

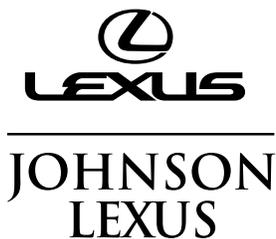
CARY MAGAZINE

CARY • APEX • MORRISVILLE



2026 Media Guide
Connecting the Community Since 2005

Our Brand Partners



Cherokee Media Group is proud to collaborate with a diverse network of esteemed brand partners. These partnerships allow us to bring unique and impactful experiences to our audience, both in print and beyond. By aligning with trusted brands, we amplify our shared commitment to quality, innovation, and community engagement, ensuring that every interaction resonates with authenticity and excellence.



Top Reasons Local Brands Trust Cary Magazine!

AWARD-WINNING CONTENT AND DESIGN

IN-HOUSE & IN-CONTROL

Cary Magazine's in-house editorial, photography, digital, and social media teams work seamlessly together to craft authentic, high-quality local content from start to finish. This integrated approach ensures every story, image, and campaign reflects our community's voice, delivering consistency, creativity, and exceptional results across all platforms.

ALWAYS AVAILABLE

Available at over 150+ free pickup locations.

WEEKLY E-NEWSLETTER

Digital content, delivered to over 47,000+ opted-in subscribers each Tuesday.

BRANDED EVENTS

Our events bring Cary Magazine to life, connecting the stories and advertisers from our pages with the people and businesses who make our community thrive. Through meaningful, in-person experiences, we bridge print and community engagement, turning readership into real relationships.

SOCIAL MEDIA

Our social media channels keep the community engaged and informed, sharing the latest events, business openings, and local highlights that keep readers connected to what's happening right here at home.

PRINT QUALITY

Printed to the highest industry standards, ensuring rich color, crisp detail, and vibrant photography that make every page stand out. Our premium production quality elevates both editorial content and advertisements, giving our partners the polished presentation their brands deserve.

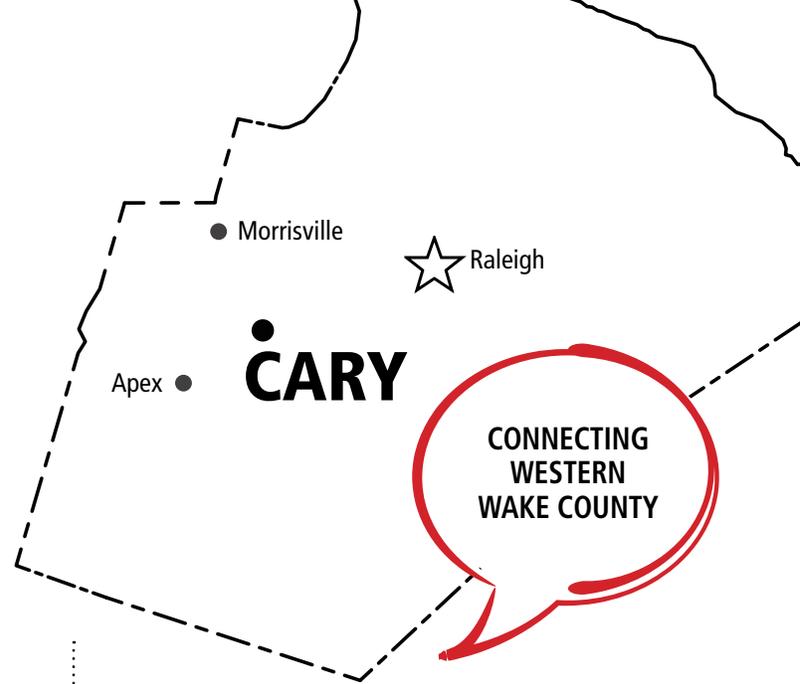
MAGGY AWARDS

With more than 10,000 ballots cast each year, the Maggy Awards have become Western Wake's most coveted community honor, delivering unmatched visibility and credibility for winning and participating brands for over 20 years.



