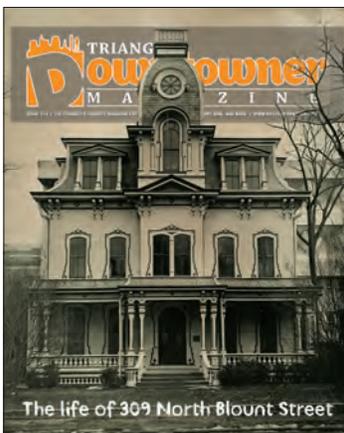
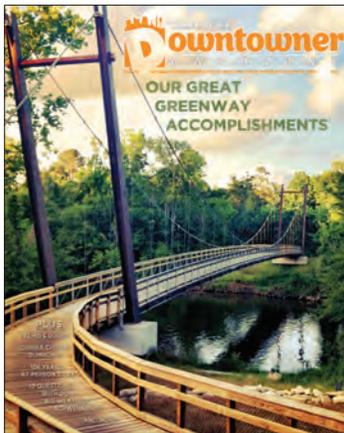
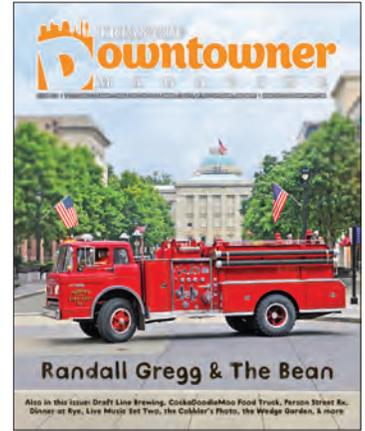




# TRIANGLE Downtown MAGAZINE



## 2022 Advertising Media Kit



**S**ince launching in 2005, **Triangle Downtowner Magazine** has become the definitive insider's guide to the Triangle for both casual and upscale dining; local events; craft beer, wine, and cocktails; local business; arts & culture; charitable causes; and the people leading our community. The **Downtowner** is also known for its well-written and descriptive restaurant profiles, which help each issue disappear almost as soon as they're delivered.

The **Downtowner** is not just a monthly magazine, but a way of life for readers who visit, live, work, and play throughout the Triangle. The **Downtowner** is a media brand that documents and promotes entertainment, hospitality, innovation, culture, leadership, business, and style, all in a positive way that emphatically embraces the local community.

Through our multi-faceted platform of print, online, and social media channels (touching a combined 267,000 viewers each month), the **Downtowner** is changing the way advertising works. Our method of promoting advertising partners is second to none and no other Triangle publication comes close to our magazine pick up rate or our vast number of cross-platform social media followers.

Our clients' success is our main goal and we work hard for our partners. Let us show you what we can do for your business.

*From Charles Meeker (Mayor of Raleigh, 2001-2010) in our 10th Anniversary issue:  
 "Since it was founded in 2005, the Downtowner has grown with the cities of the Triangle.  
 From people to places to parties, the Downtowner covers it all with lots of good fun."*

## WHO WE ARE



**F**ounded in 2005 by Wake County Commissioner Sig Hutchinson and brothers Randall and Crash Gregg, the **Downtowner** has grown in its coverage area each year. It now reaches across the entire Triangle, from downtown Raleigh to North Hills, Wake Forest to Cary, Apex to downtown Durham, and everywhere in between.

By choosing strategically placed inside distribution locations - rather than relying solely on underperforming outside racks - the **Downtowner** has developed the highest pick up rate of any other Triangle publication. This plan has resulted in no less than 98.3% of our magazines picked up each and every month.

**R**eaders can find **Downtowners** in prominent inside locations such as upscale condos and apartments, premium retailers such as Whole Foods and Barnes & Noble, hotels, the legislature and other government buildings, med/health spas, professional offices, nicer restaurants, coffee shops, retail boutiques, fitness centers, libraries, real estate offices, and much more. Many of our best-performing indoor placements are exclusive, where no other publications are allowed on premises. Many individual issues distributed in professional service waiting rooms, coffee shops, and hair salons are read by more than 100 people each month.

