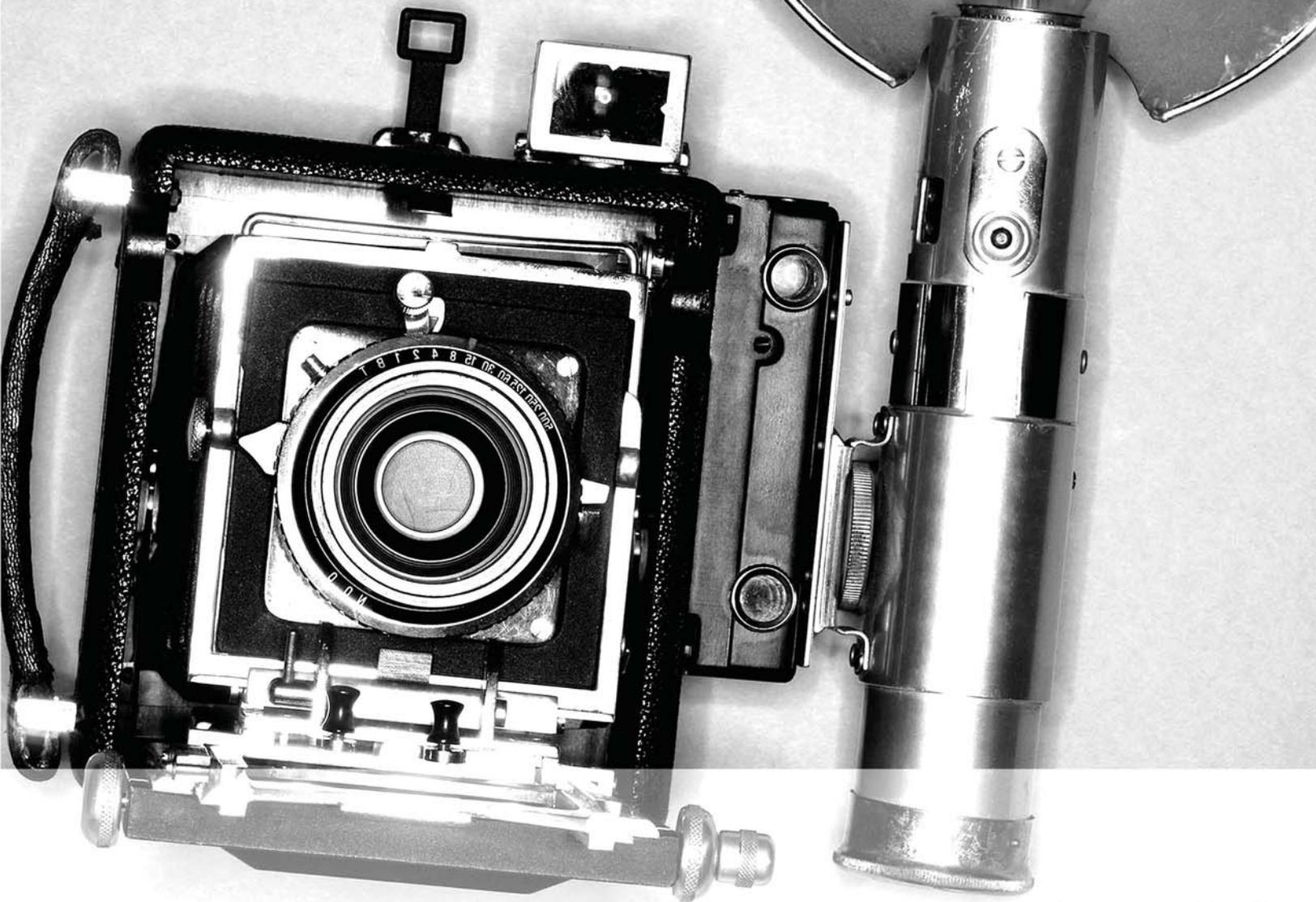


CIRCA

L I F E I N W A K E T O D A Y

2017 MEDIA KIT



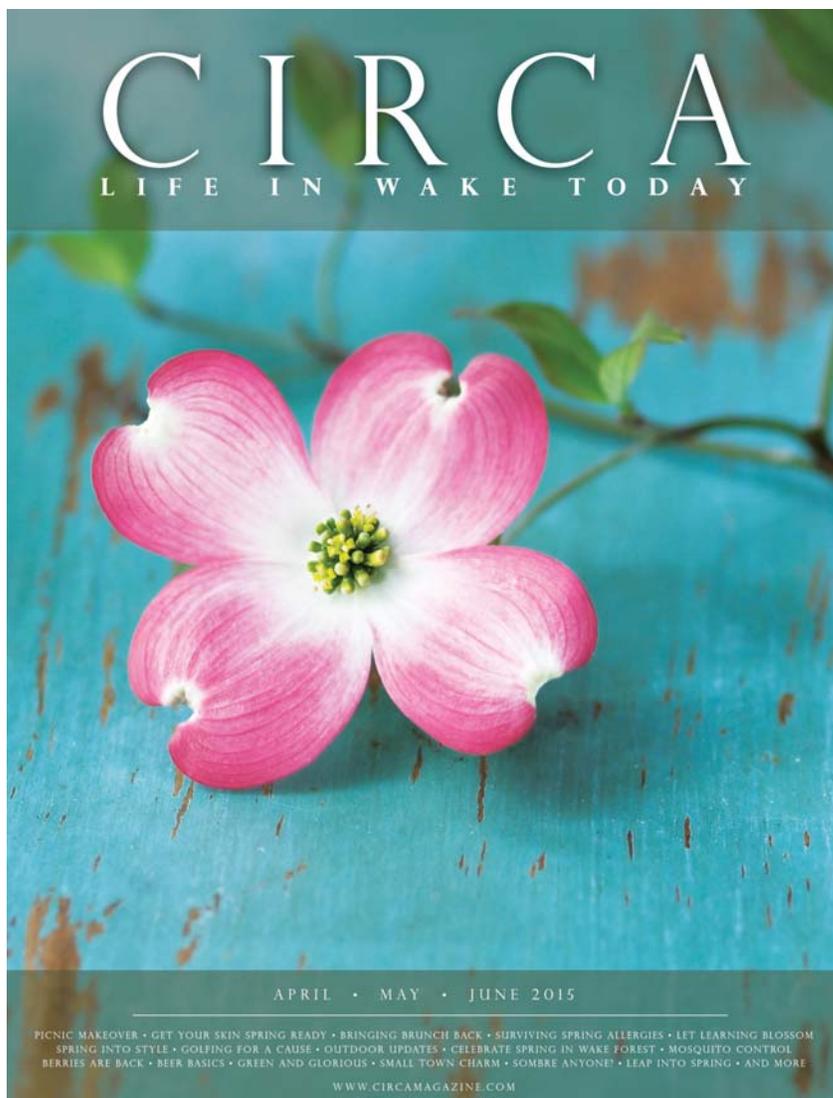
January 1, 2017 Media Kit

ABOUT *CIRCA Magazine*

CIRCA is the area's premier lifestyle magazine that accurately reflects all that is new and current in our corner of the Triangle.

With timely advertising and editorial about Wake Forest, North Raleigh, and the surrounding Triangle area, as well as relevant and valuable lifestyle information covering topics such as interior decorating, home renovations and improvements, outdoor living, landscaping and gardening, entertaining, health and medical, financial and legal, fitness and beauty, shopping and dining, recipes, DIY / crafts, travel, etc., *CIRCA* speaks directly to readers in this affluent region.

CIRCA Magazine is designed to serve these readers – your prospects and customers – to inform and prepare them for making their best buying decisions. And afterwards ... CIRCA will be there when they enjoy the benefits of those decisions.



CONTACT INFO

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Wake Forest, NC 27588
P: 919.453.2555
E-mail: info@circamagazine.com
Web: www.circamagazine.com

“Like” CIRCA on Facebook and “Follow” us on Twitter (@CIRCA_Magazine) and Instagram (circa_magazine)

PUBLISHER/ EDITOR-IN-CHIEF

Kent Lower
kent@circamagazine.com

ADVERTISING SALES

919.453.2555 / 919-441-9555 (mobile)
info@circamagazine.com

TESTIMONIAL

“Thank you *CIRCA Magazine*, for helping us enter the highly competitive marketplace of Wake Forest and Raleigh and their suburbs. Your magazine is our single best source for direct hits on our website.