Distribution

Cary Magazine's strong reader demand and trusted reputation keep it in high circulation throughout Cary, Apex, and Morrisville. Available at more than 150 prime pickup locations and direct-mailed to over 7,000 local businesses. Our widespread distribution ensures your message reaches an engaged, influential audience where they live, work, and connect.



99%

PICKUP RATE EACH ISSUE

93%

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

PICKUP

- Wegmans
- Harris Teeter
- Food Lion
- Fenton
- SAS
- The Umstead Hotel & Spa
- NC Farmers Market
- Cary Arts Center
- Area chambers of commerce
- Restaurants
- The Mayton Inn
- Total Wine
- Local shopping centers
- Area public libraries

150+

locations

[View all locations online here!](#)

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
- VISITED THE WEBSITE OF A BUSINESS
- MADE BANKING OR INVESTMENT DECISIONS
 - MADE A PURCHASE
- HIRED A SERVICE PROVIDER

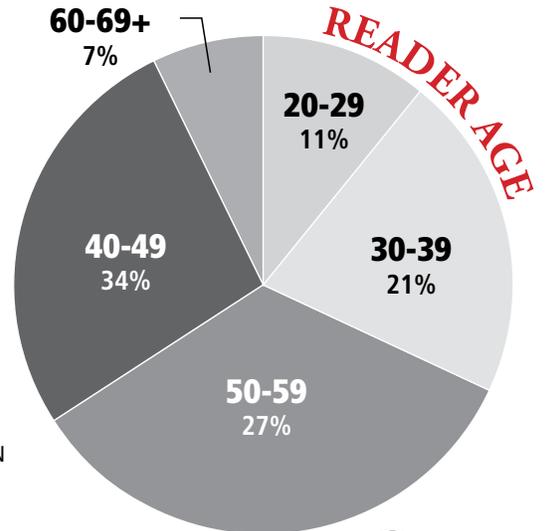


84%

WOMEN READERS

WAKE COUNTY

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



82%

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.



750,000+

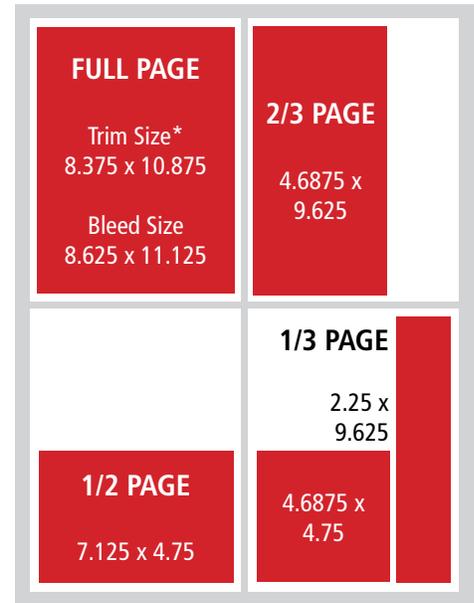
MEDIAN HOME VALUE

\$190,000+

AVERAGE HOUSEHOLD INCOME

2026 Rates & Specs

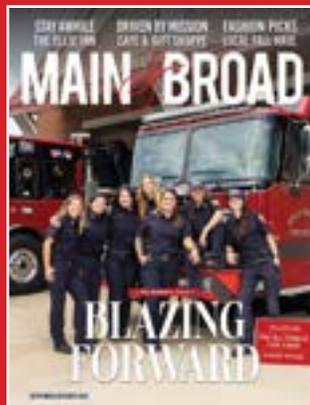
Ad Size	1X	3X	6X	9X
Full Page	\$2,600	\$2,445	\$2,235	\$2,080
2/3 Page	\$2,350	\$2,185	\$2,030	\$1,825
1/2 Page	\$1,575	\$1,400	\$1,250	\$1,100
1/3 Page	\$935	\$830	\$780	\$705



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

Premium Placements

Many of our advertisers receive first right of refusal on their long-standing premium placements, making available inventory highly limited. We encourage you to inquire early for current opportunities and preferred positioning.



