

A RALEIGH LIFESTYLE

MIDTOWN

2025 MEDIA KIT

RALEIGH'S leading lifestyle magazine
for more than **19 YEARS!**



MIDTOWN | DOWNTOWN | NORTH RALEIGH | WAKE FOREST | CLAYTON



140,000+

Print + Digital Readers Per Issue

\$500,000+

Average Home Value

\$180,000+

Average Household Income

Everyone is reading *Midtown* magazine:

30% are Millennials or Gen Z
under age 44

36% are Gen X
ages 45-59

34% are Baby Boomers
ages 60 and over

A great region deserves
a great magazine.

For over 17 years, *Midtown* has remained the most trusted voice and most widely read local publication covering and serving the Raleigh community. *Midtown* reaches a highly educated, affluent and engaged audience.

Statistics from a readership survey. Readership per issue based on our standard press run of 25,000 and an average passalong rate 2.5 readers per print issue, plus digital readership and combined social media followers.

FIND US EVERYWHERE

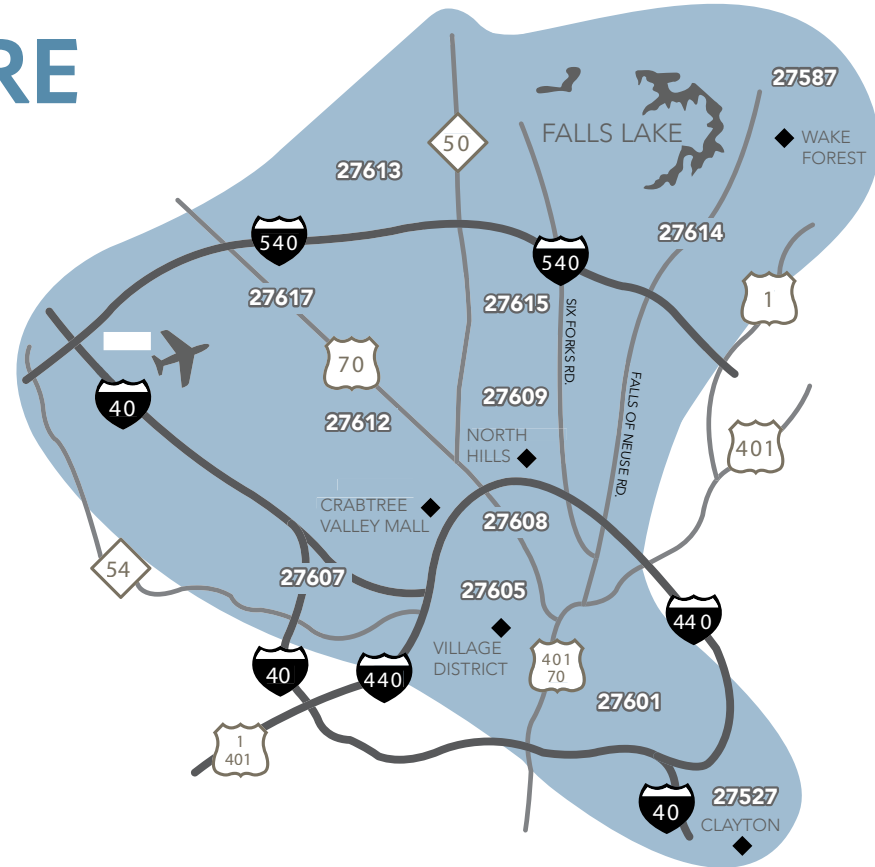
We print
21,500
copies per issue

6
issues
per year

Midtown sends
targeted mailings to
1,500 loyal readers

20,000
Complimentary pick up
locations in the community

90%
PICK-UP RATE
EACH ISSUE



Where people find *Midtown*

- Targeted mailings
- 500+ local businesses in the Triangle
- Harris-Teeter and Wegmans locations
- *Midtown* + 5 West signature events
- Hotels + luxury apartments
- Community events + partnerships
- Subscriptions
- North Hills + Village District shopping centers
- Local coffee shops
- Real estate offices



62%

of readers take action after seeing a print ad

82%

of people who want to make a purchase trust print ads the most

People are

70%

more likely to remember businesses seen in print compared to online

PRINT

Influencers of luxury goods are devoted print magazine readers

No. 1

Print magazines are No. 1 in reaching affluent, influential consumers—more effective than all other media combined

50 minutes

The average magazine reader spends 50 minutes reading each issue

ENGAGING

People find magazines more inspiring, trustworthy and engaging than websites or TV

Sources: 2020 MPA Magazine Media Factbook, 2017 MarketingSherpa Customer Satisfaction Research Study, Forbes, VIP Knoxville Magazine and The Guardian.