Any leftover magazines - the few there are - are redistributed to busy locations the following month, resulting in an actual 100% of all printed magazines being picked up, a claim no other local publication can come close to. This means the chance of your advertisement being seen is exponentially higher than other Triangle publications with thousands of extra, unread magazines due to the distribution of too many magazines per location or the problem of underperforming outside racks. We make sure your ads are seen by as many readers as possible each and every month.

# REACH THE TRIANGLE'S MOST DESIRABLE AUDIENCE

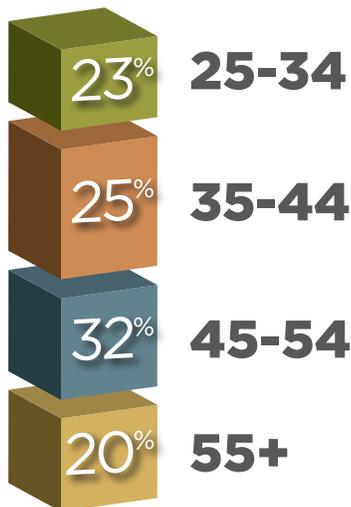
**E**ach month, **Triangle Downtowner** journalists and photographers combine their craft to create compelling stories from around the Triangle. Our readers are as loyal as they are demanding of local, original, and positive content, which we proudly deliver. It's no wonder they look forward to each issue with enthusiasm and seek out the **Downtowner** every month, finding it in both print and online. In doing so, they also choose you, our advertisers. Our readers know they will find the Triangle's most interesting stories within our pages and through our social media posts. Let us help introduce your business.



**145,000**  
TOTAL MONTHLY READERS

THE AVERAGE AGE OF OUR PRINT READERS IS **45.3**

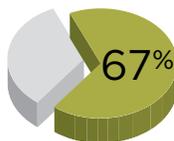
**OUR READERSHIP COVERS ALL GENERATIONS**



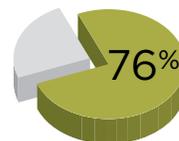
**57%**  
WOMEN



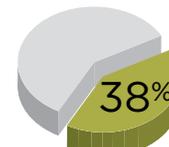
**43%**  
MEN



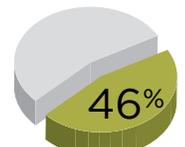
**MARRIED, W/ PARTNER, AND/OR HAS CHILDREN**



**COLLEGE OR POST GRAD DEGREE**



**OWNER OR PARTNER IN A BUSINESS**



**MANAGER OR PROFESSIONAL POSITION**

\*Includes both print and online versions of the magazine in its entirety (including ads).  
Statistics source: All demographic figures are derived from 30,000+ Best of Downtowner Awards email registrants..

# DEMOGRAPHIC HABITS

**O**ur readers are a wonderfully diverse and influential group, encompassing a wide range of age groups from active Millennials to affluent Baby Boomers, and all ages in between. They are socially very active and participate often in dining out, enjoying live music and theater, visiting art galleries and museums, purchasing gifts, products, and services, and choosing to shop locally when they can. The **Downtowner** is the perfect medium to introduce our readers to your business.

## THE DOWNTOWNER IS A VALUABLE AND TRUSTED RESOURCE

84%

ARE REGULAR READERS WHO READ 3 OF THE LAST 4 ISSUES

27%

SAVED AN ISSUE OR CLIPPED AN ITEM OF INTEREST

38%

PASSED MAGAZINE ALONG TO SOMEONE ELSE

42MIN

AVERAGE TIME SPENT READING AN ISSUE

91%

OF READERS DESCRIBE THE DOWNTOWNER AS EXCELLENT OR GOOD

49%

RECOMMENDED A RESTAURANT OR BUSINESS AFTER READING ABOUT IT IN THE DOWNTOWNER



**BEVERAGES TYPES CONSUMED OR SERVED IN THE PAST SEVEN DAYS**

## DINING AND BEVERAGE PREFERENCES

88%

EXPERIENCED ENTERTAINMENT OR AN EVENT IN THE LAST FOUR MONTHS AS A RESULT OF READING THE DOWNTOWNER

79%

HAVE DINED IN A RESTAURANT IN THE LAST THREE MONTHS AFTER READING ABOUT IT THE DOWNTOWNER



CRAFT BEER



SPIRITS



WINE



## WE'RE AS SOCIAL AS IT GETS

The true gauge of a magazine's popularity and readership is their social media presence. It's vastly more accurate than readership, which is merely based on how many magazines are printed, not actually picked up and read. Social media followers on the other hand, intentionally choose to like a page and continue to do so only if they enjoy their posts and content.

