CARY MAGAZINE

CARY • APEX • MORRISVILLE

2027 MEDIA KIT



PRINT

DIGITAL

EVENTS

REACH • ENGAGE • CONNECT • GROW

In Good Company



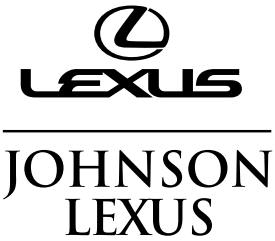












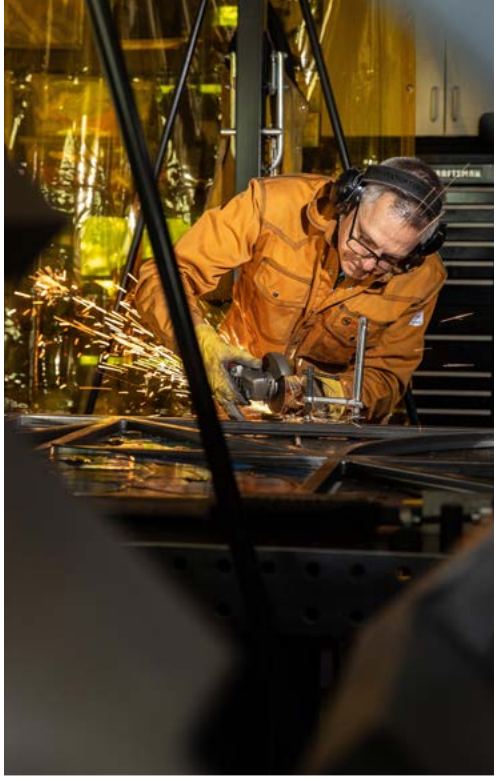






Cherokee Media Group is proud to collaborate with a diverse network of esteemed brand partners. These partnerships allow us to bring unique and impactful experiences to our audience, both in print and beyond. By aligning with trusted brands, we amplify our shared commitment to quality, innovation, and 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 51,000+ 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.

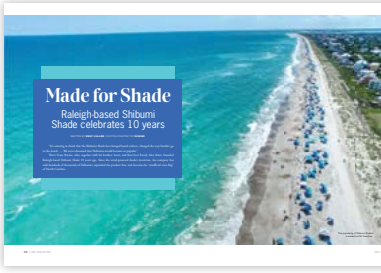
MAGGY AWARDS

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.



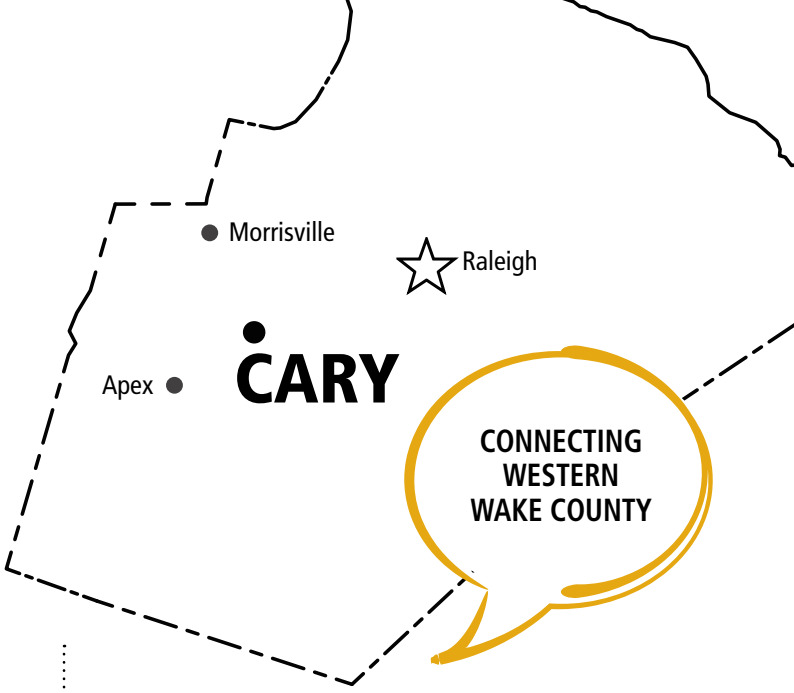






Distribution

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 us at editor@carymagazine.com.

