ORIGINAL LOCAL CONTENT IN EVERY ISSUE!

ON-SCENE
SOCIAL SCENE | TAKE BY THE REINS | NEW ARRIVALS | HOME STYLES | GUEST EDITOR

INFUSE YOUR STYLE

The most beloved of all plant species, an orchid is an easier plant for displaying your personal taste. Unlike the typical orchid in a glass vase, this one is a real plant that has been reimagined as a piece of art. The orchid is a member of the Ascomycota, the group you know best as mushrooms.

Orchids are a great way to add a touch of nature to your home. They are easy to care for and can last for years. They are also a great way to show your style. There are many different types of orchids, so you can find one that fits your taste.

PHOTO: JESSICA HARRIS

REVERESSES

Get the biggest bang for your buck by investing in a few key pieces of furniture. A sofa is a great investment because it's used every day. A dining table is another great investment because it's used every day. A bed is a great investment because it's used every day.

When you invest in quality furniture, you're investing in your future. Quality furniture is built to last and will save you money in the long run. It's also a great way to show your style. Quality furniture is a statement.

PHOTO: JESSICA HARRIS

BODY EXERCISES

There's nothing like the feel of physical activity. It's a great way to stay healthy and fit. There are many different types of exercises, so you can find one that fits your taste. You can also find exercises that are fun and enjoyable.

Exercise is a great way to improve your health and well-being. It can help you lose weight, improve your mood, and increase your energy. It's also a great way to stay healthy and fit. There are many different types of exercises, so you can find one that fits your taste.

PHOTO: JESSICA HARRIS

LOMB IS BACK

VENTURE OUT IN VIBRANT STYLES THIS SPRING AND SUMMER

PHOTO: JESSICA HARRIS

THRIVING HIVES

"H"

PHOTO: JESSICA HARRIS

FASHION + HOME | FOOD + BEVERAGE | COMMUNITY + CITY | EVENTS + ENTERTAINMENT | HEALTH + WELLNESS | TRAVEL + ATTRACTIONS

6 SOUPS TO SAVOR

LOCAL CHEF'S PERFECT WINTER'S PRINCIPAL MEAL

By Mike Green

Check out these six soups that are easy to make and perfect for the winter. They are all delicious and healthy. You can find recipes for each one online.

PHOTO: JESSICA HARRIS

FREE-LEAF CHICKEN SOUP

By Mike Green

This soup is a great way to use up your free leaves. It's easy to make and delicious. You can find the recipe online.

PHOTO: JESSICA HARRIS

THE CHATTOOGA BECKONS, BUT HEED HER WARNINGS

By Mike Green

The Chattooga River is a beautiful place, but it's also a dangerous one. You need to be careful when you're there. You can find more information online.

PHOTO: JESSICA HARRIS

SOMETHING ABOUT RALEIGH

A CHICAGO BACHELOR GETS A FRESH START IN A SLEEK, WAREHOUSE DISTRICT CONDO

By Mike Green

Check out this sleek, warehouse district condo in Raleigh. It's a great place to live. You can find more information online.

PHOTO: JESSICA HARRIS

OTHERWORLDLY EFFECTS BY CHARLOTTE BESS

By Mike Green

Check out this otherworldly effects by Charlotte Bess. It's a great piece of art. You can find more information online.

PHOTO: JESSICA HARRIS

TOABOUT

By Mike Green

Check out this toabout by Mike Green. It's a great piece of art. You can find more information online.

PHOTO: JESSICA HARRIS

HAVE A 'MEANINGFUL DASH'

HOW LEVELLE MOTION IS MAKING A DIFFERENCE ON AND OFF THE BASKETBALL COURT

By Melissa Mottram | Photos by Andy McGivvy

Levelle Motion is a great organization that helps people with disabilities. They are making a difference in the lives of many people. You can find more information online.

PHOTO: JESSICA HARRIS

THE CHATTOOGA RIVER ADVENTURE

By Mike Green

Check out this Chattooga River Adventure. It's a great way to spend your time. You can find more information online.

PHOTO: JESSICA HARRIS

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MIDTOWN + 5 WEST

BRAND POWER

38,500

combined distribution for both magazines per issue, with a total print + digital readership of over

280,000

   Plus **28,000+** combined social media followers!

