

# 2018 MEDIA KIT

# CIRCA

LIFE IN WAKE TODAY

## OUR READERS

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.

## DISTRIBUTION

CIRCA Magazine is distributed for FREE at 200+ strategic points throughout the Wake Forest, North Raleigh, Rolesville, and greater northern Wake County region — locations where your customers and prospects frequent, from grocery stores to restaurants to doctors offices to retail stores, and more.

CIRCA Magazine is also directly mailed to thousands of homeowners throughout this geographic area — including the 27587, 27614, 27613, and 27571 zip codes.

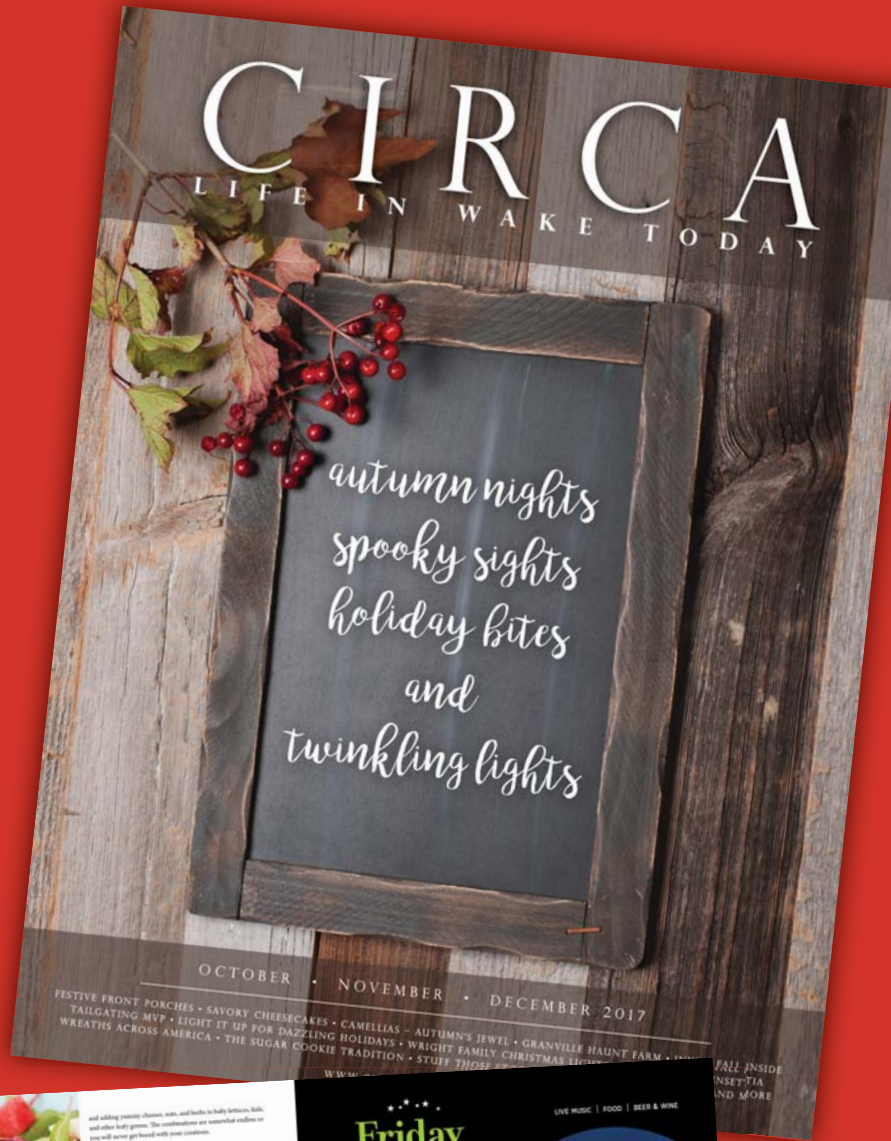
## ONLINE & SOCIAL

Digital editions of CIRCA Magazine with all ads hyperlinked to advertisers' websites are published on the CIRCA website. Also featured on the website are highlighted articles, upcoming area events, and more (promoted via Facebook, Twitter, and Instagram).

## TESTIMONIALS

*"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."*

*"As a result of running an ad in CIRCA Magazine we see a direct increase of over 200% in the number of hits from the Raleigh and Wake Forest area."*



# ABOUT CIRCA

CIRCA is the premier lifestyle magazine that has been reaching residents of and newcomers to our corner of the Triangle for over 15 years.