Demographics

93%

OF READERS HAVE TAKEN ACTION AS A RESULT OF READING *CARY MAGAZINE.*

MOST COMMONLY:

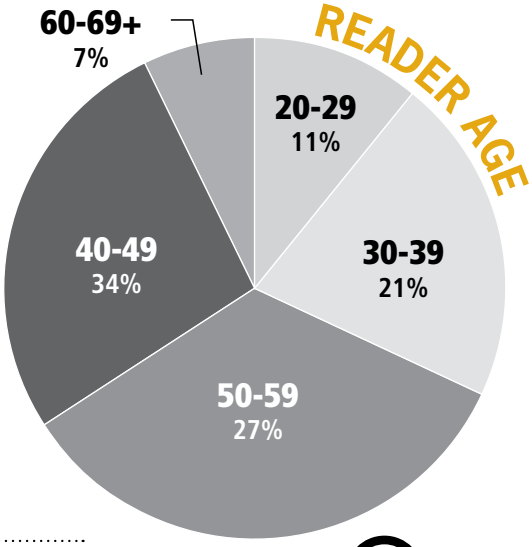
- CHOSEN A RESTAURANT
- VISITED THE WEBSITE OF A BUSINESS
- MADE BANKING OR INVESTMENT DECISIONS
- MADE A PURCHASE
- HIRED A SERVICE PROVIDER

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.*

FIND US ON

MORE THAN **30,000** FOLLOWERS AND GROWING!

$750,000+

MEDIAN HOME VALUE

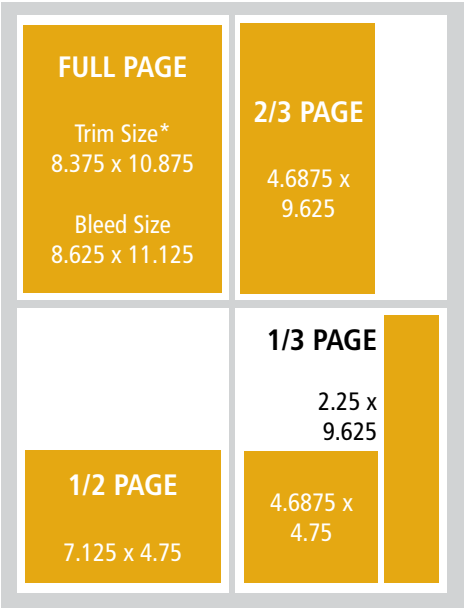
$190,000+

AVERAGE HOUSEHOLD INCOME

2027 Rates & Specs

Ad Size	1X	3X	6X	10X*
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

**Includes LookWest, the annual reclocation guide to Western Wake.*



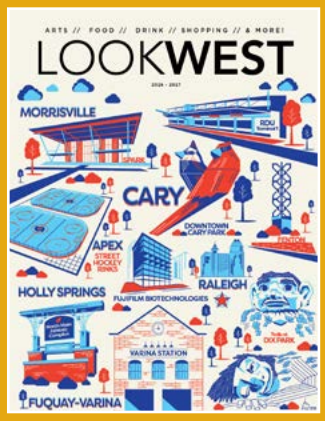
**All full-page ads must be submitted at bleed size.*

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 TO

carymagazine.com/ad-upload

Editorial Calendar

JAN/FEB
AD SPACE: 12/4
AD MATERIALS: 12/8
CAMERA READY/FINAL: 12/11

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: Great Escapes, Summer Camp Guide

ON THE MENU
AD SPACE: 1/22
AD MATERIALS: 1/25
CAMERA READY/FINAL: 1/29

A GUIDE TO WAKE COUNTY'S TOP RESTAURANTS
Hungry for more? See page 18 for details on our annual Restaurant Guide.

MARCH
AD SPACE: 2/5
AD MATERIALS: 2/8
CAMERA READY/FINAL: 2/12

2027 MAGGY AWARDS
Celebrate the community's favorites with the 2027 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.

