENTISTS

Retire in Style

The Templeton of Cary

Live Well With Our INSPIRE Program at The Templeton

At The Templeton of Cary, we are committed to providing the highest quality of care to our patients. We are proud to be a part of the community and to provide the highest quality of care to our patients. We are committed to the well-being of our patients and the community. We are proud to be a part of the community and to provide the highest quality of care to our patients.

10000 THE TEMPLETON OF CARY
 CARY, NC 27513
 (919) 769-6064

thetempleton.com

RETIRE IN STYLE



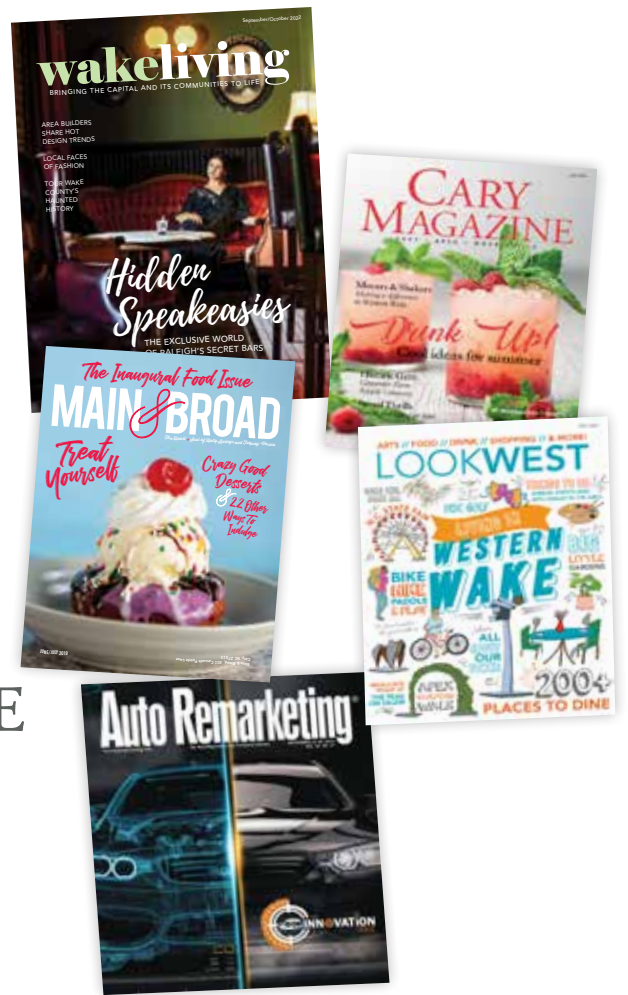
ABOUT US

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



ALSO REPRESENTING



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