We're very proud of the fact that we have more social media followers - by far - than any other monthly magazine in the Triangle. Our posts give advertisers direct access to the best consumers, decision-makers, business owners, and influencers of the Triangle. To further promote our partners, print advertisers receive a free \$750 social media post to all four channels with each issue (quarter page ads and larger).

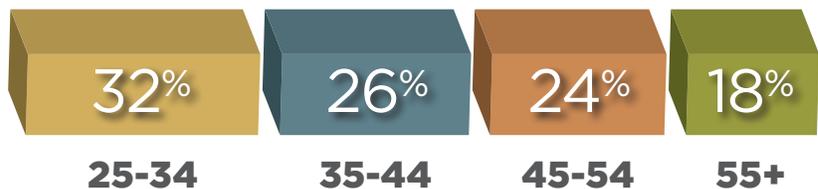
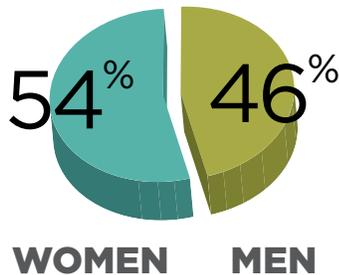
**93,251**

### COMBINED SOCIAL MEDIA FOLLOWERS\*

29,097    44,099    4,408    15,647



The majority of our social media fans live in Raleigh, Durham, Cary, Wake Forest, Apex, Holly Springs, Garner, Fuquay-Varina, and Clayton with the age demographics expectedly skewed slightly younger than our magazine readers. Our Instagram and LinkedIn pages are growing by leaps and bounds as is our Twitter page. Our Facebook page currently still garners the most viewership of posts. The average age for our social media engagement is 41, four years younger than our typical print reader, with the rest of the numbers weighted slightly heavier under 45 (although 42% are 45 and over).