APRIL
AD SPACE: 3/5
AD MATERIALS: 3/8
CAMERA READY/FINAL: 3/12

HEALTH & WELLNESS
Highlighting the people, businesses, and practices helping our community live healthier, happier lives. From medical expertise and preventive care to fitness, nutrition, and overall well-being.
SPECIAL SECTION: The Expert Opinion

MAY
AD SPACE: 4/2
AD MATERIALS: 4/5
CAMERA READY/FINAL: 4/9

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: The Inside Dish

JUNE/JULY
AD SPACE: 5/7
AD MATERIALS: 5/10
CAMERA READY/FINAL: 5/14

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.
SPECIAL SECTION: The Autograph Collection







Editorial Calendar

LOOKWEST
AD SPACE: 6/25
AD MATERIALS: 6/30
CAMERA READY/FINAL: 7/7

ANNUAL RELOCATION GUIDE
See page 18 to find out how to better connect with area newcomers!

AUGUST
AD SPACE: 7/2
AD MATERIALS: 7/6
CAMERA READY/FINAL: 7/12

THE ART OF COMMUNITY
A celebration of music, art, and culture that spotlights the creative pulse and vibrant talent shaping Western Wake.

SEPTEMBER
AD SPACE: 8/6
AD MATERIALS: 8/9
CAMERA READY/FINAL: 8/13

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 SECTIONS: Power Professionals, Excellence in Education

OCTOBER
AD SPACE: 9/3
AD MATERIALS: 9/6
CAMERA READY/FINAL: 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: Beyond the Listing, Places & Spaces, Retire in Style

NOV/DEC
AD SPACE: 10/1
AD MATERIALS: 10/4
CAMERA READY/FINAL: 10/9

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: 10/22
AD MATERIALS: 10/25
CAMERA READY/FINAL: 10/29

ANNUAL HOLIDAY COOKBOOK
Check out page 18 for this holiday favorite, filled with your new favorite family recipes.

IN EVERY ISSUE

Happenings
The Nourished Garden
Liquid Assets
Things to Do
Pay It Forward
Small Business Spotlight
Restaurant Profile

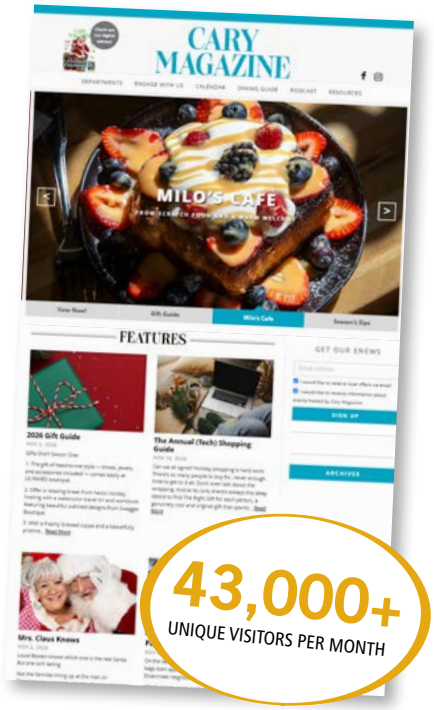
Advertorial Sections

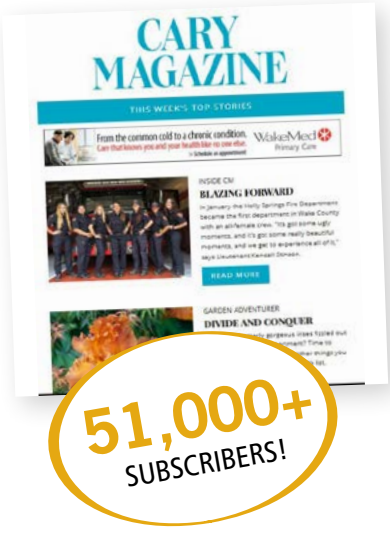
SEE PAGES 15 & 16 FOR INFORMATION ABOUT THE OPPORTUNITIES FOR ADVERTORIAL ADVERTISING.

