

wakeliving

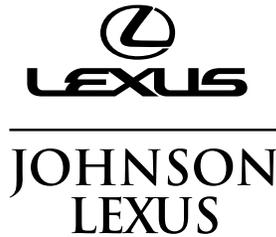
BRINGING THE CAPITAL AND ITS COMMUNITIES TO LIFE



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 Wake Living!

AWARD-WINNING CONTENT AND DESIGN

IN-HOUSE & IN-CONTROL

Wake Living'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 175+ free pickup locations.

WEEKLY E-NEWSLETTER

Digital content, delivered to over 51,000+ opted-in subscribers each Wednesday.

BRANDED EVENTS

Our events bring Wake Living 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

Previously the Readers' Choice Awards, The Maggy Awards have become Wake County's most coveted community honor, delivering unmatched visibility and credibility for winning and participating brands for over 20 years.





DEMOGRAPHICS & DISTRIBUTION

READERSHIP OF

125,000+

PER ISSUE VIA 25,000 COPIES DISTRIBUTED



97%
PICKUP RATE EACH ISSUE

WAKE LIVING IS AVAILABLE FREE AT OVER

175+
PICKUP LOCATIONS



FREE!
TAKE ONE!

- Wegmans • 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 [HERE](#)



Plus
DIGITAL EDITION

AVAILABLE FOR DOWNLOAD

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



88 percent

WAKE LIVING DRIVES DECISIONS, WHETHER IT'S DINING OUT, BOOKING TRAVEL, OR MAKING KEY LIFESTYLE PURCHASES. .

MOST COMMONLY:

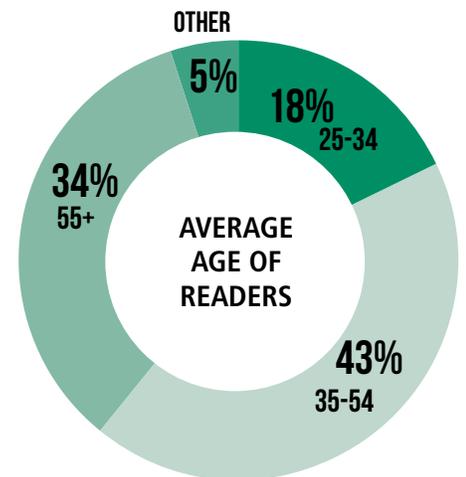
- CHOSEN A RESTAURANT
- VISITED THE WEBSITE OF A BUSINESS
- MADE BANKING OR INVESTMENT DECISIONS
 - MADE A PURCHASE
 - HIRED A SERVICE PROVIDER



84% WOMEN READERS

\$\$\$

WAKE COUNTY HAS THE HIGHEST INCOME PER CAPITA IN NORTH CAROLINA



72%

HAVE TWO OR MORE CHILDREN.



\$775,000 AVERAGE HOME VALUE



92%

OF RESIDENTS HAVE A BACHELOR'S DEGREE OR HIGHER.

41%

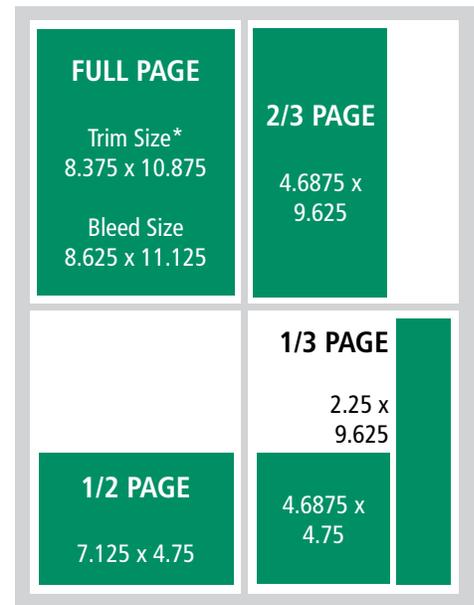
OWN VACATION OR SECOND HOMES



\$200,000 MEDIAN HOUSEHOLD INCOME

2026 Rates & Specs

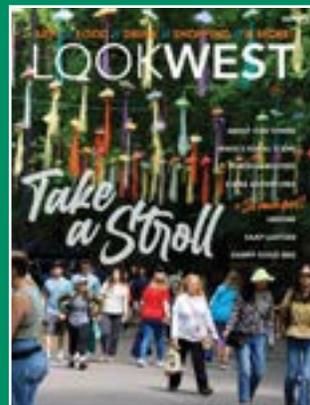
Ad Size	1X	3X	6X
Full Page	\$2,600	\$2,445	\$2,235
2/3 Page	\$2,350	\$2,185	\$2,030
1/2 Page	\$1,575	\$1,400	\$1,250
1/3 Page	\$935	\$830	\$780



PREMIUM PLACEMENTS

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.