EVENTS

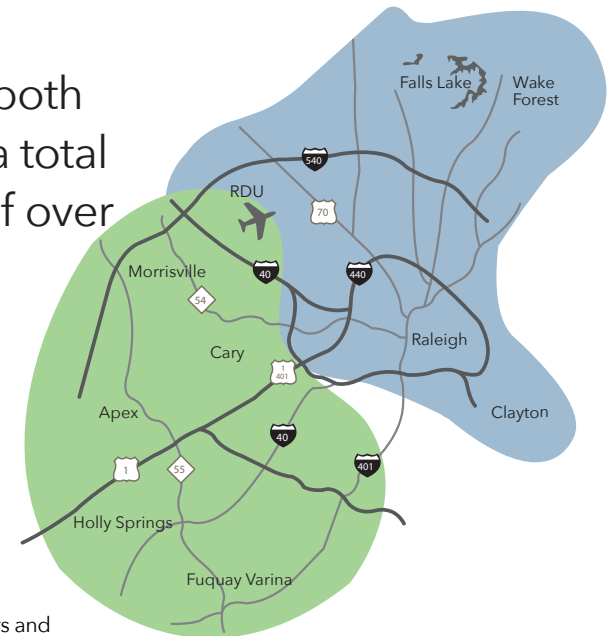
We curate events to connect your brand with our readers and advertisers for an authentic, integrated advertising package. Ask your sales rep how you can partner with these exclusive events.

DIAMOND AWARDS: 300+ ATTENDEES

Each year, *Midtown* and *5 West* bring you the Diamond Awards, where we celebrate the Best of the Best in Raleigh and Western Wake. Our readers cast their votes, and we feature the top three from each category (Gold, Silver, and Bronze) in our January / February issues. *Midtown* and *5 West* host a one-night, exclusive event to honor the Diamond Award winners in each region.

MIDTOWN MIXER: 200+ ATTENDEES

In celebration of our valued partners who participate in our templated special sections throughout the year, *5 West* and *Midtown* will co-host a cocktail reception where these movers and shakers can mix and mingle with other community leaders and business professionals.





JANUARY/FEBRUARY
Reservation Deadline: 11/25

**DIAMOND AWARDS
HEALTH + FITNESS**

Unique Fitness
Senior Living Options
Valentine's Dates
Jazz Clubs

**THE 2025
DIAMOND AWARDS**

SPECIAL SECTIONS
Wellness Q&A
Diamond Awards

Reservation Deadline: 11/25



MARCH/APRIL
Reservation Deadline: 1/27

HOME + GARDEN

Custom Interior Designs
NC's Destination Gardens
Carolina Ballet
A Garden for Everyone

