

wake living

BRINGING THE CAPITAL AND ITS COMMUNITIES TO LIFE

media guide 2023





DEMOGRAPHICS & DISTRIBUTION

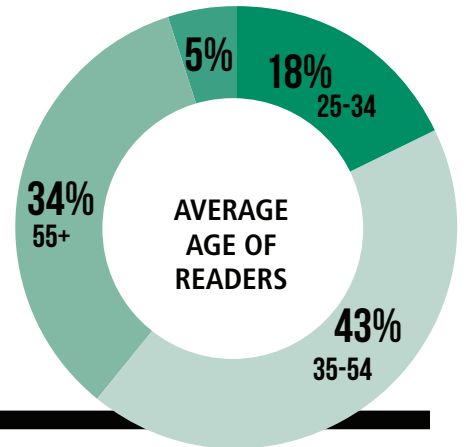
\$625,000
Average Home Value

\$175,000
Median household income

82%
Vacation more than twice per year.

92%
of residents have a bachelor's degree or higher.

72%
have two or more children.



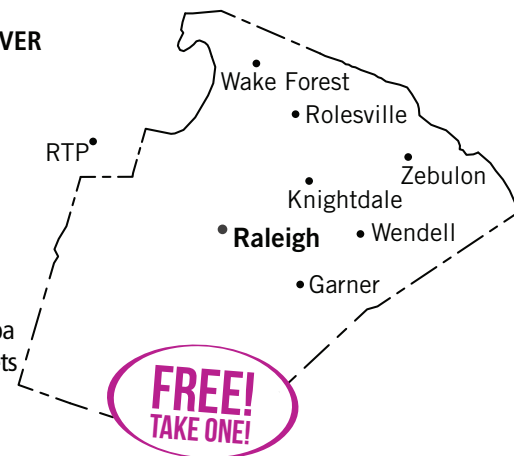
125,000+

VIA 25,000 COPIES DISTRIBUTED EACH ISSUE

WAKE LIVING IS AVAILABLE FREE AT OVER

200+ PICKUP LOCATIONS

- Wegmans • Whole Foods • Harris Teeter
- Food Lion • SAS • The Umstead Hotel & Spa
- N.C. Farmers Market • The Butcher's Markets
 - Area Restaurants • RDU airport
 - Raleigh Executive Airport
 - Local shopping centers
- Duck Donuts • Libraries and more!



View complete list at WakeLiving.com/pickup-locations

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



Plus
DIGITAL EDITION

AVAILABLE FOR DOWNLOAD



why? WAKE LIVING

ORIGINAL CONTENT

No wires & No syndicates! Original, engaging and unique content tailored for our readers!

AWARD WINNING PHOTOGRAPHY

EXPOSURE AVAILABLE AT OVER 200+ LOCATIONS

DIGITAL PRESENCE

WakeLiving.com is packed with content from current and past issues, social calendars and photo galleries!

SOCIAL MEDIA

Daily posts across all platforms, including contests and events.

DIGITAL EDITION

ENGAGEMENT

83% of readers take action based on *Wake Living*.

2023 RATES

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

PREMIUM PLACEMENTS

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

Sizes and submission guidelines located on reverse.



ASK ABOUT
COMINED RATES
AND REACH UP TO
310,000

WAKE COUNTY RESIDENTS PER ISSUE!

EMAIL KRIS@WAKELIVING.COM
FOR EDITORIAL CALENDAR AND DEADLINES



SUBMISSION GUIDELINES

FILE SPECIFICATIONS

Trim size is 8.375" wide by 10.875" tall.

Bleed size is 8.625" wide by 11.125" tall.

Live area is 7.875" wide by 10.375" tall.

Ads must be submitted as a high-resolution (300 dpi), CMYK Adobe PDF (exported using the PDF/X-1a:2001 setting) or a high-resolution TIFF.

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

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

No advertisements may be canceled after the published deadline dates. All finished art is due on or before the material deadline.



UPLOAD ALL ADS AND ARTWORK TO
wakeliving.com/ad-upload/

AD SIZES

FULL PAGE Trim Size* 8.375 x 10.875 Bleed Size 8.625 x 11.125	2/3 PAGE 4.6875 x 9.625
1/2 PAGE 7.125 x 4.75	1/3 PAGE 2.25 x 9.625 4.6875 x 4.75

Dimensions are provided in inches.

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

DIGITAL MEDIA

WAKELIVING.COM

Find all of the content from each issue as well as additional features, contests and videos. Contact for advertising rates and availability.

DIGITAL AD SIZES

Leaderboard 728x90 and 320x50

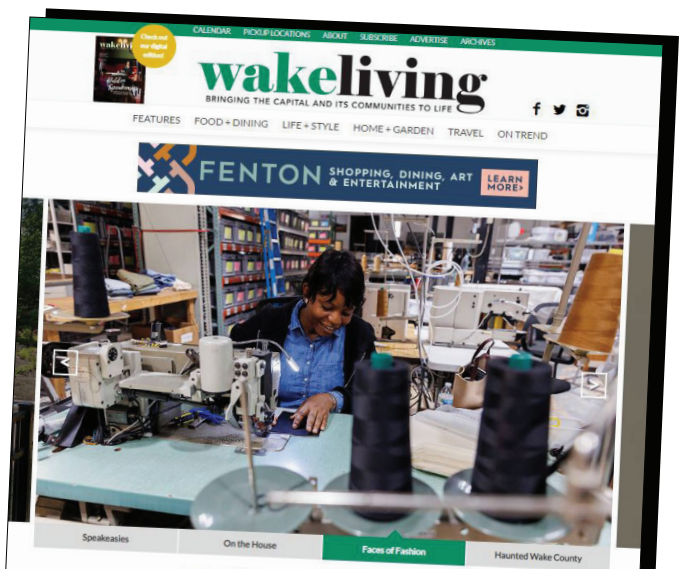
Mobile **\$600 per month**

300x250 **\$450 per month**

SITE TRAFFIC PROFILE:

18,000+

unique visitors per month



ABOUT US

Publisher of *Wake Living Magazine*, Cherokee Media Group is a full-service media company based in Cary, N.C.

CMG specializes in print and digital media, custom publishing, event and meeting planning, public relations, digital marketing and photography. Whether it's developing a new brand for your business, a comprehensive advertising and marketing plan, crisis communications or print and digital collateral — our single purpose is to help your company or organization achieve success by sharing your story with the audiences that matter most to you.

Cherokee Media Group, its parent company, S&A Cherokee, and sister company, S&A Communications, have received numerous awards and recognitions, including being named to the Inc. 5000 list of the fastest-growing privately held companies in America, receiving the Fast 50 Award from the *Triangle Business Journal* and being recognized by *Publishing Executive* magazine as one of the Best Magazine Publishing Companies to Work For in 2009. S&A Cherokee was named the 2010 Small Business of the Year by the Cary Chamber of Commerce, and won the 2010 Entrepreneurial Summit Award from the Garner Chamber of Commerce.

CHEROKEE
MEDIA GROUP



ALSO REPRESENTING



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