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

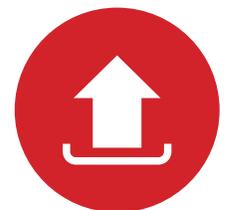
File Specifications

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
HERE

Editorial Calendar

JAN/FEB

AD SPACE: 12/3
AD MATERIALS: 12/5
CAMERA READY: 12/9

SPECIAL ISSUE

AD SPACE: 1/23
AD MATERIALS: 1/26
CAMERA READY: 1/29

MARCH

AD SPACE: 2/4
AD MATERIALS: 2/6
CAMERA READY: 2/9

APRIL

AD SPACE: 3/2
AD MATERIALS: 3/4
CAMERA READY: 3/9

MAY

AD SPACE: 4/6
AD MATERIALS: 4/8
CAMERA READY: 4/12

JUNE/JULY

AD SPACE: 5/1
AD MATERIALS: 5/5
CAMERA READY: 5/8

TRAVEL & OUTDOORS

Whether it's a quick getaway or a dream destination, our travel Issue inspires readers to explore near and far. Featuring regional escapes, insider itineraries, and travel tips from locals in the know, it's all about discovering new adventures close to home and beyond.

SPECIAL SECTIONS: The Getaway Guide, Summer Camp Directory

FOOD LOVER'S GUIDE | 25 OF WAKE COUNTY'S TOP RESTAURANTS

Hungry for more? See page 11 for details on our annual Restaurant Guide.

2026 MAGGY AWARDS

Celebrate the community's favorites with the 2026 Maggy Award winners, showcasing the very best of Cary, Apex, and Morrisville as voted by our readers, where local excellence shines and hometown pride takes center stage.

THE ART OF COMMUNITY

A celebration of music, art, and culture that spotlights the creative pulse and vibrant talent shaping our community. Notable Teens honors young visionaries whose talent, drive, and innovation are making an impact well beyond their years.

LEADING WITH STYLE

Cary Magazine's 2026 Movers & Shakers celebrate the local leaders, innovators, and changemakers whose vision and drive are shaping the future of Western Wake. Also, looking at fresh new looks, bold colors, and effortless style, usher in a new season of confidence, creativity, and renewal.

SPECIAL SECTION: Power Professionals

SUMMER FUN & PETS

Make the most of the season with ideas for family adventures, outdoor events, and local activities for people...and pets, of all ages. From festivals to hidden swimming spots, it's your guide to summer in full swing.



Editorial Calendar

LOOKWEST

AD SPACE: 6/30
AD MATERIALS: 7/2
CAMERA READY: 7/6

ANNUAL RELOCATION GUIDE

See page 11 to find out how to better connect with area newcomers!

AUGUST

AD SPACE: 7/7
AD MATERIALS: 7/10
CAMERA READY: 7/13

THE FOOD ISSUE

Need we say more? This deliciously local edition celebrates the people and places that define our culinary scene. From new restaurants and hidden gems to longtime favorites, we savor the flavors that make dining in Cary and Western Wake so exceptional.

SPECIAL SECTION: Foodie Favorites

SEPTEMBER

AD SPACE: 8/3
AD MATERIALS: 8/6
CAMERA READY: 8/10

THE WOMEN'S ISSUE

This inspiring issue shines a spotlight on the remarkable women shaping our community, including the Wake Women's Forum honorees, local entrepreneurs, and changemakers who lead with purpose, style, and heart.

SPECIAL SECTION: The Originals

OCTOBER

AD SPACE: 9/4
AD MATERIALS: 9/7
CAMERA READY: 9/10

HOMES & INTERIORS

Highlighting the latest design trends, inspired renovations, and creative ways locals are redefining home living. From standout builders and designers to spaces that reflect Cary's signature blend of comfort and sophistication, this issue offers readers fresh ideas and beautiful inspiration for every corner of their home.