CUSTOM HOMES

SPECIAL SECTIONS
Home + Garden
Market Leaders &
Real Estate Icons

Reservation Deadline: 1/27



MAY/JUNE
Reservation Deadline: 3/31

**FOOD, TRAVEL
+ PETS**

Scott Crawford
NC by Motorcycle
Local Pets
Raleigh Flag

CHEF RECIPES

SPECIAL SECTION
Faces of Raleigh

Reservation Deadline: 3/31



JULY/AUGUST
Reservation Deadline: 5/26

**SUMMER FUN
RELOCATION**

Summer Exploration
Stunning Swimming Pools
Fun on the Water
Best Fishing Spots

**EDUCATION
NEWS + TRENDS**

SPECIAL SECTIONS
Newcomers Guide
Education Guide

Reservation Deadline: 5/26



SEPTEMBER/OCTOBER
Reservation Deadline: 7/28

**FALL FASHION
FALL FUN**

Fall Fashion Trends
Fall Fun Roundup
Bluegrass Festival
Historic Hauntings

**LOCAL FASHION
RESOURCES**

SPECIAL SECTION
Meet the Doctors

Reservation Deadline: 7/28



NOVEMBER/DECEMBER
Reservation Deadline: 9/29

THE HOLIDAYS

Holiday Roundup
Beautiful Decor
Local Gifts
Celebrate with Music

**GIFT-GIVING
INSPIRATION**

SPECIAL SECTIONS
Holiday Gift Guide
Beauty Experts
Trailblazers and Trendsetters

Reservation Deadline: 9/29

MATERIALS DUE

SPONSORED CONTENT **11/25**
NEW ADS OR CHANGES **11/25**
CAMERA-READY ADS **12/1**
SPECIAL SECTIONS **12/1**

SPONSORED CONTENT **1/27**
NEW ADS OR CHANGES **1/27**
CAMERA-READY ADS **2/3**
SPECIAL SECTIONS **2/3**

SPONSORED CONTENT **3/31**
NEW ADS OR CHANGES **3/31**
CAMERA-READY ADS **4/7**
SPECIAL SECTIONS **4/7**

SPONSORED CONTENT **5/26**
NEW ADS OR CHANGES **5/26**
CAMERA-READY ADS **6/2**
SPECIAL SECTIONS **6/2**

SPONSORED CONTENT **7/28**
NEW ADS OR CHANGES **7/28**
CAMERA-READY ADS **8/4**
SPECIAL SECTIONS **8/4**

SPONSORED CONTENT **9/29**
NEW ADS OR CHANGES **9/29**
CAMERA-READY ADS **10/6**
SPECIAL SECTIONS **10/6**

	6X	3X	1X
TWO-PAGE SPREAD	\$4,450	\$4,750	\$5,300
FULL PAGE	\$2,500	\$2,700	\$2,950
2/3 PAGE	\$1,935	\$2,030	\$2,375
1/2 PAGE	\$1,450	\$1,600	\$1,950
1/3 PAGE	\$1,125	\$1,240	\$1,425
1/4 PAGE	\$825	\$950	\$1,055
INSIDE FRONT COVER	\$3,200		
INSIDE BACK COVER	\$2,970		
BACK COVER	\$3,650		

FRONT-FORWARD PLACEMENT:
Rate + 15% premium for a guaranteed position.
All rates are net and listed on a per-issue basis.

DEADLINE TO RESERVE SPACE

JANUARY/FEBRUARY

November 25, 2024

MARCH/APRIL

January 27, 2025

MAY/JUNE

March 31, 2025

JULY/AUGUST

May 26, 2025

SEPTEMBER/OCTOBER

July 28, 2025

NOVEMBER/DECEMBER

September 29, 2025

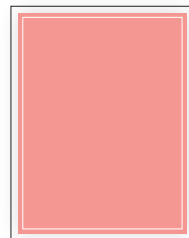
CUSTOM PUBLISHING

PRICING FOR SPECIALTY INSERTS,
TARGETED MAILINGS, AND
TIP-INS CAN BE QUOTED UPON REQUEST.

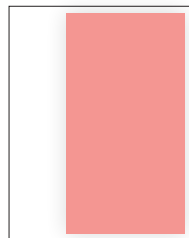
AD SIZES AND SPECS



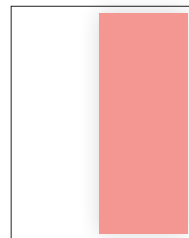
Two-Page Spread
Bleed: 17" X 11.125" | Trim: 16.75" X 10.875"
Safe Area: 16.25" X 10.375" (We recommend keeping all important text and imagery within this area.)



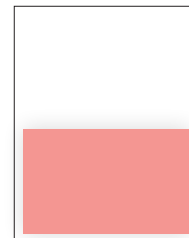
Full Page
Bleed: 8.625" X 11.125"
Trim: 8.375" X 10.875"
Safe Area: 7.875" X 10.375"



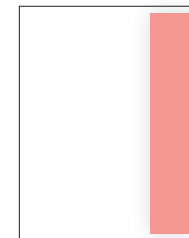
2/3 Page
4.84" X 9.875"



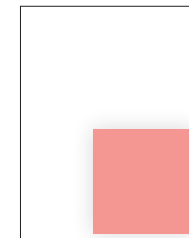
1/2 Page Vertical
3.5" X 9.875"



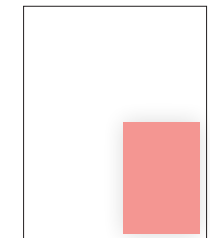
1/2 Page Horizontal
7.375" X 4.84"



1/3 Page Vertical
2.375" X 9.875"



1/3 Page Square
4.84" X 4.84"



1/4 Page
3.5" X 4.84"

Camera-ready ads must be submitted in digital format. Preferred format is PDF. All images within the file should be in CMYK format and have an effective resolution of at least 300 dpi for best print quality. All fonts and photos used should be embedded or provided with the file.

JAN/FEB

SPACE CLOSING 11/25



WELLNESS Q&A

Show readers you are a valuable resource for happier, healthier lifestyle choices—and give them the answers they are seeking.

DIAMOND AWARDS

If you're a Diamond Award winner, show off your winnings in this exclusive special section.

MAR/APR

SPACE CLOSING 1/27



HOME & GARDEN

Share your business with an audience perfectly positioned to purchase their dream home or enhance their home with renovations.

