

CIRCA

LIFE IN WAKE TODAY

2025 MEDIA KIT



CIRCA Magazine is the premier lifestyle magazine catering to Wake Forest, North Raleigh, Rolesville, Youngsville, and Franklinton. As the area's go-to magazine for over two decades, we are the trusted source for expert lifestyle insights in this dynamic corner of the Triangle.

Our expertly curated valuable and relevant content — encompassing home decor, outdoor living, home improvement, community events, health and wellness, real estate, financial, travel, recipes, entertaining, fashion, and much more — speaks directly to readers in this vibrant region. As the primary source of community and lifestyle information for those living, working, and playing in the region, our mission is to provide well-crafted, informative, interesting, and entertaining content about the place our readers call home.

CIRCA Magazine proudly boasts a partnership with a large number of advertising businesses that recognize the unparalleled opportunity to reach a sophisticated audience, grow their customer base, and achieve heightened brand visibility in the regions we target.

Join this esteemed group ... maximize your impact, connect with your customers, and leave a lasting impression by advertising with *CIRCA Magazine!*

CIRCA CIRCULATION

CIRCA Magazine connects your business with a highly qualified and discerning audience of approximately 25,000 affluent residents and newcomers in Wake Forest, North Raleigh, Rolesville, Youngsville, and Franklinton every quarter. These are individuals who possess significant disposable income and an active interest in discovering quality products and services that align with their lifestyle and needs.

Our strategic distribution model ensures your advertising message reaches this ideal audience precisely when and where it matters most. *CIRCA Magazine* is distributed for FREE at hundreds of carefully selected, high-traffic locations throughout the region. These include retail shops, restaurants, grocery stores, commercial businesses, corporate offices, hotels, salons, libraries, and apartment complexes — places your potential customers frequent as part of their daily lives.

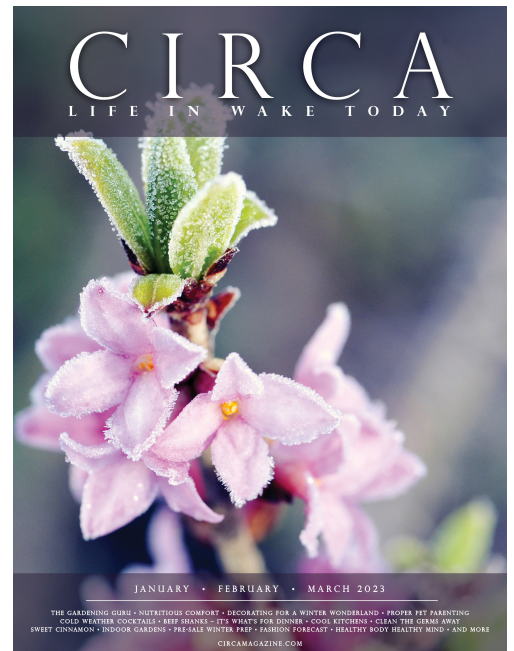
By delivering directly into the hands of engaged readers, *CIRCA Magazine* maximizes your visibility and impact in the northeastern Triangle region. Our proven approach not only ensures your brand stands out but also positions your business as a trusted and accessible resource for this thriving and influential community.



ONLINE + SOCIAL

We're not just a premier print publication — we're also dedicated to reaching readers through various digital channels. Our offerings include a digital version of the magazine with all ads linked to advertisers' websites published on the *CIRCA* website (circamagazine.com). Also featured on the website are highlighted articles, upcoming area events, distribution locations, and more (also promoted on Facebook and Instagram). Advertisers are also listed in the "Business Directory" on the website, with contact information and website links. In addition, advertisers receive "Advertiser Spotlights" on *CIRCA*'s social media platforms, providing further promotion and exposure.

Advertising in the print edition of *CIRCA Magazine* provides a tangible and credible platform to reach your target audience. The supplement of an online version and additional social media promotion further extends the reach, ensuring a broader viewership. This multi-channel strategy allows advertisers to maximize exposure and engagement, combining the enduring impact of print with the dynamic nature of digital platforms.



