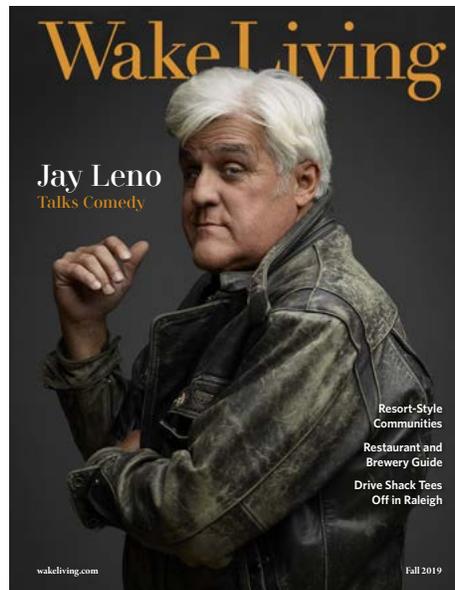
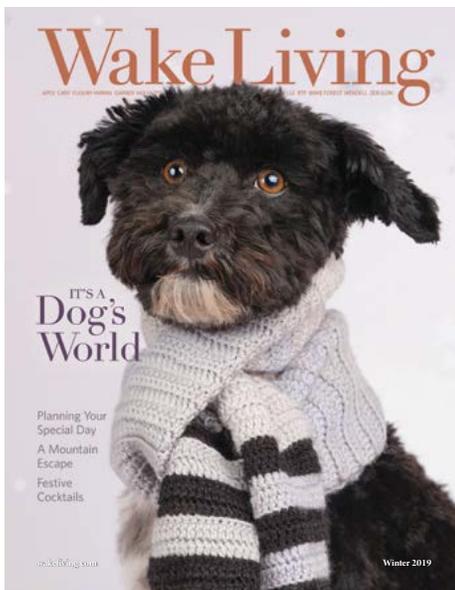


Wake Living

media kit
 2021



WE ARE:

- The only lifestyle publication dedicated to serving all of Wake County.
- A quarterly magazine covering everything from beauty, style and health to food, travel and hometown stories.
- Dedicated to covering the topics that interest our readers.

WE COVER:

- Communities throughout Wake County
- The people and organizations making a difference locally
- Health
- Home interiors
- Travel and outdoors
- Finance
- Education
- Food and wine
- Out and about in Wake County
- Best of Wake County — Reader's Choice Awards

WE REACH MORE THAN **100,000** READERS EACH ISSUE

- Targeted direct mail to affluent households in the area with incomes over \$200K.
- The most diverse distribution of any local publication, Wake Living is delivered to targeted newsstand locations throughout Wake County, including all Harris Teeter and Whole Foods grocery stores, and direct mailed to selected households.
- Distribution includes fine retailers, real estate and relocation offices, chambers of commerce, medical offices, day spas, luxury auto dealers, restaurants, coffee shops, bookstores and libraries.
- Subscriptions and single copies are available for purchase. Email sweiss@whmags.com.
- Links are provided to all advertisers via the digital magazine and website.

**REACH YOUR TARGET MARKET
THROUGH OUR HIGH-QUALITY,
QUARTERLY LIFESTYLE MAGAZINE**

WAKE Living READERSHIP



70% of our readers are women



Our typical readers range in age from the late 20s to early 50s, with an average age in the mid-40s

Our readers' average household income is more than \$200,000



- 75% of our readers are married with 2 children
- They plan on vacationing more than twice a year
- Dine out or go out for entertainment at least 3 times a month



87% OF OUR READERS ARE COLLEGE EDUCATED

20% HOLD ADVANCED DEGREES



AD SPECIFICATIONS

Send Artwork to: gary@whmags.com
or to send large files via dropbox,
upload them to your own dropbox and
provide the link by email to gary@whmags.com

Print Ad Sizes:

*Double Truck: 16.75" x 10.875" trim

*Full Page: 8.375" x 10.875" trim

Half Page (Horiz.): 7.0625" x 4.625"

Half Page (Vert.): 4.625" x 7.0625"

*Back Cover: 8.375" x 10.875" trim

*** add .125" Bleed, allow .5" Safe Area**

2/3 Page: 4.625" x 9.4375"

1/3 Page (Vert.): 2.25" x 9.4375"

1/3 Page (Sq.): 4.625" x 4.625"

1/6 Page (Horiz.): 4.625" x 2.25"

1/6 Page (Vert.): 2.25" x 4.625"

Online Ad Sizes:

Landscape: 420 x 150 pixels

Double Banner: 150 x 308 pixels

Banner: 150 x 150

Ad Design Specifications & Guidelines

Ad design includes the following services:

1. Design and layout of advertiser-supplied ad materials.
2. Supplied photos scanned on high-end scanner; all photography must be supplied by advertiser.
3. Two rounds of corrections/changes to designed advertisements.
4. Final color PDF proof sent to advertiser for approval.

Ad design rate DOES NOT INCLUDE the following services: photography, logo design, copywriting.

Format requirements for advertiser-supplied photography and artwork:

- 300 DPI (high resolution) Digital Photography*
- Logo – Must supply high resolution digital file at 300 DPI. (eps, jpeg or high res. PDF)

Supplied Digital Output Specifications

Digital files must be supplied with the following requirements:

1. **All files must be in Macintosh format.**
Accepted programs: InDesign CS5, Photoshop CS5, Illustrator CS5 or lower (with type changed to outlines), and high-res PDF
2. **Fonts:** All used fonts must be supplied. ONLY Mac postscript fonts accepted.
3. **Photos:** All photos must be 300 DPI @ 100% of desired photo size to ensure the highest quality.
 - Photos must be CMYK
 - Format Tiff, EPS or high-res JPG
4. **Color:** All colors must be CMYK value. PMS spot or RGB colors are not accepted.
5. **Proof:** Color or black and white proof must accompany digital files.

**If an advertiser submits materials that do not meet the above requirements, Weiss Creative will not be held responsible for any quality discrepancies.*

2021 Advertising Deadline Schedule

Issue	Ad Materials Due	Camera Ready Materials	Delivery* Date
Spring	Feb. 12	Feb. 19	March 10
Summer	May 14	May 21	June 9
Fall	Aug. 13	Aug. 20	Sept. 8
Winter	Nov. 4	Nov. 11	Dec. 1

** Exact dates may vary depending on holidays.*

VISIT OUR WEBSITE AND SOCIAL MEDIA

Our website (www.wakeliving.com) and social media pages offer a wealth of information that includes both what's in print, as well as regular updates on what's happening in Wake County.

Here is what Wake Living Magazine offers our clients!

- 100,000 average readership.
- 350 points of distribution covering all of Wake County, including restaurants, automotive dealerships, medical buildings and retail locations, along with all Harris Teeter and Whole Foods locations.
- Our audience demographic is between the ages of 32-62 with a large discretionary income.
- \$150–\$250k average household income.
- 12-week average shelf life of the magazine, which maximizes your media spend.
- 40,000 social media impressions for each post about our advertisers. This is included in your media buy.
- 4,000 unique visits to our website per month, where a majority read the digital copy of the magazine that includes ALL of our advertisers. This is also included with your media buy. (Many online versions of magazines ONLY include articles and leave out their clientele's ads.)