“ *your magazine is our
SINGLE BEST SOURCE
for direct hits* ”

As a result of running an ad in your magazine we see a direct increase of over 200% in the number of hits from the Raleigh and Wake Forest area. These spikes always come within the first five days of publication and continue for the next 30 days. We take great care in tracking the source of our leads. We have had numerous leads directly from our ad in your magazine that have led to sales. We are so happy with the results of our ad in *CIRCA Magazine* that we are going to double the size of our ad in the next edition.”

THE CIRCA ADVANTAGE

Reaching current and prospective customers is a constant requirement for successful marketing ... and print advertising is one of the most cost-effective and efficient ways to reach both audiences. The continuing strength of print media lies in its ability to reach specific interest audiences with color-dominated messages conveyed in a permanent format, meaning that it can be stored, filed, or carried, and looked at in a location and at a time of one's choice.

According to The Magazine Handbook (published by Magazine Publishers of America):

- **Magazines target efficiently:** With a range of titles that appeal to specific demographics, lifestyles, and interests, advertisers can hone in on the targets that fit their needs.
- **Magazines engage and are compelling:** 90% of magazine readers pay full and complete attention when reading.
- **Magazine ads endure:** Magazines are not quickly discarded; thus, consumers refer to them multiple times, giving advertisers the opportunity for added exposure.
- **Magazines generate results:** Magazine advertising spurs readers' actions, from changing their minds to making actual purchases.
- **Magazines supply credibility:** Consumers trust and believe magazine advertising more than advertising in other media.

Thus, magazine marketing is key to growing your business, especially in today's economic environment ... and that's why advertising with *CIRCA Magazine* works. *CIRCA* is a cost-effective, unique, and popular regional magazine with a very loyal readership that can help promote, position, and grow your organization throughout the prestigious northern Wake County area. By reaching a qualified, target market, *CIRCA* is an ideal means for drawing attention to and establishing credibility for your company with your prospects, and in your customers' minds.

“90% of magazine readers pay full and complete attention when reading”

LET CIRCA HELP YOU

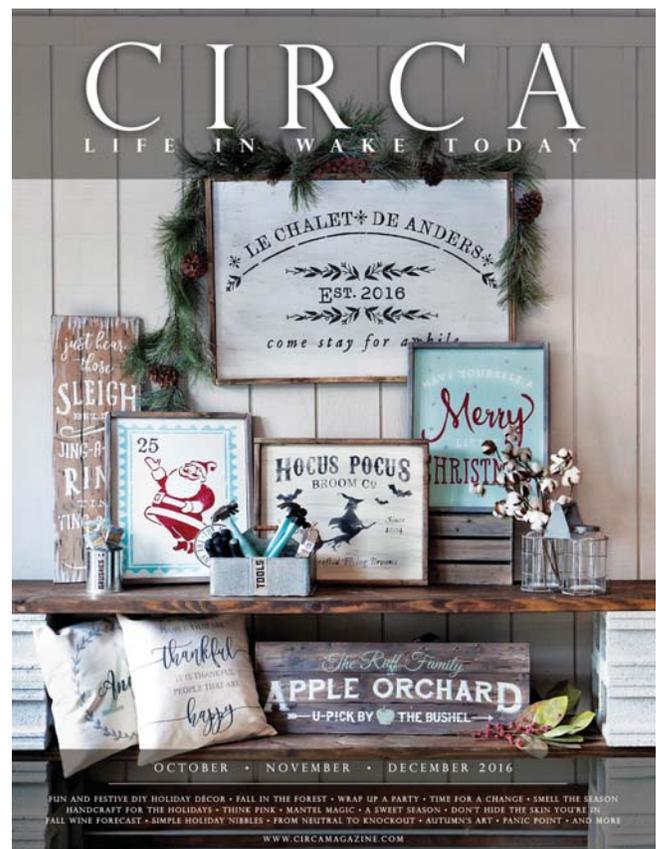
Reach and influence a qualified, target market of approximately 20,000 affluent residents of and newcomers to the greater Wake Forest area every quarter – those with disposable income and the need/desire for your products/services, all in the northern Wake County area.