Digital Media

carymagazine.com

Extends the trusted reach of *Cary Magazine* into the digital space, attracting more than 43,000 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 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.





e-Newsletter

Delivered every Tuesday to more than 51,000 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

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

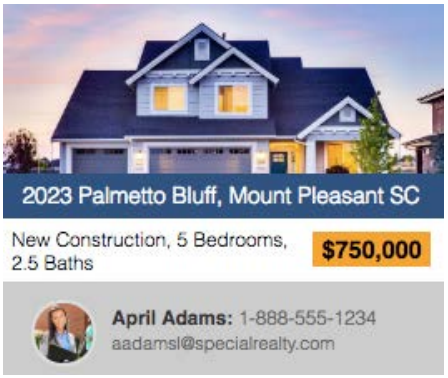


THE BILLBOARD | $1,250 PER MONTH

SIZE: 3000 × 500; 1000 × 333

Make a bold first impression with a premium, high-visibility digital ad positioned at the top of the page. This prominent placement puts your brand front and center, capturing readers' attention and driving awareness, engagement, and traffic to your website.





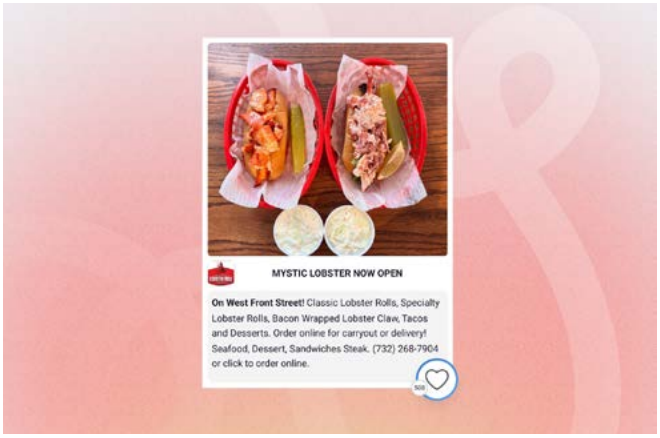
REAL ESTATE SHOWCASE | $650 PER MONTH

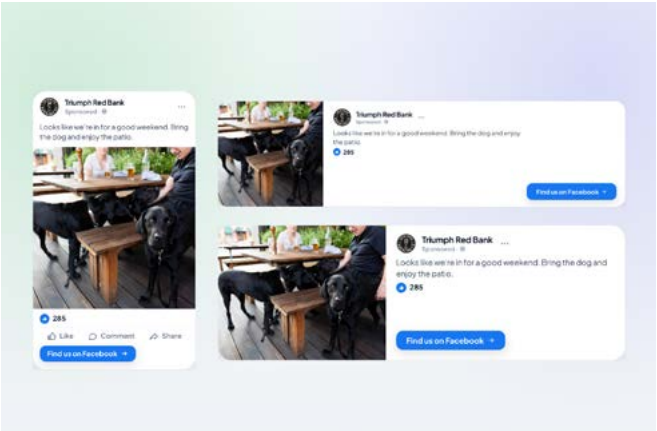
SIZE: 300 × 250

Showcase up to three properties with an eye-catching, interactive digital ad that highlights multiple listings, engages potential buyers, and drives traffic directly to your available homes and communities.

SUPER SNAPSHOT | $450 PER MONTH

Capture readers' attention with an engaging, interactive digital ad that showcases your brand through multiple images and compelling visuals. This dynamic format encourages readers to explore your products or services while driving engagement and traffic to your website.





FACEBOOK FAMILIAR | $500 PER MONTH

Bring the familiar look and feel of a Facebook post directly to our websites with an engaging, social-style digital ad. Showcase your brand through images, messaging, and a clear call to action, encouraging readers to interact with your content and visit your website or social media page.

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 *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.