MARKET LEADERS & REAL ESTATE ICONS

Share your business with an audience perfectly positioned to purchase their dream home or enhance

MAY/JUNE

SPACE CLOSING 3/31

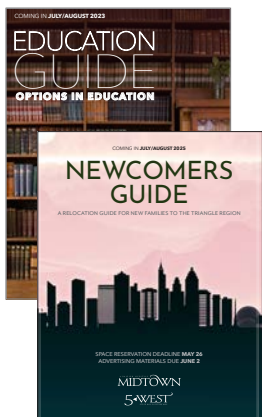


FACES OF RALEIGH

Everyone loves putting a face with a name, and that's especially true when our readers are deciding where to shop, dine or seek professional services.

JULY/AUG

SPACE CLOSING 5/26



EDUCATION GUIDE

Introduce your school, educational program or educational product to our readers in our Education Guide.

NEWCOMERS GUIDE

Share your business, activity, event or product with newcomers in our Go Play See section.

SEPT/OCT

SPACE CLOSING 7/28



MEET THE DOCTORS

Health care, wellness and medical services top our readers' lists of interests. Introduce your doctors and practices to them.

NOV/DEC

SPACE CLOSING 9/29



BEAUTY EXPERTS

Beauty Experts is the ideal opportunity to position your business as the best choice for gifts of beauty and pampering.

GIFT GUIDE

Display your ad in our holiday gift guide, which is curated by our editor, and filled with unique items from local shops and boutiques.

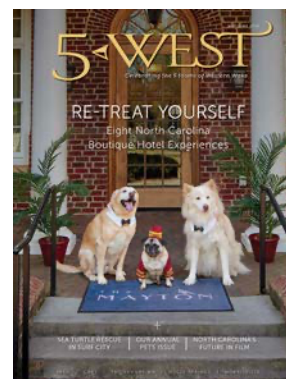
TRAILBLAZERS & TRENDSETTERS

Has your business had a unique impact in Wake County? Let our readers know about it!



ABOUT OUR SITE

Midtown and 5 West's websites beautifully present features from our most recent issues, along with links to our sister magazine, calendar listings, special sections and articles from previous issues. Share your product, service or business with our educated readers by placing an ad on one or both of our websites.



Readership per issue is based on our standard press run of 30,000 and an average pass-along rate of x2.5/issue, plus digital readership.

Serving families in Wake, Durham, Orange and Chatham counties (with additional digital outreach to Johnston, Harnett, Lee and Franklin counties).

OUR REACH

200,000+
PAGE VIEWS/YEAR

Viewers from all over the Triangle and beyond are reading the engaging content we feature on our website.

27,000+
FOLLOWERS

A combined 27,000+ Midtown, 5 West and Triangle Family social media followers link to our websites' content.

60,000+
EMAIL SUBSCRIBERS

Our Talk of the Triangle e-newsletter contains links to our website content, pulling in more views to both sites.



BANNER WEB AD

Same size as Leaderboard, the largest ad space on the website. Displays in a rotator on the home page. Limited to 10 advertisers.

RATE: \$750
ROS PREMIUM: \$950

Ad Size: 600x250 pixels

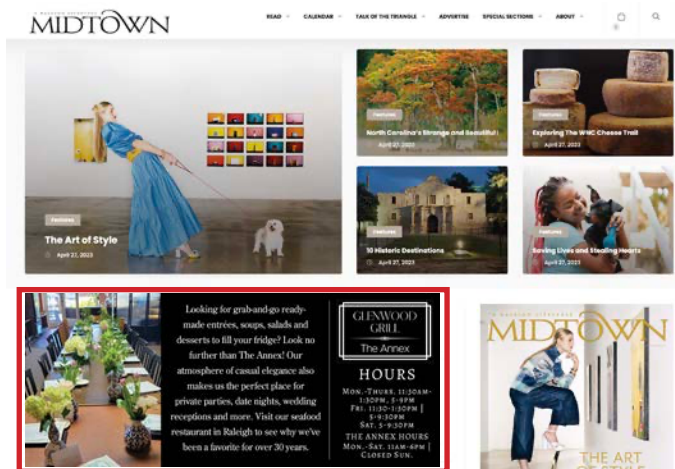
LEADERBOARD WEB AD

MOST visible ad space on the website.
Visible at the top of **EVERY** page on the website.
Ad display for 8 seconds before rotating to the next slide.
Most ads are seen 4-5 times per site visit by **EVERY** site visitor. Limited to 10 advertisers.

MOST VISIBLE AD SPACE ON THE WEBSITE

RATE: \$850
ROS PREMIUM: \$1,050

Ad Size: 600x250 pixels



RIGHT SIDEBAR WEB AD

This ad will display on the right side of the homepage as well as story pages throughout both publications.

RATE: \$450
ROS PREMIUM: \$650

Ad Size: 400x400 pixels