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



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: 12/5
AD MATERIALS: 12/9
CAMERA READY: 12/11

SPECIAL ISSUE

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

MAR/APRIL

AD SPACE: 2/4
AD MATERIALS: 2/6
CAMERA READY: 2/12

MAY/JUNE

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

JULY/AUG

AD SPACE: 6/5
AD MATERIALS: 6/8
CAMERA READY: 6/11

SEPT/OCT

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

NOV/DEC

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

SPECIAL ISSUE

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

TRAVEL & OUTDOORS

Ready to hit the road? The Travel Issue takes readers everywhere — from local gems perfect for a weekend away to must-see destinations worth the trip. Packed with insider recommendations, gorgeous photography, and real travel inspiration, it's all about making every journey unforgettable.

SPECIAL SECTIONS: The Getaway Guide, Summer Camp Directory

FOOD LOVERS' GUIDE: 25 OF WAKE COUNTY'S CULINARY HOTSPOTS

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

2026 MAGGY AWARDS

Celebrate the 2026 Maggy Award winners, honoring the restaurants, shops, and services that define Raleigh and Northern Wake County. It's a showcase of local excellence and the community pride that connects us all.

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.

THE FOOD ISSUE

Our annual Food Issue celebrates the chefs, restaurants, and culinary creators who define Raleigh and Northern Wake County's vibrant dining scene. From innovative newcomers to beloved neighborhood favorites, we highlight the flavors and stories that make this region a true destination for food lovers.

SPECIAL SECTION: Foodie Favorites

HOMES & INTERIORS

We celebrate design and style in all forms, from stunning homes and interior inspiration to the latest looks from local designers and boutiques. Wake Living highlights the people and ideas shaping how our community lives, dresses, and expresses its unique sense of place.

SPECIAL SECTIONS: The Originals, Luxury Living, Signature Agents, Retire in Style

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, Excellence in Education

ANNUAL HOLIDAY COOKBOOK

Check out page 10 for this holiday favorite, filled with your new favorite family recipes.

Advertorial Sections

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

In Every Issue

OUT & ABOUT
SMALL BUSINESS SPOTLIGHT
PAY IT FORWARD
CELEBRATED SPIRITS

GARDEN ADVENTURER
ERICA CHATS
HAPPENINGS
WAKE LIVING COOKS



Special Sections

Wilmington NORTH CAROLINA

Explore your curiosity for technology at our award-winning Create & Bounce Technology Camps. Designed with kids in mind, our Technology Camps feature robotics with LEGO® Mindstorms™, LEGO® competition animation, engineering, programming, 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 workshops, campers will have time to browse in our game board stadium. It gives children a daily balance of playtime and imagination! It is both fun and educational, it is truly a one-of-a-kind experience your child will never forget.

Our Create & Bounce 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-track, traditional school calendar, teacher workdays and more.

It's not just about hitting the ball hard.

It's just about having fun, making the shot, or serving the ace. Cary's summer camps not only teach your child fundamental skills but encourage sportsmanship, participation, and simply having fun.

With over 20 different sports to choose from, the great sports camps available throughout Cary or pick up a copy of the School's Open Guide at any town of Cary unified facility.

LYONS OF CARY
3000 WILKINSON ROAD
CARY, NC 27513
www.lyons.org

www.summertime.org
(919) 468-4061

THE GETAWAY GUIDE

GUIDE TO SUMMER CAMPS

the Y

THINK outside

A WEEK OF CAMP EQUALS A YEAR OF WELLNESS

Choose a summer adventure in Cary or Morrisville. Hike, swim, play ultimate and sports camps for all ages. Weekly themes add variety to activities.

Register Today!

Register before April 1, get 2017 prices!

YMCATriangle.org/day-camp

Facebook: The Y of Cary
Twitter: YofCary
Instagram: YofCary

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 complete local retirement community, we know this saying well – body, mind and spirit – often transcend borders 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 stroke risk, reducing symptoms of depression and improving learning.