$1,000 per email

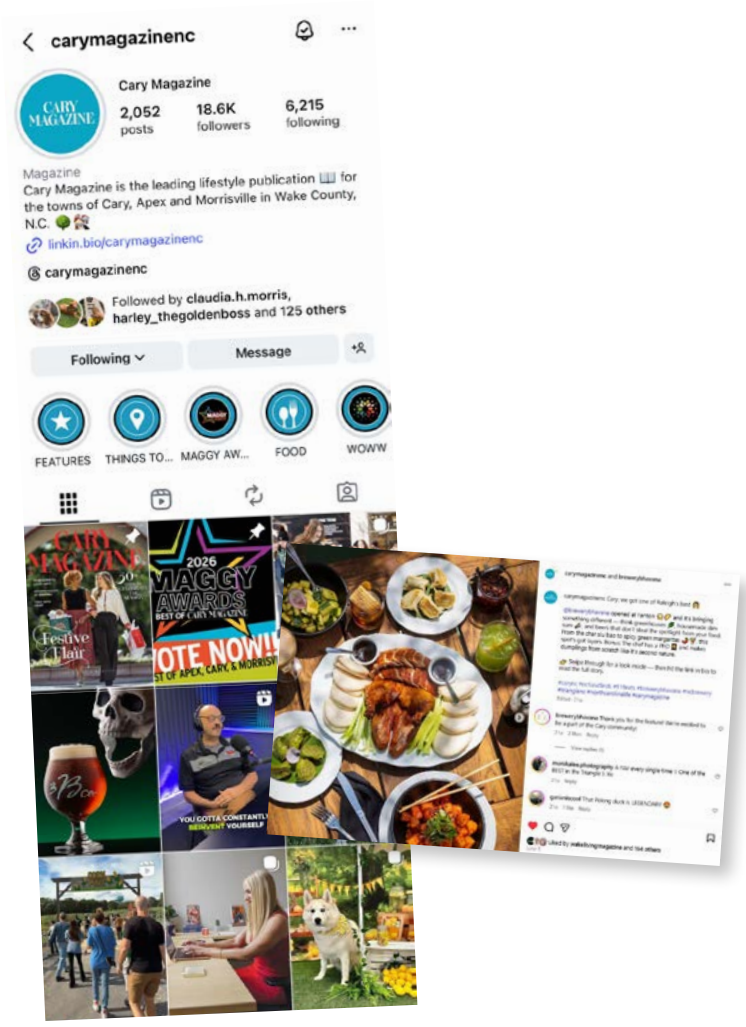
Upgrade your reach to more than 60,000 Wake County residents by including the *Wake Living* and *Main & Broad* email lists for just $500 more!



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.