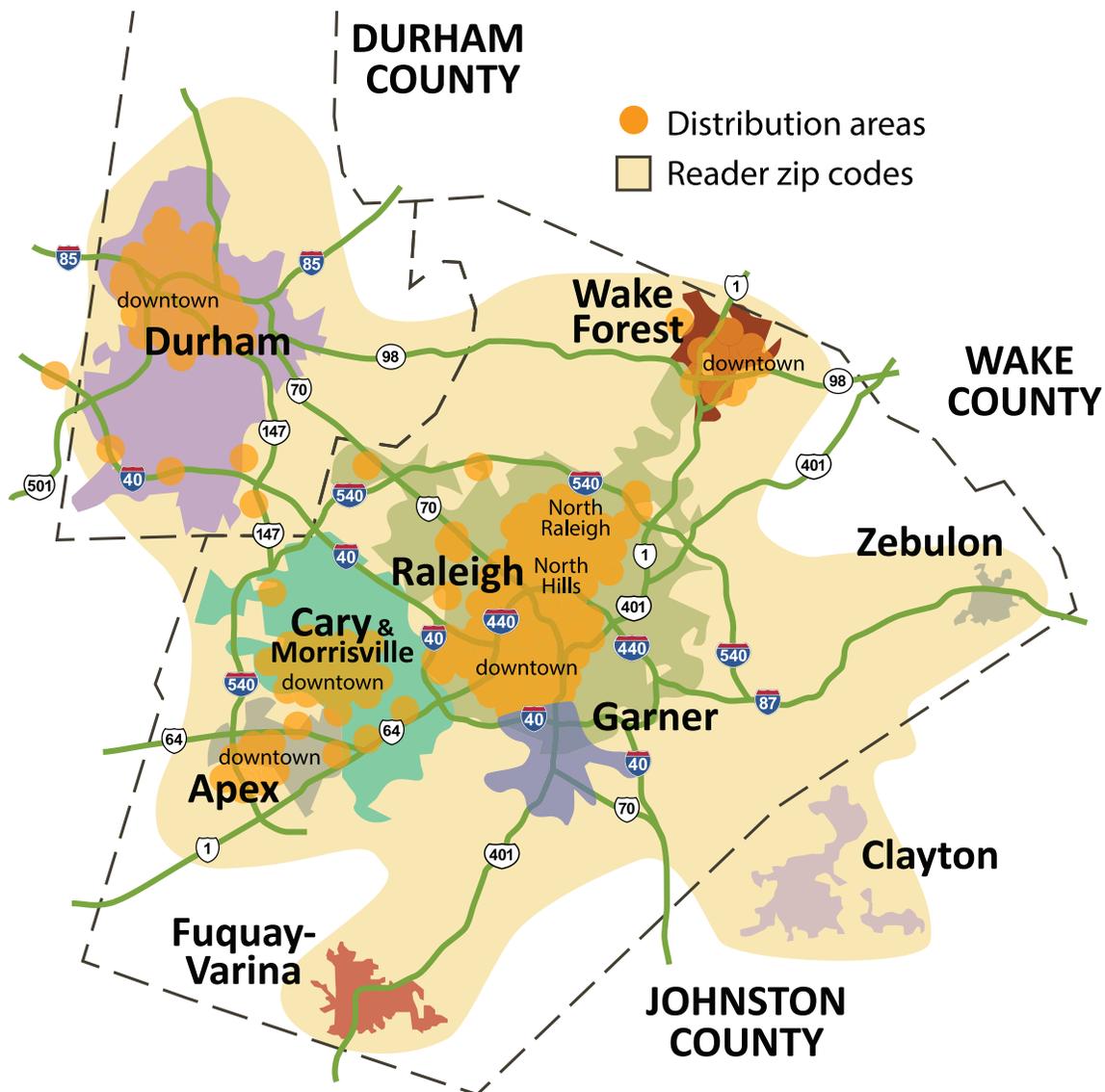


\* Social media followers as of September 1, 2021. LinkedIn page is our Publisher's.

# CIRCULATION & READERSHIP BASE

The **Downtowner** prints a minimum of 25,000 copies each month and up to 30,000 during the busy months packed with arts and music festivals, charitable fundraisers, and other large events that bring out thousands of new visitors. We customize our circulation each month to the busiest locations to ensure that nearly all – if not all – our magazines are picked up; a feat no other Triangle publication can claim. In the map below, our distribution areas are marked with light orange circles and our great readership zip code base is noted within the large beige area. Our print readers live overwhelmingly in Wake and Durham Counties, with the vast majority residing in Raleigh and Durham. The remaining readership lives throughout the growing areas of Cary, Wake Forest, Apex, Garner, Fuquay Varina, Clayton, and Zebulon.

Because to our high pick up rate, distribution area, and readership base, the **Downtowner** has been and remains one of the best values for local advertising in the Triangle.



# WHY PARTNER WITH THE DOWNTOWNER?

## A FORMULA THAT WORKS

Since launching in 2005, we've reached over 7,240,000 readers by developing a formula that works very well for promoting our advertisers. With a loyal readership consisting of active and social spenders, each issue of the **Downtowner** is available in print as well as online in its entirety. All ads are URL-linked in digital editions of the magazine, including desktop and mobile versions. All digital editions remain in our online archives long beyond the print date of each issue, meaning your ads have even more chance to be seen by new readers well into the future.



## AMAZING AND UNIQUE VALUE

Our advertising rates are extremely economical, considering our impressive monthly readership of over 145,000 active-spending affluent readers between the ages of 25 and 65. It's easy for your ad to get lost in one of our competitors' magazines, which usually contain at least 175 (or more) pages and well over 300 ads. Our magazines usually contain less than 28 pages and 40 ads, meaning your advertisement is much more likely to be noticed AND remembered. Why pay for ads that are never seen?!