SPECIAL SECTIONS: Luxury Living, Signature Agents, Retire in Style, Excellence in Education

NOV/DEC

AD SPACE: 10/5
AD MATERIALS: 10/8
CAMERA READY: 10/12

HOLIDAYS & HEALTH

From festive gatherings to meaningful gifts, our Holiday Issue, featuring the annual Holiday Gift Guide, celebrates the spirit of the season close to home. Readers will discover inspiration for entertaining, decorating, and giving, with curated local finds and timeless traditions that make the holidays shine.

SPECIAL SECTIONS: Holiday Gift Guide, Premier Practices

COOKBOOK

AD SPACE: 11/10
AD MATERIALS: 11/13
CAMERA READY: 11/16

ANNUAL HOLIDAY COOKBOOK

Check out page 11 for this holiday favorite, filled with your new favorite family recipes.

IN EVERY ISSUE

Happenings
Garden Adventurer
Liquid Assets
Things to Do

Cary Magazine Cooks
Pay It Forward
Small Business Spotlight
Restaurant Profile

Advertorial Sections

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



Special Sections

Wilmington NORTH CAROLINA

Explore your curiosity for technology at our award-winning Career & Business Technology Camps. Designed with kids in mind, our Technology Camps feature robotics with LEGO® Mindstorms™, LEGO® competition activities, engineering, mathematics, design, virtual reality, 3D printing and other new technologies. Campers work in small teams and learn about engineering, technology, science concepts and participate in many different projects. In addition to the technology, campers will have time to bounce in our giant bounce stadium. It gives children a daily balance of playtime and education. It is both fun and educational, it is truly a one-of-a-kind experience your child will never forget.

Our Career & Business 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 popular camp curriculum and host summer camps and technology classes at third-party locations such as Cary Academy, St. Timothy School, community centers and more.

We offer camps for multi-days, in-district school calendar, teacher workdays and more.

It's not just about hitting the ball hard.

Choose a summer adventure in Cary or Morrisville. Full-day, 40-day sessions and sports camps for all ages. Weekly themes add variety to activities.

REGISTER TODAY!

Register before April 1, get 2017 prices!

YMCAYC.org/day-camp

THE GETAWAY GUIDE

GUIDE TO SUMMER CAMPS

the y

THINK outside

A WEEK OF CAMP EQUALS A MONTH OF FUN!

Choose a summer adventure in Cary or Morrisville. Full-day, 40-day sessions and sports camps for all ages. Weekly themes add variety to activities.

REGISTER TODAY!

Register before April 1, get 2017 prices!

YMCAYC.org/day-camp

SUMMER CAMP DIRECTORY

Retire in Style

The Templeton of Cary

Live Well With Our INSPIRE Program at The Templeton

LIFE IS BEST if and when you feel balanced in all areas of wellness. At The Templeton, we believe the optimal living encompasses the physical, social, emotional, intellectual, spiritual, occupational and environmental facets of your wellbeing. As a single-life local retirement community, we know this saying well – body, 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 falls-related injuries. Physical activity is also linked to benefits in mental health. A recent article in U.S. News & World Report highlights 14 mind-blowing 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, amusement, and so much more impact your quality of life. Our design wellness program is designed to help boost our residents' overall well-being. Our Wellness and Life Enrichment Division work hard to keep the calendar brimming with activities so that our residents have plenty to choose from in their quest for better health. From outdoor walking groups to chair and standing yoga, stress management, we exercise and so much more, you will feel inspired to get moving and dig deeper in your search for health.

Why INSPIRE?

- **Supportive:** INSPIRE is designed to help maintain much higher levels of well-being and self-efficacy across the board.
- **Nourished:** Eating a good nutrition and much more – it's a core goal to community with friends and neighbors.
- **Spurred:** We recognize attending to our spiritual health is just as important as taking care of our physical activity.
- **Personal and ongoing goal setting:** New community members receive an on-site visit and a welcome packet with a program overview. We include Wellness Assessment in the resident's orientation.
- **Engaging:** Programs cover the social, spiritual and intellectual aspects of residents' wellness.
- **Reliable:** We work closely with the support and support therapy department to continue the plan of care for residents in a safe and secure environment at The Templeton – where life means living.