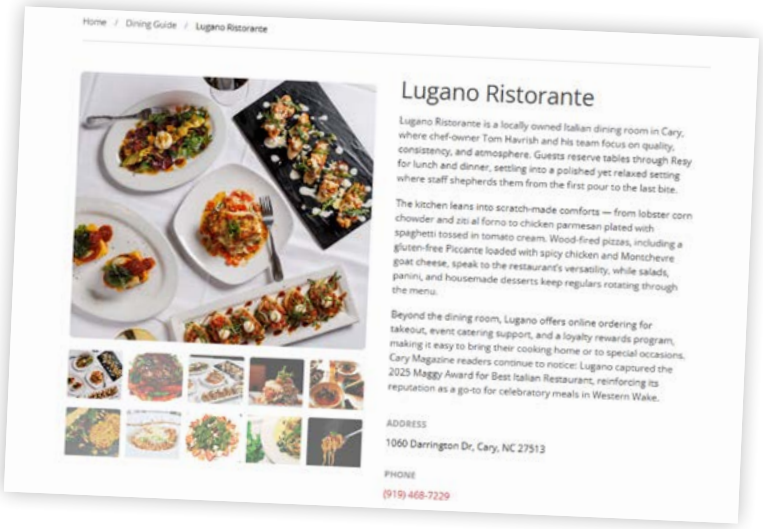
Online Dining Guide

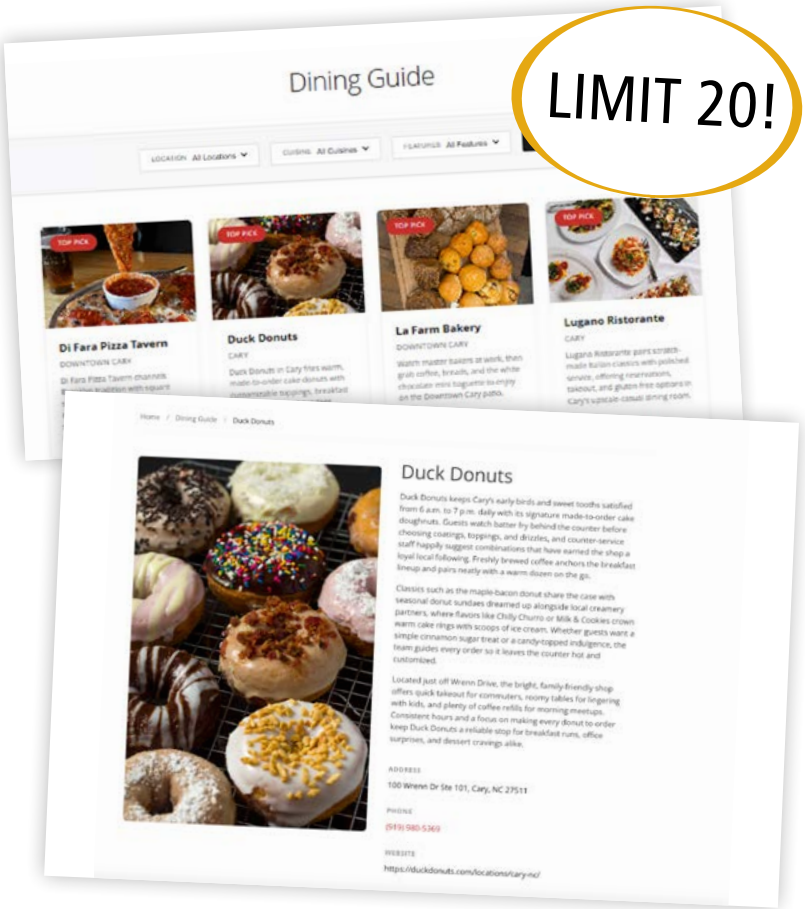
Connect with local diners through the online dining guides of *Cary Magazine*, *Wake Living* and *Main & Broad*.

Choose from two advertising options designed to increase your restaurant's visibility and drive customers to your business.

ENHANCED DINING GUIDE LISTING
$75 PER MONTH FOR ALL THREE SITES
BILLED QUARTERLY

- Dedicated restaurant profile page
- Restaurant description
- Business address and contact information
- Website and social media links
- Menu information and links
- Up to five restaurant images
- Searchable by location, cuisine, and dining features
- Year-round visibility on CaryMagazine.com, WakeLiving.com and MainAndBroadMag.com





TOP PICK | $150 PER MONTH PER WEBSITE
BILLED MONTHLY

- Exclusive Top Pick designation
- Premium placement on Dining Guide landing page
- Featured exposure on website homepage
- Up to 10 restaurant images
- Increased visibility
- Two social media posts annually
- **Limited to 20 Top Picks per website**

What's Up, Wake! Podcast Hosted by Melissa Wistehuff

CONNECT WITH WAKE COUNTY THROUGH CONVERSATIONS THAT MATTER.

What's Up, Wake! is a weekly podcast from the publishers of *Cary Magazine*, *Wake Living* and *Main & Broad*, hosted by Melissa Wistehuff. Featuring conversations with local leaders, business owners and community personalities, the podcast connects listeners with the people, places and stories shaping Wake County.

Put your business in the conversation with sponsorship opportunities that combine weekly podcast commercials, digital advertising, eNewsletter exposure, and social media recognition.



iHeart RADIO
Spotify
Music

Advertising Benefits	Presenting	Premium	Featured	Supporting	Community
Monthly Investment	$2,000	$1,250	$950	$650	$500
Weekly Commerical	:30	:30	:30	:15	:15
Exclusive Presenting Sponsor	✓				
Premium Placement	✓	✓			
Podcast Page Ad/All 3 Sites	✓	✓	✓	✓	✓
580x72 Weekly eNewsletter Banner	✓	✓	✓		
Social Media Recognition	✓	✓	✓	✓	✓