Retiring 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 members' overall well-being. Our Wellness and Life Enrichment Division work hard to keep the calendar brimming with activities so that our members have plenty to choose from in their quest for better health. From outdoor walking groups to chair and standing yoga, strength training, Tai Chi, water exercise and so much more, you will feel inspired to get moving and dig deeper to your search for health.

Why INSPIRE?

- **Supportive:** INSPIRE is designed to help maintain such higher levels of well-being and efficiency across the board.
- **Nourished:** Eating a good nutrition and much more – it's a core goal to consistently with fitness and nutrition.
- **Spiritual:** 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 program overview. We include Wellness Assessment as the resident's commitment.
- **Engagement:** Programs create the social, spiritual and intellectual aspects of wellness overall.
- **Reliability:** We work closely with the insurance and occupational therapy departments to continue the plan of care for members in the Wellness Center upon discharge from therapy services.

How to the Fitness Scene?

Many members 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 members sustain at their highest functional abilities, and even to improve their fitness and wellness once they move in. With the support of our Physical and Occupational Therapy departments, our members are up and moving more and living better lives.

Enjoy exceptional senior living, including optimal health and wellness at The Templeton. Call today: 984.200.3688 and schedule a personal tour and then discover your current position and discover more on-site. An estimate of life fee will be provided. Life fee is \$100,000.00. 984.200.3688 | thetempletonofcary.com

RETIRE IN STYLE

THE ORIGINALS

THE ORIGINALS. LET US TAKE YOU THERE.

TWISTED SCIZZORS

3150 ROGERS ROAD
SUITE 110
WAKE FOREST, NC 27587
(919) 263-9163

mcpersonfamilyeyecare.com

MCPHERSON FAMILY EYE CARE

3150 ROGERS ROAD
SUITE 110
WAKE FOREST, NC 27587
(919) 263-9163

mcpersonfamilyeyecare.com

THE ORIGINALS

PREMIER PRACTICES

A DECADE OF EXCELLENCE IN EYE CARE

Since its founding in 2003 by Lisa and Samantha McPherson, McPherson Family Eye Care has provided high-quality eye care for the entire family. What started as a small practice has now grown into a team of six highly skilled doctors, each bringing their expertise and passion to ensure the best possible vision care for our patients. We are proud to maintain an independently owned business in Wake County. Providing top quality eyeglass prescriptions and eye wear continues to be one of our most important goals. We also take on the challenge of complex contact lens fitting, including the fitting of scleral lenses for patients with keratoconus or irregular corneas. These custom lenses provide improved vision and comfort for individuals who may struggle with traditional contact lenses and glasses.

We are always on the lookout for potential vision problems of our younger patients. Invasive contact lenses such as orthokeratology (Ortho-K) or MiSight and treatment with myopia eye drops are designed to slow progression of myopia in children, reducing the risk of developing eye pathology related to high levels of near-sightedness as an adult.

Our day eye center is well known throughout Wake County for providing comprehensive, detailed, and individualized eye diagnosis and management. In addition to utilizing available prescription treatment options, we use state-of-the-art instruments, including Optiline, Opti-Plan, and Zeiss, for non-invasive procedures that go beyond the capabilities of traditional eye drops. These advanced technologies not only provide relief from dry eye symptoms but also determine dryness and strengthen the muscles around the eyes.

At McPherson Family Eye Care, we remain committed to providing cutting-edge, personalized eye care for every member of your family. If you're looking for expert, comprehensive eye care, we invite you to experience the McPherson Family Eye Care difference. Schedule your appointment today and we will have you clearly!

MCPHERSON FAMILY EYE CARE

70 WAKE/1100

SPECIAL ADVERTISING SECTION

PREMIER PRACTICES

POWER PROFESSIONALS

Tell us about your agency mission.

Our client list built our 40-year reputation on simple common sense paired with just plain genius. I believe in a personal approach when it comes to working with our clients, four-to-five and beyond. I take pride in building relationships in time, which is why I believe in my ability to help you have 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 "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, clear, 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 that is 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 Erie Insurance.