884.200.3688 | thetempletonofcary.com

RETIRE IN STYLE

THE ORIGINALS

TWISTED SCISSORS

THE ORIGINAL CUT OF HAIR

At Twisted Scissors we value our employees as much as we value our customers. We created the Great Back Campaign where each employee will be given \$150 in spend towards their next vacation. We also established a volunteer committee for our staff to plan group volunteer outings. Last year, we will begin our A Chance to Smile program where patients can make a donation toward covering the cost of orthodontic treatment for a child in need in Wake County. Our goal is to meaningfully impact 10 children a year, and Autism Care, marketing coordinator.

We often partner with schools by sponsoring and donating classroom books to help fund education, activities, books, clubs and the PTA as well as sponsoring many local organizations and teams. We try to give back in whatever way we can.

"We have created several programs to help staff give back to our community. We created the Great Back Campaign where each employee will be given \$150 in spend towards their next vacation. We also established a volunteer committee for our staff to plan group volunteer outings. Last year, we will begin our A Chance to Smile program where patients can make a donation toward covering the cost of orthodontic treatment for a child in need in Wake County. Our goal is to meaningfully impact 10 children a year," said Dr. Todd Bovenizer.

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THE ORIGINALS

PREMIER PRACTICES

A FOCUS ON COMMUNITY

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BOVENIZER & BAKER ORTHODONTICS

DR. TODD BOVENIZER, DDS, MS AND DR. CHRIS BAKER, DDS, MSD

2825 GREEN LEVEL WEST ROAD, CARY, NC 27513 (919) 303.4557

bobakerortho.com

PREMIER PRACTICES

POWER PROFESSIONALS

Tell us about your agency mission. Our client list includes over 400 corporate and nonprofit organizations. We work for the families and businesses in the Triangle to offer the best coverage at the most competitive price. Offering Home, Auto, Business and Life Insurance, Health & Company Insurance represents a carefully selected group of financially strong, specialty insurance companies, including Life Insurance.

What makes you different from other insurance agencies?

Insurance should not be a "set it and forget it" policy. Every policy with any client and helping them understand their coverage and what those coverage means to them. Clear, open, your insurance policy isn't something you think about until the day you need it, and on that day I want my clients to not only have confidence in their insurance policy but to be.

What services do you provide?

We are an independent insurance agency. We are chosen the best carrier for your personal and commercial insurance needs. We work for the families and businesses in the Triangle to offer the best coverage at the most competitive price. Offering Home, Auto, Business and Life Insurance, Health & Company Insurance represents a carefully selected group of financially strong, specialty insurance companies, including Life Insurance.

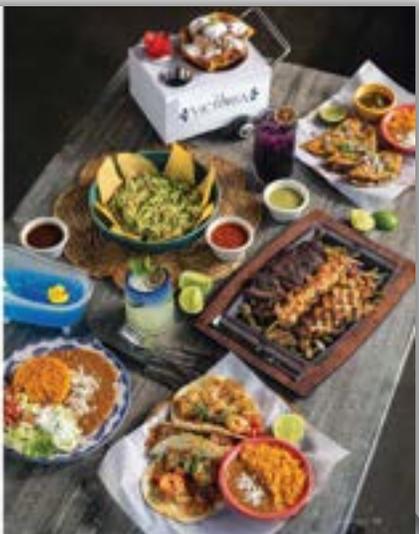
Elliott Bisplinghoff
 Health & Company Insurance
 215 E. Chatham Street
 Suite 200, Cary, NC
 (919) 467-9125
 Elliott@hcs93.com
 hcs93.com

POWER PROFESSIONALS

foodie

La Victoria

21000 Woodbridge Park Place, Suite 100 | (703) 536-0300



FOODIE FAVORITES

Signature Agents

SCOTT KORBIN
 2015 Piedmont Street, Suite 100, NC 27711
 (703) 536-0300
 scott@scottkorbin.com
 TheScottKorbinTeam.com

Scott Korbin Team
COMPASS

SIGNATURE AGENTS

REGENCY CREST

Regency Crest

2200 Regency Street, Suite 100 | (703) 536-0300



LUXURY LIVING

CARY ACADEMY

10000 Cary Academy Drive, Cary, NC 27513
 (919) 467-1000
 CaryAcademy.com

EXCELLENCE IN EDUCATION

PLEASE CONTACT YOUR ACCOUNT EXECUTIVE FOR MORE INFORMATION ABOUT THESE UNIQUE ADVERTISING AND SPONSORSHIP OPPORTUNITIES.