PRESENTING SPONSOR
$2,000 PER MONTH

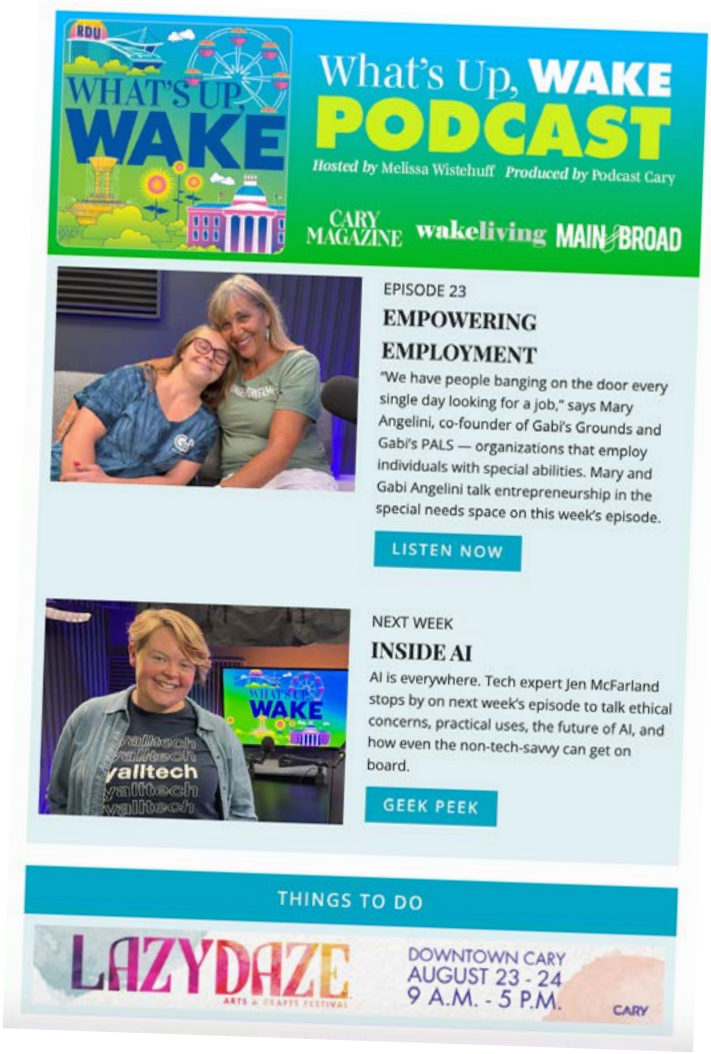
Put your brand front and center as the exclusive presenting sponsor, with the first 30-second commercial in every episode and premium exposure across our digital and promotional platforms.

PREMIUM SPONSOR
$1,250 PER MONTH

Reach engaged listeners with a prominently positioned 30-second commercial, complemented by website advertising, eNewsletter exposure and social media recognition.

FEATURED SPONSOR
$950 PER MONTH

Build awareness and keep your business top of mind with a weekly 30-second commercial, digital advertising and eNewsletter exposure.



SUPPORTING SPONSOR
$650 PER MONTH

Deliver a focused 15-second commercial every week, supported by digital advertising and exposure in our companion eNewsletter.

COMMUNITY SPONSOR
$500 PER MONTH

An affordable way to introduce your business to local listeners through a weekly 15-second commercial and digital advertising across all three podcast pages.

THE WEEKLY WHAT'S UP, WAKE! COMPANION ENEWSLETTER REACHES MORE THAN

62,000 OPTED IN SUBSCRIBERS

Special Sections



GREAT ESCAPES

Inspire readers to plan their next getaway with Great Escapes, a special travel advertorial feature in our January/February issue. From weekend retreats and luxury resorts to unforgettable destinations and hidden gems, this one-page opportunity allows travel destinations and hospitality businesses to showcase what makes their experience worth the trip.



SUMMER CAMP GUIDE

Reach local families as they plan their summer activities with our January/February Summer Camp Guide. Every display ad includes a complimentary featured editorial listing, providing added exposure to showcase your camp's programs, activities, and what makes it stand out.