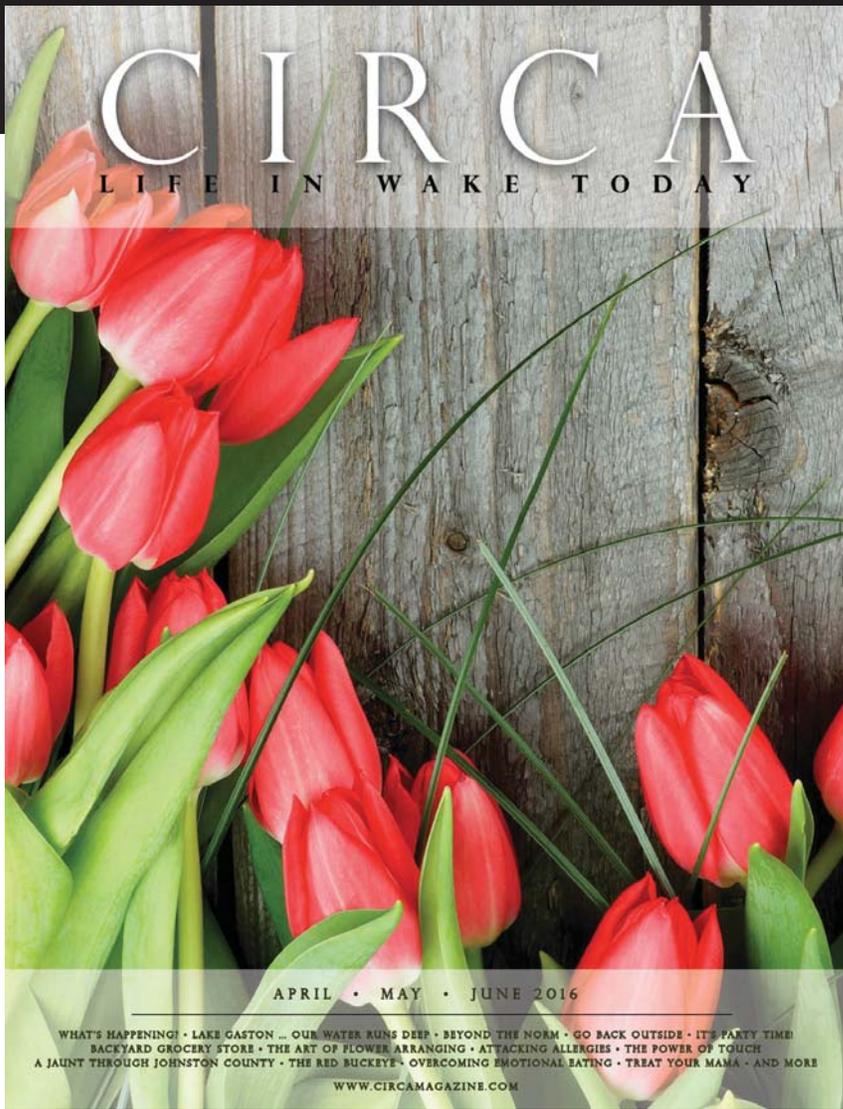
Promote and increase the visibility of your company's products and services in a high-quality lifestyle magazine at an affordable price.

Raise awareness of your company and its products or services in a rapidly growing market of upscale consumers.

Differentiate your company from your competitors.

Create top-of-mind awareness so that your organization will be included in consumers' buying decisions.





WHY CHOOSE ? CIRCA ?

CIRCA Magazine provides the ideal lifestyle environment to deliver your company's advertising message to upwardly mobile homeowners and home buyers in the affluent northern Wake County area.

FEATURED EDITORIAL INCLUDES

Arts & Entertainment	Home Security
Children	Home Technology
City or Area Statistics	Interior Decorating
Crafts	Landscaping / Lawn Care
DIY	Legal
Dining	Lighting
Education	Mortgage Lending
Entertaining	Outdoor Living
Fashion / Beauty	Pet Care
Financial Planning	Recipes / Cooking
Fitness / Beauty	Remodeling / Renovations
Gardening	Shopping
Health / Medical	Sports
Holidays	Travel
Home Furnishings	

RECENT ADVERTISERS

A Toast To The Triangle
AR Workshop
Authentic Self Spiritual Counseling
Back Alley Coffee Roasters
Batteries + Bulbs
Bright Funeral Home
Chef Mario's Catering & Personal Chef
Dirty Dogs Spa Grooming & Boutique
Down To Earth Landscape Design
Duck Donuts
Duke Lightner Dermatology
Esthetics By Caris
Fitness Connection
Fonville Morisey
Galaxy Fun Park
Generate Design
Gladwell Orthodontics