## COMMUNITY INVOLVEMENT

We invest heavily in our local community, both economically and personally. We make a point in getting to know our neighbors, local business owners, and government officials, as well as those around us who help make a difference. Local charities and nonprofits are an essential part of our community, so each year, the **Downtowner** contributes a minimum of \$75,000 in advertising and monetary donations to these charitable organizations.

## YOUR SUCCESS IS OUR GOAL

We're only satisfied when our clients are successful and we work hard for all our advertising partners. Be sure to include the **Downtowner** in your advertising budget to reach an ideal targeted market of desirable and active consumers to your door. Let us show you what the **Downtowner** can do for your business!

## A FEW KIND WORDS

### **Nancy McFarlane, Past Mayor of Raleigh**

“Thank you for your insightful and entertaining coverage of downtown over the years. I have always enjoyed reading about the events I attended, and the ones I missed! Keep up the good work!”

### **Rufus Edmisten, past Secretary of State, Attorney General, and candidate for NC Governor, current partner at Edmisten, Webb and Moore**

“I always look forward to the next issue of the **Downtowner** because it tells me what I need to know about what is really neat about the Triangle area. The writing is sharp, the pictures are “worth a thousand words”, and it is all about those who have made the area a world-class destination. I have worked downtown for over 40 years (OMG), and love being here. The **Downtowner** deserves a great big thank you for helping make our area very special.”

### **Bonner Gaylord, General Manager of North Hills, past City Councilor**

“**Triangle Downtowner Magazine** has become a staple publication in the Triangle. I’m proud to say that my family and I reference the **Downtowner** for all the current and upcoming happenings in food, events, music, local business, fashion, and more. Not only is this magazine providing pertinent information, it’s bringing the community and city together in an invaluable way.”

### **Rick French, Chairman and CEO of French West Vaughan**

“Long before downtown Raleigh was full of great bars and restaurants and home to countless festivals, conferences, and special events, it was a sleepy and nearly deserted place by 6 p.m. each night. **Downtowner Magazine** publisher Crash Gregg joined a small but committed group of community leaders to advocate for what he and others thought the downtown corridor could eventually be – a bustling 24/7 city that is home to a growing number of companies large and small; with employees who live, work and play in the downtown area. We thank you for your unwavering belief and commitment to the businesses and people that make Raleigh one of the best places to live and work in America.”

### **David Crabtree, WRAL News Anchor**

“I never pass by the latest copy of the **Downtowner** without picking one up. Always entertaining, up to date, and succinct. I feel like I know what’s going on with our vibrant downtown even if I haven’t been in the middle of it in a while.”

### **Sig Hutchinson, Wake County Commissioner**

“As one of the original founders, I realized from the beginning the importance of having a publication with its fingers on the pulse of a vibrant and growing downtown. It’s always such a pleasure picking up the latest **Downtowner** and reading about the people, places, and happenings going on every month.”

Quotes are from our 10th Anniversary issue

## FROM OUR READERS

**Mary J.** - "I love picking up this magazine. My husband and I love trying the dining places we never even knew about. Love the arts and history articles. Great magazine to find other service providers in the area!"

**Brady G.** - "Keep up the great reviews as well as introducing me to new businesses, and for allowing your readers a true voice and opportunity to vote in the Best of Downtowner Awards!"

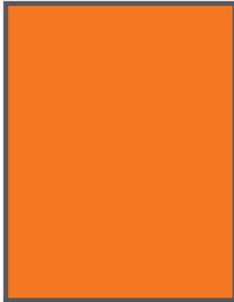
**Thomas H.** - "I pick up your magazine all over town and really enjoy reading the restaurant articles and finding new places to visit."

**Laura B.** - "Love your magazine! It's the only true publication that covers all the great things throughout the entire Triangle!"

**Robin P.** - "I usually grab a copy while I'm in North Hills or near home in Cary and I like that it keeps me in the know about all the new places opening up and events going on. Thank you for writing about so many great things."

