

A BRAND NEW MAGAZINE FROM THE  
PUBLISHERS OF CARY MAGAZINE

# MAIN & BROAD

*The Heart + Soul of Holly Springs and Fuquay-Varina*

NAMED FOR THE TWO MAIN STREETS  
IN THE FAST-GROWING TOWNS OF

## Holly Springs & Fuquay-Varina



PINTS ICE CREAM  
FUQUAY-VARINA





AVIATOR BREWING COMPANY  
FUQUAY-VARINA



TING PARK  
HOLLY SPRINGS



BASAI CREEK  
HOLLY SPRINGS

# DEMOGRAPHICS & DISTRIBUTION

*in Holly Springs and Fuquay-Varina*

## \$279,926

Average Home Market Price

## \$84,134

Median household income

## 88%

of Holly Springs families own their homes, the highest rate of home ownership in Wake County.

## \$144,919,932

in residential investment spent in Fuquay-Varina last year

## NEARLY HALF

of residents have a bachelor's degree or higher.

## 65,960

Combined population

Median Age is

## 36

YEARS OLD

Predicted to grow

## 120% TO 135%

in the next 5 years.

*Demographic information according to the Town of Holly Springs and Town of Fuquay -Varina*

## 15,000 COPIES

distributed per issue



Direct mail to businesses and readers

delivery through The Produce Box and New Neighbor

Free pickup at 30 locations such as Harris Teeter, Food Lion, N.C. Farmers Market, area chambers of commerce, restaurants, local shopping centers & area public libraries.

**PLUS**  
Digital Edition  
*available online*

# ADVERTISING DEADLINES

## FEB/MAR

AD SPACE: 12/5  
AD MATERIALS DUE: 12/14  
ON NEWSSTANDS: 1/14

## APRIL/MAY:

AD SPACE: 2/19  
AD MATERIALS DUE: 2/28  
ON NEWSSTANDS: 3/18

## JUNE/JULY:

AD SPACE: 4/24  
AD MATERIALS DUE: 5/2  
ON NEWSSTANDS: 5/20

## AUG/SEPT:

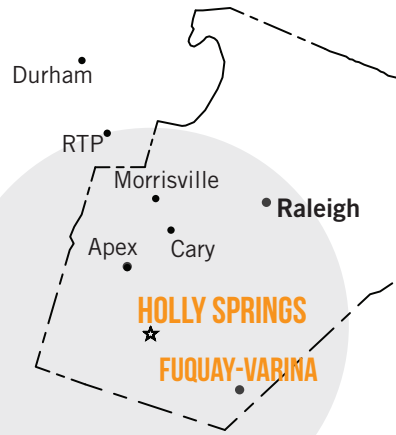
AD SPACE: 6/17  
AD MATERIALS DUE: 6/24  
ON NEWSSTANDS: 7/15

## OCT/NOV:

AD SPACE: 8/19  
AD MATERIALS DUE: 8/28  
ON NEWSSTANDS: 9/16

## DEC/JAN:

AD SPACE: 10/22  
AD MATERIALS DUE: 10/31  
ON NEWSSTANDS: 11/18



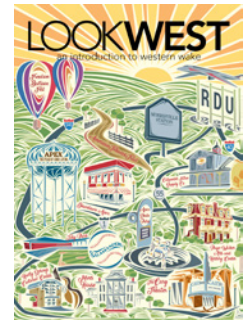
## WITHIN 20-MILES,

you can quickly visit downtown Raleigh, Cary and the southern section of RTP, as well as Garner and neighboring counties. This 20-mile radius offers residents easy access to metropolitan downtown, top universities and colleges, vast job opportunities, diverse populations *and* small town community, natural beauty, safe neighborhoods and Southern charm, making the area rich in unique amenities and quality of life.

Also  
from the publishers of  
**MAIN & BROAD**

## LOOKWEST

an introduction to western wake



## SUMMER 2019

AD SPACE: 6/13  
AD MATERIALS DUE: 6/20

# 2019 RATES

Ad Size	1X	3X	6X
Full Page	\$2,000	\$1,800	\$1,600
2/3 Page	\$1,300	\$1,175	\$1,050
1/2 Page	\$1,100	\$985	\$880
1/3 Page	\$700	\$630	\$575
Dining Guide			\$295

## 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.

# 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](https://sacommunications.com/ad-upload)

## AD SIZES

<b>FULL PAGE</b> Trim Size* 8.375 x 10.875 Bleed Size 8.625 x 11.125	<b>2/3 PAGE</b> 4.6875 x 9.625	<b>DINING GUIDE</b> 2.25 x 4.75
<b>1/2 PAGE</b> 7.125 x 4.75	<b>1/3 PAGE</b> 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.*

## ABOUT US

Publisher of *Main & Broad* magazine, Cherokee Media Group is a full-service media company based in Cary. CMG also publishes *Main & Broad's* sister publication, *Cary Magazine*, an award winning lifestyle magazine highlighting Cary, Apex and Morrisville.



CMG specializes in print and digital media, custom publishing, event and meeting planning, public relations, digital marketing, and photography.

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MEDIA GROUP