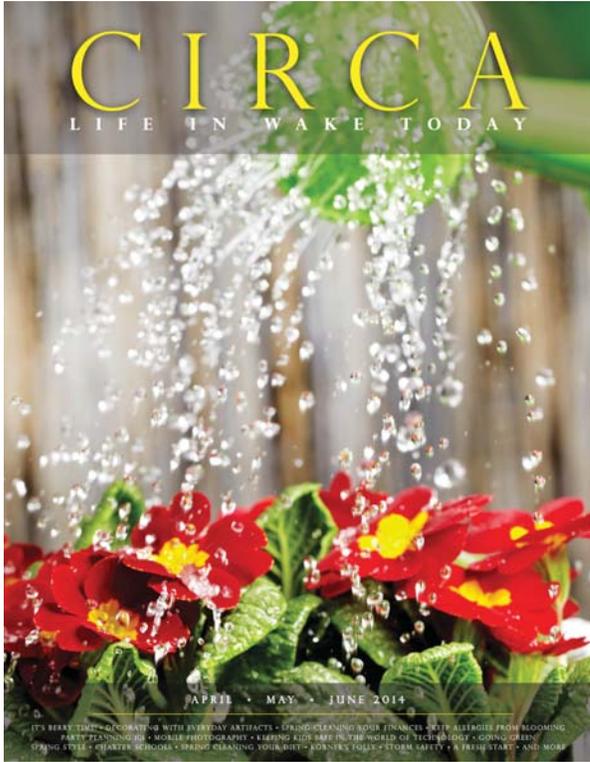
Help Me Rhonda Interiors
Heirtage MedSpa
Heritage Urgent & Primary Care
Ingleside Farm
JT's Landscaping and Lawncare
La Foresta Italian Cafe
Lily Mae's Boutique & Gifts
MaidPro of Raleigh and Wake Forest
Mosquito Joe
Novant Health Village Family Care
Ollie's Cafe, Gifts, Art
Open Door Furniture and Accessories
Paws at Play
Raleigh Wake Forest Homes
RedDog CrossFit
REX UNC Health Care
Robledo Studio Hair & Makeup Artistry

Sears HVAC
Shepherd Youth Ranch
Supremia Dentistry with Dr. Edmond Suh
The College at Southeastern
The Giving Tree
ThinSculpting
Training Your Best Friend
Turning Miles Into Smiles
Wake Forest Chamber of Commerce
Wake Forest Downtown
Wake Forest Historical Museum
Wake Forest Portrait Shoppe
WakeMed
Walters Insurance Agency
Warren Shackleford Attorneys
Wine & Beer 101
And many more ...

SMART BUSINESS OWNERS USE EVERY ADVANTAGE TO GROW THEIR COMPANY...

USE THE CIRCA ADVANTAGE!

WHY ADVERTISE IN PRINT?



Even though magazines are now competing with more advertising mediums than ever, print advertising is still a vital component of business marketing. Why? Because magazines are considered priority reading material for today's consumers, as readers are looking at print advertising with the objective of determining what's in the marketplace and what can provide solutions to their wants and needs. Magazines are one-stop shopping sources for your best customers and prospects. Make sure they learn about you and your products/services with a hard-hitting marketing campaign in *CIRCA Magazine* that provides its readers – your potential customers – with the information they continually need.

THE BENEFITS OF PRINT ADVERTISING

- **Targeted Marketing:** Magazines offer businesses the ability to target a specific demographic through a product the audience connects with.
- **Many readers:** A single magazine can pass through

numerous sets of hands and carry a message far beyond the person who picks it up or requests company information. And until a print publication is discarded, it continues to offer the prospect of serving a defining influence on those readers' attitudes and buying behaviors.