THE EXPERT OPINION

Position yourself as a trusted authority in our Health & Wellness issue with a full-page advertorial featuring an article on a topic of your choice, professional headshot, practice information, and contact details.



THE INSIDE DISH

Give readers a taste of what makes your restaurant special with a full page of contributed content highlighting your food, story, and dining experience. **Each feature includes a professional photo shoot.** Upgrade to a two-page spread featuring a stunning, full-page photograph of your food.



THE AUTOGRAPH COLLECTION

Where excellence leaves its signature. Showcase what sets your business apart with a full-page profile celebrating the people, passion and expertise behind your success. Each feature includes professional photography.



POWER PROFESSIONALS

Showcase the people behind your business with Power Professionals, a special full-page feature highlighting the leaders, entrepreneurs, and industry experts making an impact in our community. Share your expertise, accomplishments, and what sets you apart while building credibility and connecting with potential clients. Each feature includes professional photography and custom design by our team, creating a polished presentation that puts you and your business in the spotlight.



EXCELLENCE IN EDUCATION

Put your school in the spotlight with a full page of contributed content highlighting what makes your educational experience exceptional. From innovative academic programs and dedicated faculty to student achievements and unique learning opportunities, share your school's story with local families exploring their educational options.



BEYOND THE LISTING

Beyond the Listing gives agents and brokerages an opportunity to showcase their expertise, highlight recent successes, and share what sets them apart from the competition. Build credibility, strengthen your personal brand, and connect with potential buyers and sellers through a professionally designed feature that includes a professional photo shoot. Simply provide your copy, and our team will handle the photography and design.



RETIRE IN STYLE

Retire in Style puts your community in front of readers exploring their next move, showcasing the amenities, lifestyle, services, and experiences that make your community stand out. From active adult neighborhoods to independent and senior living communities, this special section connects you with prospective residents and their families as they consider where to enjoy their retirement years.



PLACES & SPACES

Showcase your craftsmanship, creativity and vision with a stunning two-page spread designed to make a lasting impression. Created for homebuilders, residential developers and renovation experts, Places & Spaces gives you the opportunity to highlight signature projects, exceptional designs and the details that set your work apart. With striking photography and a professionally designed layout, this special feature brings your projects to life while connecting your business with homeowners and prospective buyers looking for inspiration and expertise.



PREMIER PRACTICES

Premier Practices showcases the doctors, dentists and healthcare teams who make a difference in our community, highlighting their expertise, services and commitment to patients. Each full-page feature includes a professional photo shoot and custom design by our team, helping build trust, strengthen your practice's reputation and create a personal connection with prospective patients.

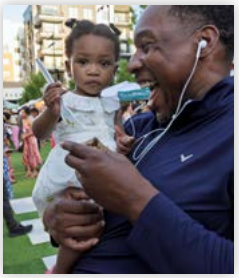
Live Events

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.









The Women of Western Wake Forum

Now in it's 19th 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.

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 2028 and the strategies driving sustainable growth across Wake County.



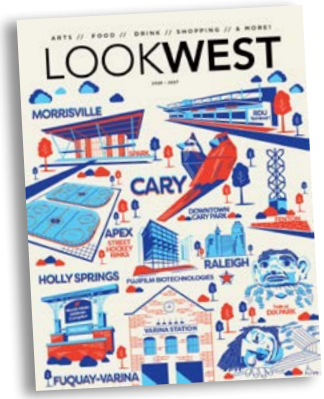


Special Interest Publications



On The Menu 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: 1/22 AD MATERIALS: 1/25 CAMERA READY/FINAL: 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: 6/25 AD MATERIALS: 6/30 CAMERA READY/FINAL: 7/7



Cary Magazine's annual Holiday Cookbook is an 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: 10/22 AD MATERIALS: 10/25 CAMERA READY/FINAL: 10/29

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



ON THE MENU



LOOKWEST



HOLIDAY COOKBOOK

About us

CHEROKEE
MEDIA GROUP

S&A COMMUNICATIONS
outthink. outwork. outperform.



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.

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