

CIRCA

LIFE IN WAKE TODAY

2023 MEDIA KIT

OUR READERS

Reach and influence a qualified, target market of approximately 25,000 affluent residents of and newcomers to Wake Forest and the surrounding area every quarter — those with disposable income and the need/desire for your products/services.

DISTRIBUTION

CIRCA Magazine is distributed for FREE at many strategic points throughout Wake Forest, North Raleigh, Rolesville, Youngsville, and Franklinton — locations where your customers and prospects frequent, from grocery stores to restaurants to retail shops to businesses, and more.

CIRCA Magazine is also directly mailed to thousands of homeowners throughout this geographic area — including the 27587, 27614, 27613, 27571, 27596, and 27525 zip codes.

ONLINE & SOCIAL

Digital editions of CIRCA Magazine with all ads linked 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 and Instagram). Advertisers are also listed in the "Business Directory" featured on the website, with contact information and website links. In addition, advertisers also receive "Advertiser Spotlights" on CIRCA's social media platforms, providing further promotion and exposure at no additional fee.

WHAT PEOPLE ARE SAYING

"A content-rich publication that is beautifully produced. THE local magazine to read!"

"Great local magazine. Great to work with for advertising."

"The premier lifestyle magazine of Wake Forest and the surrounding area."

"Love this magazine! A wealth of information and great articles!"

"CIRCA Magazine is full of wonderful information about Wake Forest and the surrounding area. It is beautifully done!"

"Excellent publication! Great information for our local community. I read every edition cover to cover and know that the businesses represented in CIRCA are great places for me to frequent and do business with."

"A high quality publication with great articles and businesses."

"I always read CIRCA to keep current with what's happening in the area!"

"Excellent. Professional. Truly a pleasure to work with."

"CIRCA magazine is a quality magazine. I look forward to each issue to read interesting articles about our area."

"The best magazine in the Triangle!"



CHEERS TO THE UNIQUE
NOT YOUR USUAL FALL WINES

MEAD
What is mead? Mead, or honey wine, is made by fermenting honey with water. Unlike beer, mead is sometimes brewed with fruits, herbs, or spices. It's generally lighter in alcohol than beer and often has a sweeter taste. Mead has been around since the dawn of time, and it's still popular today. You can find mead at many wine stores and online. It's a great alternative to wine, and it's also a great gift for the holidays.

Ready to Bake
For the Holidays

NORTH RALEIGH PERIODONTICS
Macon M. Singletary, DDS, MS
Diplomate in Periodontology

Dr. Singletary is a Diplomate with the American Board of Periodontology. He specializes in all forms of surgical and non-surgical periodontal care. North Raleigh Periodontics treats all aspects of Periodontal Disease and has completed over 3,000 implant procedures.

Specializing in:
DENTAL IMPLANTS | GUM GRAFTING | EXTRACTIONS
LASER TREATMENTS | BONE AUGMENTATION
PERIODONTAL MAINTENANCE | CROWN LENGTHENING
SNORING AND SLEEP SOLUTIONS

Call us today
919.518.8222
7805 FIESTA WAY, RALEIGH
NORTHRALEIGHPERIO.COM

ABOUT CIRCA

CIRCA Magazine is the premier lifestyle magazine that has been reaching residents of and newcomers to our corner of the Triangle for 20 years ... in fact, CIRCA is the longest published lifestyle magazine in the northern Wake County / southern Franklin County area.

With timely advertising and editorial about Wake Forest, Raleigh, Rolesville, Youngsville, and Franklinton, 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 wellness, medical, financial, real estate, 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.

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 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.**

CIRCA

LIFE IN WAKE TODAY

The collage features a CIRCA magazine cover with the title 'CIRCA LIFE IN WAKE TODAY' and a vibrant floral background. Below it is a woman with a red headband covering her nose, looking distressed. To the right is an advertisement for 'FUNKY CRAWL SPACE?' by 'crawl space ninja'. The ad includes a QR code, a list of services, and contact information: 919-205-9993 and crawlspaceninja.com. The services listed are: ENCAPSULATION, WATERPROOFING, MOISTURE CONTROL, VAPOR BARRIER INSTALLATION, CRAWL SPACE DRAINAGE, SODA BLASTING MOLD REMOVAL, MOLD PREVENTION, SUMP PUMP INSTALLATION, BATTERY BACK-UPS, INSULATION AND AIR SEALING, FRENCH DRAINS, FRENCH DRAINS, DOWNPOUT EXTENSIONS, and CRAWL SPACE VENTILATION. The ad also mentions 'Let us improve your indoor air quality with superior products and customer service and our unique and proven approach to crawl space repair, creating a worry-free space for you and your family.'

LET CIRCA HELP YOU

- **Reach and influence a qualified, target market** of approximately 25,000 affluent residents of and newcomers to Wake Forest and the surrounding 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.