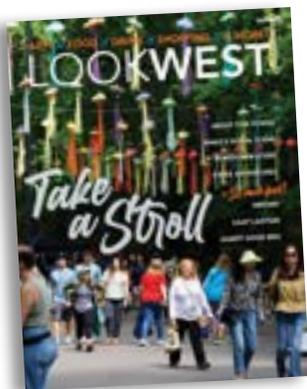


Special Interest Publications



Cary Magazine's annual **Food Lover's Guide** is a mouth-watering showcase of 25 must-try local restaurants and bars — a curated celebration of the area's dining scene. Published each February, this special issue spotlights the chefs, menus, and destinations that define how Wake County dines. With its strong visual appeal and trusted editorial voice, it's the go-to platform for restaurants, breweries, boutiques, and hospitality brands looking to capture the attention of passionate local food lovers ready to explore what's next.

AD SPACE: 1/23 MATERIALS/CREATIVE: 1/26 CAMERA READY: 1/29



LookWest is Cary Magazine's annual newcomers' guide — a beautifully crafted, 12-month resource introducing readers to the people, places, and professionals that define Western Wake. From town profiles and shopping to schools, Top Dentists, and the Meet the Experts section, *LookWest* delivers trusted local insight in an elegant, high-value format. Distributed year-round to upscale apartment communities, realtors, builders, lenders, and executive HR professionals, it's the definitive guide to living well — and the perfect vehicle for brands eager to reach newcomers at the exact moment they're making buying decisions.

AD SPACE: 6/30 MATERIALS/CREATIVE: 7/2 CAMERA READY: 7/6



A delicious tradition returns each holiday season with **Cary Magazine Cooks!**, Cary Magazine's annual, 100-page collection of recipes from local chefs, restaurants, and home cooks. Beautifully designed and packed with culinary inspiration, this keepsake edition is one readers return to all year long. Align your brand with the joy of cooking, entertaining, and celebrating by securing premium placement among recipes that bring our community together. Perfect for restaurants, specialty markets, kitchen retailers, and lifestyle brands looking to reach engaged, food-loving households during the most festive time of year.

AD SPACE: 11/10 MATERIALS/CREATIVE: 11/13 CAMERA READY: 11/16

PLEASE CONTACT YOUR ACCOUNT EXECUTIVE FOR MORE INFORMATION ABOUT THESE UNIQUE ADVERTISING AND SPONSORSHIP OPPORTUNITIES.



FOOD LOVERS' GUIDE



LOOKWEST



CARY MAGAZINE COOKS!

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 Maggy Awards have long been one of Wake County'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.

**APRIL 2
FENTON
SQUARE**



& 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.

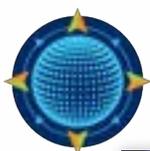
**JUNE
2026**



The Wake Women's Forum

Now in its 18th year, this annual women's forum continues to be a sellout event. This refined and informative event allows readers to meet this year's honorees featured in *Cary Magazine's* September issue 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.

**SEPT. 25
THE
UMSTEAD
HOTEL
& SPA**



WAKE GPS GROWTH + PROSPERITY SUMMIT Navigating Business in 2026

Wake GPS: Growth + Prosperity Summit

Produced by *Cary Magazine*, *Wake Living*, and *Main & Broad*, the Wake GPS: Growth + Prosperity Summit is a one-day forum bringing together business and community leaders to discuss the future of Wake County's economy. Featuring engaging panel discussions on healthcare, commercial real estate, hospitality and tourism, and finance, the event explores key opportunities, challenges, and innovations shaping our region. Together, we'll look at the economic road ahead in 2027 and the strategies driving sustainable growth across Wake County.