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 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."

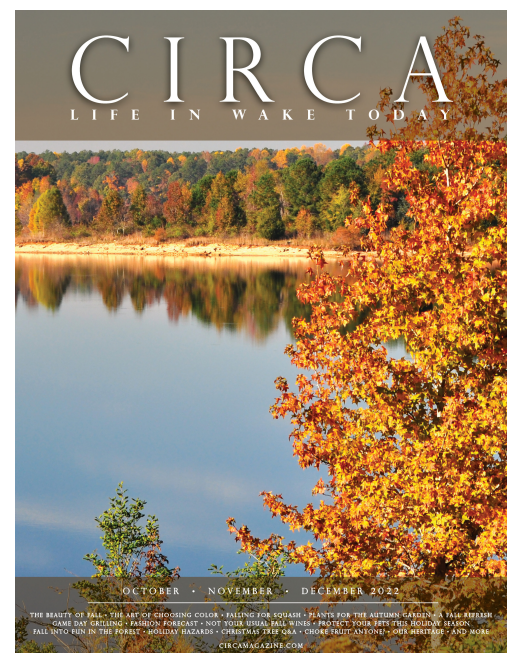
"A high quality publication with great articles and businesses."

"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!"



WHY PRINT ADVERTISING?

Even though magazines are now competing with more advertising mediums than ever, print advertising is still a vital component of business marketing. Why? Because print advertising offers a tangible and enduring impact that engages audiences in a way that digital media often cannot replicate. In a world inundated with online content, print materials stand out, creating a lasting impression. The tactile nature of print fosters a sense of credibility and trust, influencing consumer perception. With print, advertisers can reach a specific target demographic, ensuring a focused and effective marketing strategy. Additionally, print advertisements often have a longer shelf life, providing prolonged exposure compared to the transient nature of digital content.

BENEFITS OF LOCAL MAGAZINE ADVERTISING

- **Targeted Reach:** Local magazines often cater to a specific region or a niche market, allowing advertisers to target a particular geographic audience. This is especially valuable for businesses serving and looking to reach a local market.
- **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.
- **Longevity / Enduring Messages:** Print media convey physical presentations that can remain viable for days, months, and even years. The reader of a printed piece may revisit it multiple times, pays attention to it, and engages more fully than the easily distracted social media viewer, website visitor, radio listener, or television viewer. This can lead to a more focused and immersive experience for the reader/ad viewer and increase visibility of your ad and its message.
- **Brand Marketing:** Because magazine ads are visual, graphics and text can be used to convey an emotional response or create brand recognition, which is an important component of marketing. This creative flexibility allows advertisers to use unique and visually appealing layouts to capture attention and effectively convey their message.
- **SUPPORTING LOCAL:** Many readers of local magazines have an interest in supporting local businesses. Advertising in a local publication can help to position your business as part of the community and encourage local patronage.

LET CIRCA MAGAZINE HELP YOU

- **Advertise with CIRCA and reach and influence a qualified, target market of approximately 25,000** affluent residents of and newcomers to Wake Forest, North Raleigh, Rolesville, Youngsville, and Franklinton area every quarter.
- **Advertise with CIRCA and promote and increase the visibility of your company's products and services** in a high-quality lifestyle magazine at an affordable price.
- **Advertise with CIRCA and raise awareness** of your company and its products or services in a rapidly growing market of upscale consumers.
- **Advertise with CIRCA and differentiate your company** from your competitors.
- **Advertise with CIRCA and create top-of-mind awareness** so that your organization will be included in consumers' buying decisions.