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.

CIRCA

LIFE IN WAKE TODAY

RECENT CIRCA ADVERTISERS INCLUDE:

- Adrift Salon
- archer + pratt Home & Gifts
- B&W Hardware
- Bayleaf Market
- Benchmark Community Bank
- Bespoke Realty Group
- Bright Funeral Home & Cremation Center
- Bumgarner & Martin Orthodontics
- Camp Bow Wow
- Capital Chevrolet
- Carolina Hemp Company
- Coach Val Customized Fitness
- Crawl Space Ninjas
- Design Development Architects
- Dirty Dogs Spa
- Down To Earth Landscape Design and Build
- Earthwise Pet Nutrition Center & Wellness Spa
- Edward Jones
- Fishin' Shrimp
- Flavor District
- Friday Night On White
- Gather Group
- Generate Design
- Groundbreaking Real Estate
- Hatch Coworking
- Help Me Rhonda Interiors
- High Park Nail Bar
- Holistic Health & Medicine
- JT's Landscaping and Lawncare
- Kaleidoscope Realty Group
- Keith's Store
- MaidPro
- McPherson Family Eyecare
- Mosquito Joe
- Norse Brewing Company
- North Raleigh Periodontics
- Open Door Furniture and Accents
- Page 158 Books
- Perry & Brandt Attorneys at Law
- Plant Cakes Bake Shop
- Providence Auto Care
- Raleigh Radiology
- Reclaiming Your Space
- Renewal By Andersen
- Robyn Goss Art
- Smith's Smokehouse & Smoothies
- Southern Lux Living
- Southern Suds & Gifts
- Strike and Barrel
- Supremia Dentistry
- The Butcher's Market
- The College at Southeastern
- The Corner & Meeting House
- The Cotton Company
- The Forks Cafeteria
- The Lemon Tree
- The Market Of Wake Forest
- Ting Internet
- Total Deck Care
- Town of Wake Forest
- Trek CBD
- Triangle Family Dentistry
- Wake Electric Membership Corporation
- Wake Forest Chamber of Commerce
- Wake Forest Coffee Company
- Wake Forest Downtown
- Wake Forest Federal
- Wake Forest Historical Museum
- Wake Forest Interiors
- WakeMed
- Walters Insurance Agency / Allstate
- Warren, Shackleford, Thomas Attorneys
- White Street Boutique
- Wine and Beer 101
- Youngville Merchants
- Zar Electric
- ... and more



AD SPECS

AD DESCRIPTION - CALL FOR PRICING

FULL PAGE

8.25" x 10.875"

1/2 ISLAND

4.75" x 7"

1/2 PAGE

Horiz: 7.125" x 4.8125"

Vert: 3.4375" x 9.875"

1/3 PAGE

Horiz: 7.125" x 3.25"

Vert: 2.25" x 9.875"

Square: 4.75" x 4.8125"

1/4 PAGE

3.4375" x 4.8125"

2-PG SPREAD

16.5" x 10.875"

BACK COVER

8.25" x 10.875"

INSIDE COVERS

8.25" x 10.875"

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
JAN / FEB / MAR 2023	NOV 21 2022	NOV 29 2022	DEC 30 2022
APR / MAY / JUNE 2023	FEB 22 2023	MAR 3 2023	MAR 30 2023
JUL / AUG / SEPT 2023	MAY 24 2023	JUN 1 2023	JUN 30 2023
OCT / NOV / DEC 2023	AUG 23 2023	SEPT 1 2023	SEPT 30 2023
JAN / FEB / MAR 2024	NOV 20 2023	NOV 30 2023	DEC 30 2023

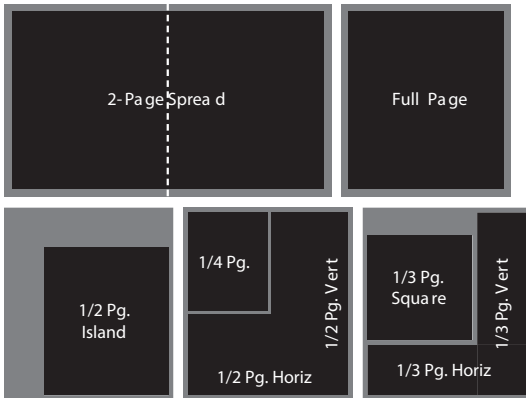
Dates are subject to change.

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 circamagazine.com, (linked to advertisers' websites), linked listings under the "Business Directory" on the CIRCA website, and "Advertiser Spotlights" on CIRCA's Facebook and Instagram pages.
- 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 30.
- Advertising design services are available upon request.

*** CURRENTLY OFFERING A 10% DISCOUNT FOR NEW ADVERTISERS!**

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
(919.441.9555 Mobile / 919.453.2555)