**DEC.
2026**



Digital Media

carymagazine.com

Extends the trusted reach of *Cary Magazine* into the digital space, attracting more than 31,000 unique visitors each month. Site traffic is driven by engaging local content and our popular weekly eNewsletter, delivered to over 46,000+ opted-in subscribers. From our interactive Community Events Calendar and comprehensive Preschool Directory to the ever-popular Dining Guide, readers turn to CaryMagazine.com as their go-to resource for living, dining, and discovering the best of our region. Advertising opportunities offer premium visibility in a highly targeted environment, connecting your brand with an active, influential audience that values local connection and community.

31,000+
UNIQUE VISITORS PER MONTH

LEADERBOARD:

\$750 per month

Specs: 728 x 90 and 320 x 50

MEDIUM RECTANGLE:

\$500 per month

Specs: 300 x 250



e-Newsletter

Delivered every Tuesday to more than 47,000 opted-in subscribers, the *Cary Magazine* e-Newsletter connects your brand with an engaged local audience that looks forward to fresh, relevant content each week. With a 38% open rate, 32% read rate, and 2.9% click-through rate, it outperforms industry averages — ensuring your message gets noticed. Advertising rates are monthly, keeping your ad visible in every weekly send throughout the month, maximizing frequency and impact. Featuring compelling stories, community highlights, and lifestyle inspiration, the *Cary Magazine* e-Newsletter is the perfect platform to stay top-of-mind with active, loyal readers across Western Wake.

LEADERBOARD: \$750 per month

POSITIONS 2-4: \$500 per month

Specs: 580 x 72



Sponsored Content

Appears natively within our weekly eNewsletter as one of our featured articles and links to a full-length contributed story on CaryMagazine.com, where it remains live for one full year. Each sponsored article includes backlinks to your website and optimized keywords to boost SEO, helping your brand gain long-term visibility, credibility, and search performance well beyond the initial send.

\$1,000 per article

Digital File Specifications

Cary Magazine accepts the following file types for digital ads:
jpg, png, gif —
animated or static.

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

Digital Media

Custom Email Marketing

Your message. Our audience. Reach more than 35,000 opted-in subscribers with a dedicated email designed exclusively for your brand. This powerful, direct-to-inbox opportunity lets you control the content, visuals, and call-to-action, while leveraging Cary Magazine's trusted relationship with its engaged readership. Perfect for promoting events, open houses, real estate listings, gift ideas, and more, a custom email delivers measurable results and puts your message front and center with an audience that's ready to respond.

\$1,500 per email

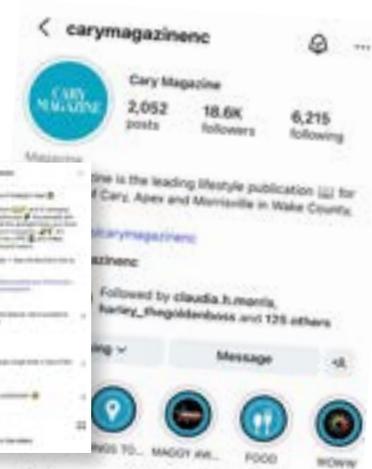
Specs: 1200 pixels wide by desired length.



Sponsored Social Media Post

Reach more than 30,000 engaged followers across Facebook and Instagram with a custom post created in collaboration with Cary Magazine's social media manager. Together, we'll craft eye-catching content that aligns with your brand voice and drives engagement — whether you're promoting an event, spotlighting a product, or sharing your story with our loyal audience. This exclusive opportunity allows your business to tap into our trusted platforms, gain authentic exposure, and connect directly with the community that matters most.