With timely advertising and editorial about Wake Forest, North Raleigh, Rolesville, and the surrounding Triangle area, as well as relevant and valuable lifestyle information and resources — from area events, home decor, outdoor living, entertaining, recipes, lawn and garden, DIY, travel, health and beauty, medical, financial, education, and so much more — 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.

# 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.

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 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 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.

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# 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.
- 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.

# CIRCA

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

## 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 businesses can provide solutions to their wants and needs. Magazines are one-stop shopping sources for your best customers and prospects.

## 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.
- **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 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.
- **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.

## RECENT CIRCA ADVERTISERS INCLUDE:

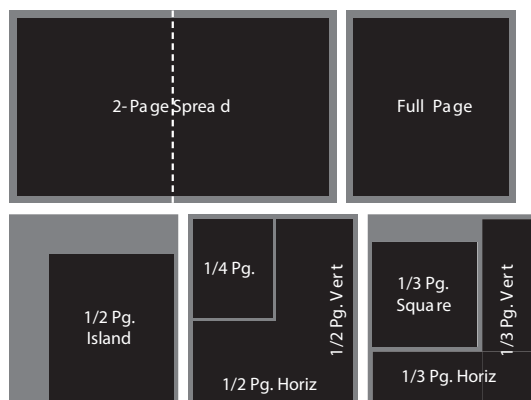
- 5401 North
- A Moment's Grace
- AR Workshop
- Authentic Self
- Avalaire
- Batteries Plus Bulbs
- Bright Funeral Home & Cremation Center
- Bumgarner & Martin Orthodontics
- Chef Mario's Catering & Personal Chef
- Dance Dynamics
- Dirty Dogs Spa
- Down To Earth Landscape Design and Build
- Duck Donuts
- Duke Lightner Dermatology
- Esthetics By Caris
- Fonville Morisey
- Fitness Connection
- Galaxy Fun Park
- Generate Design
- Gladwell Orthodontics
- Gluten Free With Sarah B
- Help Me Rhonda Interiors
- Heritage MedSpa
- Heritage Urgent Care
- JT's Landscaping and Lawncare
- La Foresta Italian Cafe
- Lily Mae's Boutique
- MaidPro
- McPherson Family Eyecare
- Mosquito Joe
- Open Door Furniture and Accents
- Paws at Play
- Perry & Brandt Attorneys at Law
- Pet 'n Nanny
- Red Dog CrossFit
- Redefined Courage
- Shepherd Youth Ranch
- Supremia Dentistry
- Sweet T's Boutique
- The College at Southeastern
- The Joel Fund
- Town of Wake Forest
- Triangle Family Dentistry
- UNC REX Healthcare
- Village Family Care
- Wake Forest Chamber of Commerce
- Wake Forest Downtown
- Wake Forest Historical Museum
- WakeMed
- Walters Insurance Agency / Allstate
- Warren, Shackelford, Thomas Attorneys
- Wine and Beer 101
- Zoomy Dog
- ... and more



## AD SPECS

AD DESCRIPTION	CALL OR EMAIL FOR PRICING
<b>FULL PAGE</b> 8.25" x 10.875"	
<b>1/2 ISLAND</b> 4.75" x 7"	
<b>1/2 PAGE</b> Horiz: 7.125" x 4.8125" Vert: 3.4375" x 9.875"	
<b>1/3 PAGE</b> Horiz: 7.125" x 3.25" Vert: 2.25" x 9.875" Square: 4.75" x 4.8125"	
<b>1/4 PAGE</b> 3.4375" x 4.8125"	
<b>2-PG SPREAD</b> 16.5" x 10.875"	
<b>BACK COVER</b> 8.25" x 10.875"	
<b>INSIDE COVERS</b> 8.25" x 10.875"	

Guaranteed positioning: additional 15%. Ad rates are net.



## MECHANICAL SPECS

- 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**  
**kent@circamagazine.com**  
**(919.453.2555 / 919.441.9555)**

# CIRCA

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

## MEDIA / EDITORIAL CALENDAR

ISSUE	AD RESERVATION & EDITORIAL DUE	AD ARTWORK DUE	PUBLICATION DATE
<b>JAN / FEB / MAR</b> 2018	NOV 17 2017	NOV 28 2017	JAN 2 2018
<b>APR / MAY / JUNE</b> 2018	FEB 15 2018	MAR 1 2018	MAR 30 2018
<b>JUL / AUG / SEPT</b> 2018	MAY 18 2018	JUN 1 2018	JULY 2 2018
<b>OCT / NOV / DEC</b> 2018	AUG 17 2018	AUG 31 2018	OCT 1 2018
<b>JAN / FEB / MAR</b> 2019	NOV 14 2018	NOV 28 2018	DEC 31 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](http://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 there from 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.