

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	1/6 PAGE 2.25 x 4.75
1/2 PAGE 7.125 x 4.75	1/3 PAGE 2.25 x 9.625	

Dimensions are provided in inches.
*All full-page ads must be submitted at bleed size.

ABOUT US

Main & Broad is published by Cherokee Media Group, 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.

CHEROKEE
MEDIA GROUP

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AVIATOR TAP HOUSE
FUQUAY-VARINA



FIVE STAR COFFEE
HOLLY SPRINGS



CINDER THE FIRE DOG
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

65,960

Combined population

NEARLY HALF

of residents have a bachelor's degree or higher.

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

FREE!
TAKE ONE!

15,000

readers per issue

Direct mail to businesses and residents

Delivery through New Neighbor Welcome Service

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 & emailed to more than
45,000
recipients

EDITORIAL CALENDAR

FEB/MAR

AD SPACE: 1/6
AD MATERIALS DUE: 1/11
ON NEWSSTANDS: 1/29

Arts Issue:
Local artists & makers

APRIL/MAY

AD SPACE: 3/10
AD MATERIALS DUE: 3/15
ON NEWSSTANDS: 3/30

Outdoor Adventures:
Bike, hike and play

JUNE/JULY

AD SPACE: 5/6
AD MATERIALS DUE: 5/11
ON NEWSSTANDS: 5/28

Summer is Here!
Food Issue

AUG/SEPT

AD SPACE: 7/8
AD MATERIALS DUE: 7/13
ON NEWSSTANDS: 7/30

Secret Spots
Back to School

OCT/NOV

AD SPACE: 9/9
AD MATERIALS DUE: 9/15
ON NEWSSTANDS: 9/30

Homes & Interiors
Women to Watch

DEC/JAN

AD SPACE: 11/9
AD MATERIALS DUE: 11/11
ON NEWSSTANDS: 11/30

Holidays & Entertaining
Health & Wellness



In **EVERY ISSUE**

MEET & GREET,
THERE & BACK,
RISE & DINE
DINING GUIDE,
FUQUAY-VARINA
MEMES & MORE

2021 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
1/6 Page	\$400	\$350	\$300

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 ADVERTISING

Special advertising opportunities are available.



LET'S GET Social!

@Main & Broad

@mbmagazinenc

@mbmagazinenc

#mainandbroad #mbmagazine

Also
from the publishers of
MAIN & BROAD

LOOKWEST
an introduction to western wake



SUMMER 2021

AD SPACE: 6/15

AD MATERIALS DUE: 6/22