

A young girl in a red dress is jumping into a large, colorful, iridescent bubble. The bubble is surrounded by other similar bubbles of various sizes, creating a vibrant, multi-colored environment. The background shows a city street with buildings and other people. The text 'wake living' is at the top, with 'wake' in green and 'living' in black. Below it is the tagline 'BRINGING THE CAPITAL AND ITS COMMUNITIES TO LIFE'. The word 'media' is in white and 'guide' is in pink.

wake living
BRINGING THE CAPITAL AND ITS COMMUNITIES TO LIFE

media
guide



DEMOGRAPHICS & DISTRIBUTION

\$625,000

Average Home Value

\$175,000

Median household income

82%

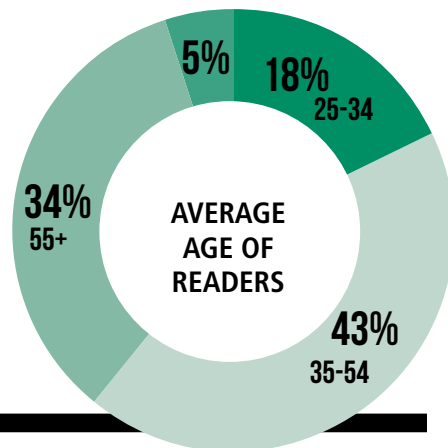
Vacation more than twice per year.

92%

of residents have a bachelor's degree or higher.

72%

have two or more children.



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*.

2022 RATES

Ad Size	1X	3X	6X
Full Page	\$2,940	\$2,790	\$2,500
2/3 Page	\$2,250	\$2,130	\$1,920
1/2 Page	\$1,925	\$1,825	\$1,645
1/3 Page	\$1,430	\$1,350	\$1,225

ASK ABOUT COMBINED RATES!

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.

ADVERTORIAL SECTIONS

Special advertising opportunities are available.



COMBINED EXPOSURE

Reach over **256,000** readers per issue across all of Wake County with combo packages!

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
sacommunications.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.*



LET'S
GET *Social!*

CONTACT US

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