\$500 per post

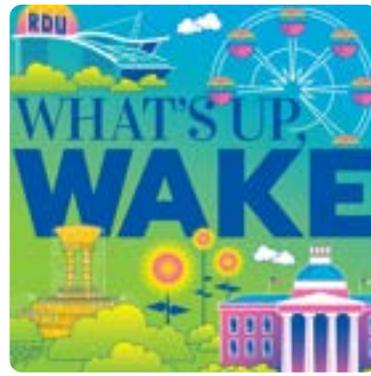


Digital Audience Extension

Expand your reach beyond our pages and platforms with Digital Audience Extensions that target Cary Magazine readers wherever they are — across the internet, social media, streaming platforms, and more. Using curated geographic and demographic data, we deliver your message directly to consumers who match your ideal customer profile. Whether your goal is awareness, engagement, or conversions, our digital solutions ensure your campaign connects with the right audience at the right time. Contact your account executive for more information and to create a package tailored to meet your needs.



Podcast



Each new 30-minute episode is promoted to over 60,000 newsletter subscribers and 35,000+ social media followers, ensuring strong visibility throughout the community.

Discover the stories behind the stories. From the publisher of *Cary Magazine*, *Wake Living*, and *Main & Broad*, the *What's Up, Wake* podcast brings you closer to the people, places, and passions shaping Wake County. From local leaders and creators to hidden gems and hot topics, host Melissa Wistehuff takes you deeper into the heart of our community — one conversation at a time.

Reach a highly engaged local audience weekly by advertising on *What's Up, Wake*. Plus, with episodes available on all major streaming services, your message will travel far and wide with every listen.



Presenting Sponsor — \$1,000 per month (limit 1 per month)

As the presenting sponsor, your company gains premium exposure with name recognition in every episode intro and a dedicated 30-second mid-roll message. It's a powerful way to align your brand with trusted local content and build lasting connections with listeners. Additionally, Reach over 60,000 engaged, opted-in subscribers with a 580x72 banner ad in Thursday's *What's Up, Wake* newsletter—complete with a click-through call to action that drives traffic straight to your business. It's a direct, eye-catching way to get your brand in front of a highly targeted local audience.



30 second mid-roll — \$750 (limit 3 per month)

These messages place your brand directly in front of a highly engaged, loyal audience during peak attention. Reach over 60,000 engaged, opted-in subscribers with a 580x72 banner ad in Thursday's *What's Up, Wake* newsletter—complete with a click-through call to action that drives traffic straight to your business. It's a direct, eye-catching way to get your brand in front of a highly targeted local audience. Mid-roll ads typically perform better than pre- or post-rolls, leading to higher recall and conversion rates.



15-second pre-roll — \$500 per month (limit 2 per month)

Put your brand front and center, capturing listeners' attention before the episode begins — when engagement is at its highest. It's a quick, impactful way to boost brand awareness and drive action to a loyal audience.



15-second post-roll — \$300 per month (limit 1 per month)

A post-roll message captures listeners who stay until the end, signaling high engagement and loyalty. It's a cost-effective way to reinforce your brand without competing for attention during the main content.



Custom Sponsored Podcast — \$1,500

Sponsored podcasts allow your brand to naturally integrate into the storytelling, creating an authentic and immersive experience for listeners. You'll collaborate directly with host Melissa Whistehuff to craft content that aligns perfectly with our audience's interests and tone. This builds trust, deepens engagement, and ensures your message resonates in a meaningful, lasting way.



580x72

Demographics

55%
FEMALE

45%
MALE

81%
AGES 35-59

OVER
5,000
DOWNLOADS!

About us

CHEROKEE
MEDIA GROUP



Cary Magazine is part of Cherokee Media Group, a division of S&A Cherokee, an award-winning publishing and communications company based in Cary, North Carolina. Together with its sister company, S&A Communications, the organization offers a full spectrum of marketing, public relations, digital, and publishing services. Cherokee Media Group produces a family of respected local lifestyle titles — including *Cary Magazine*, *Wake Living*, *Main & Broad*, and *LookWest* — each dedicated to celebrating community, culture, and connection across Wake County and beyond. With decades of experience and deep local roots, S&A Cherokee and S&A Communications combine creative storytelling with strategic expertise to help brands inform, inspire, and grow.



Also representing:



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