Elliott Bispinghoff
Harris & Company Insurance
215 E. Chatham Street
Suite 200, Cary, NC
(919) 467-9125
Elliott@hc935.com
hc935.com

Member of the
BALLE COMPANY

POWER PROFESSIONALS



FOODIE FAVORITES

SIGNATURE AGENTS



LUXURY LIVING

EXCELLENCE IN EDUCATION

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

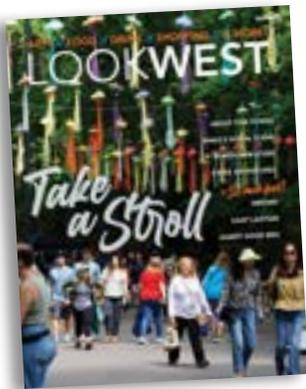


Special Interest Publications



Wake Living'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 and Main & Broad'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 **Holiday Cookbook**, Wake Living'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



HOLIDAY COOKBOOK

Live Events

Wake Living 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.

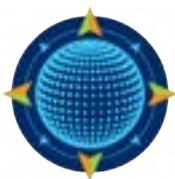
**APRIL 2
FENTON SQUARE**



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 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.

**SEPTEMBER 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.

DECEMBER 2026

Digital Media

WAKELIVING.COM

Extends the trusted reach of Wake Living into the digital space, attracting more than 34,000 unique visitors each month. Site traffic is driven by engaging local content and our popular weekly eNewsletter, delivered to over 51,000+ opted-in subscribers. From our interactive Community Events Calendar and comprehensive Preschool Directory to the ever-popular Dining Guide, readers turn to wakeliving.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.

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 Wednesday to more than 51,000 opted-in subscribers, the Wake Living Weekly eNewsletter connects your brand with a highly engaged, county-wide audience that values fresh, relevant content each week. With a 34% open rate, 29% read rate, and 2.3% click-through rate, it consistently outperforms industry averages, ensuring your message reaches and resonates with readers. Advertising rates are monthly, keeping your ad visible in every weekly send throughout the month to maximize frequency and impact. Featuring engaging stories, lifestyle inspiration, and regional highlights, Wake Living Weekly is the ideal platform to stay top-of-mind with active, loyal readers across Wake County.

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 wakeliving.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

Wake Living 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 40,000 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 *Wake Living'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

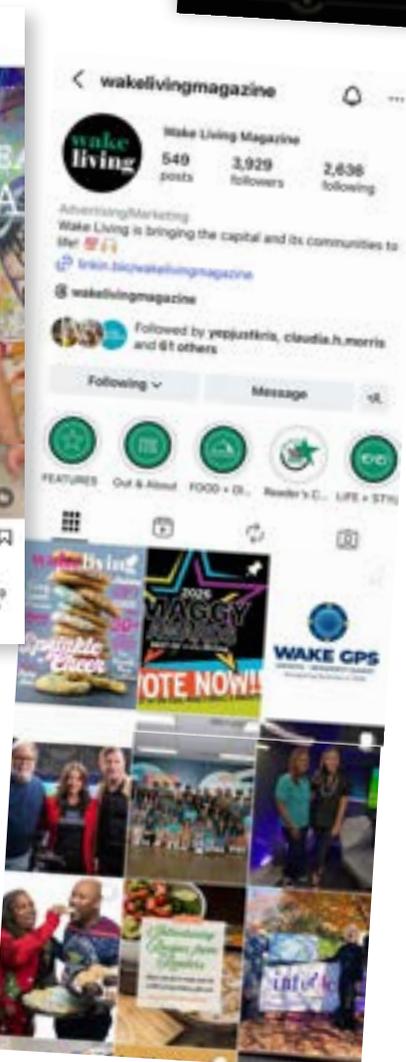
Specs: 1200 pixels wide by desired length.



SPONSORED SOCIAL MEDIA POST

Reach more than 10,000 engaged followers across Facebook and Instagram with a custom post created in collaboration with *Wake Living'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.

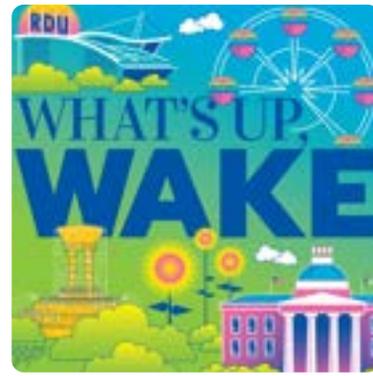
\$500 per post



DIGITAL AUDIENCE EXTENSION

Expand your reach beyond our pages and platforms with Digital Audience Extensions that target *Wake Living* readers wherever they are, throughout 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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