- **Enduring Messages and Unlimited Exposure:** Print media convey tangible presentations that can remain viable for days, months, and even years. The reader of a printed piece engages more fully with the material than the easily distracted website visitor, radio listener, or television viewer. Print media also allows for unlimited exposure. Unlike television or radio, where advertising time is scheduled, prospects have potential exposure to print ads at virtually any time. A magazine left on a coffee table, for instance, can be viewed repeatedly and at the reader's discretion. The reader also has the opportunity to study the ad at his or her leisure and isn't limited to only 30 or 60 seconds.
- **Print Ads Have High Retention Rates:** Magazine ads can be viewed in a single glance and don't require scrolling or clicking through – also, people who read a hard copy of a publication tend to have longer attention spans, and therefore pay closer attention to what they are reading in print, thus increasing their exposure to your message.
- **Loyal Readership:** Print media sources tend to have longstanding, loyal readership. This frequent readership helps reinforce advertisers' messages or even develops an ongoing campaign that may cover multiple issues. Advertising in publications that have been around for many years, like *CIRCA Magazine*, can also lend credibility to the advertiser.
- **Brand Marketing With Print:** Because print ads are inherently visual, graphics and text can be used to convey an emotional response or create brand recognition, which is an important component of marketing.

These are just a handful of valid reasons why print advertising works. Bottom line – the more people see or read about a business, the more likely they are to think of that business when they need and are ready to purchase that product or service.

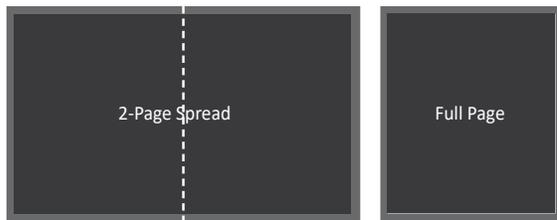
Hence, the need for you to advertise in CIRCA Magazine.

2017 ADVERTISING SPECIFICATIONS

AD DESCRIPTION	AD RATE PER ISSUE
FULL PAGE 8.25" x 10.875"	Guaranteed Positioning Available
1/2 ISLAND 4.75" x 7"	Guaranteed Positioning Available
1/2 PAGE Horiz: 7.125" x 4.8125" Vert: 3.4375" x 9.875"	Guaranteed Positioning Available
1/3 PAGE Horiz: 7.125" x 3.25" Vert: 2.25" x 9.875" Square: 4.75" x 4.8125"	Guaranteed Positioning Available
1/4 PAGE 3.4375" x 4.8125"	Guaranteed Positioning Available
2 PG SPREAD 16.5" x 10.875"	Premium Position
BACK COVER 8.25" x 10.875"	Premium Position
INSIDE COVERS 8.25" x 10.875"	Premium Position

Guaranteed positioning for an additional charge.
Positioning subject to availability.

PLEASE CALL 919-453-2555 OR
EMAIL INFO@CIRCAMAGAZINE.COM FOR PRICING.



MECHANICAL REQUIREMENTS

- Publication trim size is 8.25" x 10.875."
- If ad bleeds, allot 1/8."
- Preferred: Digital images can be received as email attachments. Preferred formats: PDF or JPG.
- All advertisements and images must be at least 300 dpi and CMYK.
- **Email materials to: Kent Lower, Publisher & Editor-In-Chief**
kent@circamagazine.com (919.453.2555 / 919.441.9555)

2017 MEDIA PLACEMENT / EDITORIAL CALENDAR

ISSUE	AD RESERVATION & EDITORIAL DUE	AD ARTWORK DUE	PUBLICATION DATE
JAN / FEB / MAR 2017	NOV 16 2016	NOV 21 2016	JAN 2 2017
APR / MAY / JUNE 2017	FEB 17 2017	MAR 3 2017	APR 1 2017
JUL / AUG / SEPT 2017	MAY 19 2017	JUN 2 2017	JULY 1 2017
OCT / NOV / DEC 2017	AUG 23 2017	SEP 6 2017	OCT 1 2017
JAN / FEB / MAR 2018	NOV 17 2017	NOV 28 2017	JAN 2 2018

* Dates are subject to change

GUIDELINES & REGULATIONS

- Advertising rates are per ad, per issue rates.
- Advertising prices include full color.
- Advertising rates include publication of advertisements in print editions and advertisements in the digital magazine on www.circamagazine.com, (hyperlinked to advertisers' websites), as well as hyperlinked listings under the "Business Directory" on the *CIRCA* website.
- Ads are placed within the layout on a first-come, first-served basis. However, *CIRCA Magazine* offers guaranteed positioning, which carries a 15% premium per ad and is subject to availability.
- Advertisers and advertising agencies assume complete liability for all content of advertisements printed, and also assume liability for any claims arising therefrom made against the publisher. The publisher will not assume any liability for errors, omissions, or delays to advertisements.
- Advertising rates are net.
- Payment terms are net 15.
- Advertising design services are available upon request.