RECENT ADVERTISERS

Aging Care Matters
American Ballroom
archer + pratt
Avance Care
Bayleaf Market
Benchmark Community Bank
Bright Funeral Home & Cremation Center
BroadSides & Brews
Bumgarner & Martin Orthodontics
Cameron & Furman CPAs
Camp Bow Wow
Capital Chevrolet
Curtsy's Cafe & Burger Bar
Design Development Architects
Dirty Dogs Spa
Down To Earth Landscape Design
Downtown Franklinton
Earthwise Pet
Edward Jones
Eli's Tavern
Franko's Italian Steakhouse / Pizzeria Franko
Friday Night On White
Gameday Men's Health
Generate Design
Grand Highland Estates
Hatch Coworking
Help Me Rhonda Interiors
Herbal Solutions Youngsville
Holistic Health & Medicine
iFixFast Repair & Accessories
Intracoastal Realty
JT's Landscaping and Lawn care
James Buchanan Accounting & Tax Services
Jubilation Spa
Krispy Kreme Challenge
Lightbridge Academy
Local Charm Boutique
MK Creative Arts Studio
MaidPro
Massage Luxe
McCormick Creations
McPherson Family Eyecare
Mitchell Heating & Cooling
Morgan Womble Group

Norse Brewing Company
North Raleigh Periodontics
Open Door Furniture and Accents
Owl's Roost Brewery
Page 158 Books
Perry & Brandt Attorneys at Law
Plant Cakes Bake Shop
Professional Touch Paint
Raleigh Radiology
Re/Max Hometown (Mike Ponsolle)
Rolesville Chamber of Commerce
Southern Lux Living
Strides For Speech
Southern Suds & Gifts
Strike and Barrel
Supremia Dentistry
Thad and Alice Eure Walk For Hope
The Butcher's Market
The Carolina Manor House
The Cotton Company
The Forks Cafeteria
The Knotty Sheep
The Leafy Lounge
The Market of Wake Forest
The Slammer
The Stables Marketplace
Thomas + Bethy Gruber, Artist + Jeweler
Town of Wake Forest
Triangle Family Dentistry
Virginia Page Hair Studio
Wake Forest Business & Industry Partnership
Wake Forest Chamber of Commerce
Wake Forest Coffee Company
Wake Forest Downtown
Wake Forest FUNGO
Wake Forest Historical Museum
WakeMed
WakeMed Wake Forest Medical Park
Walters Insurance Agency / Allstate
Warren, Shackelford, Thomas Attorneys
West & Main Boutique
Yandry Mastromihalis, Realtor
... and more

Join our esteemed advertisers and discover the impact of strategic marketing with *CIRCA Magazine* — where business growth and brand elevation thrive.

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

AD DESCRIPTION - CONTACT US 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"

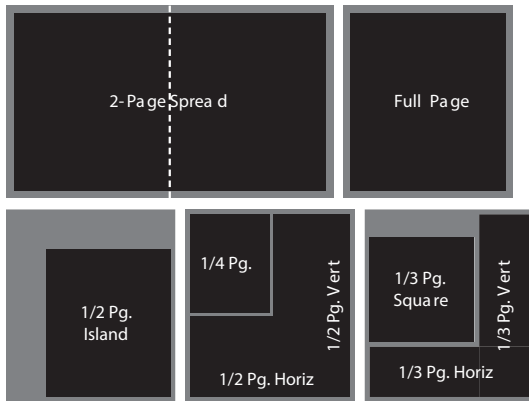
1/4 PAGE
3.4375" x 4.8125"

2-PG SPREAD
16.5" x 10.875"

BACK COVER
8.25" x 10.875"

INSIDE COVERS
8.25" x 10.875"

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



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 2024	NOV 20 2024	NOV 20 2024	DEC 30 2024
APR / MAY / JUNE 2025	FEB 17 2025	FEB 25 2025	MAR 28 2025
JUL / AUG / SEPT 2025	MAY 19 2025	MAY 28 2025	JUN 28 2025
OCT / NOV / DEC 2025	AUG 21 2025	AUG 28 2025	SEPT 30 2025
JAN / FEB / MAR 2026	NOV 19 2025	NOV 26 2025	DEC 30 2025

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.

MECHANICAL SPECS

- Publication trim size is 8.25" x 10.875"
- If ad bleeds, allot 1/8" on all sides.
- If ad bleeds, no critical elements should be included within 1/4" of trim area, or it is at risk of being cut off.
- Digital images can be received as email attachments. Preferred formats: PDF or JPG.
- All ads 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)