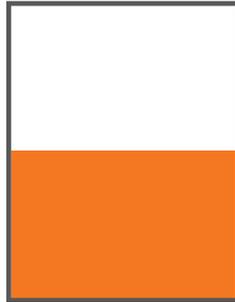


# PRINT ADVERTISING SPECS



**Full page**  
10.125" x 13"

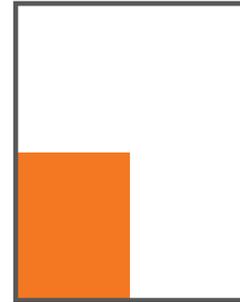
W x H:



**Half page H**  
10.125" x 6.25"



**Half page V**  
6" x 12.5"

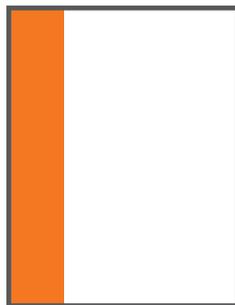


**Quarter page S**  
5" x 6.25"

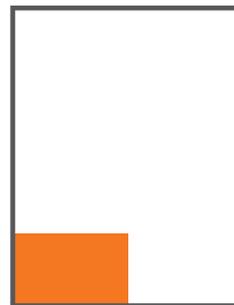


**Quarter page H**  
10.125" x 3"

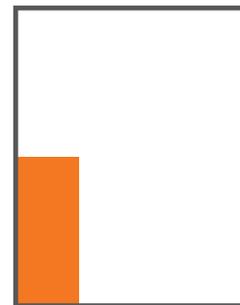
W x H:



**Quarter page V**  
2.2" x 12.5"



**Eighth page H**  
6.25" x 3"



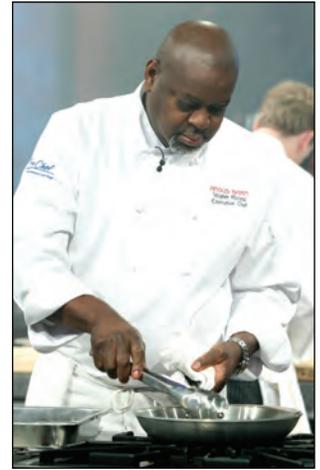
**Eighth page V**  
2.2" x 6.25"

**\*\* Please call 919.828.8000 or email [ads@welovedowntown.com](mailto:ads@welovedowntown.com) to discuss print or online advertising rates. Certain local business or other discounts may be available.**

## PRINT MECHANICAL REQUIREMENTS

- Formats: InDesign (with supporting images and fonts), Illustrator EPS, TIF, or PDF file
- All images should be 200dpi and color set to CMYK.
- Please supply a JPG proof for color and layout.
- Ads created in Microsoft Word, Pages, or Microsoft Publisher cannot be accepted.
- Ad creation is available through our **Downtowner** design department at the special advertising production rate of \$50 per hour.
- Ads should be uploaded to [www.hightail.com/u/downtowner](http://www.hightail.com/u/downtowner), zipped with JPG proof, and advertiser contact info.
- All ads are due by the 15th of the month prior to publication.
- Magazine final trim size is 10.75" x 13.75".
- Any questions concerning ads should be directed to your account manager, sent to [ads@welovedowntown.com](mailto:ads@welovedowntown.com), or by calling 919.828.8000.

## NON-AD PROMOTIONAL RATES



Please call for more information on any of these great opportunities, 919.828.8000.

### **SOCIAL MEDIA POSTS**

- Social media post to all four channels (FB, Tw, Insta, Li) with up to four photos, URL or shared event, check-in (when available), and advertiser-supplied copy.
- \$750 per four-channel post (however, one post per issue is included with all paid print ads one-quarter page and larger).

### **RESTAURANT PROFILES**

- The **Downtowner** is well-known among foodies to have the best-written and most descriptive restaurant articles of any magazine in the Triangle.
- Minimum two-page article written by one of our professional writers.
- Food and interior decor photography (\$300 value).
- Social media post to all 93,000+ followers (\$750 value).
- Online article with additional photos and restaurant link on TriangleDowntowner.com.
- Request for profile inclusion is not guaranteed and must be approved
- Rates are \$1000 for \$ and \$\$ restaurants, \$1500 for \$\$\$ and \$\$\$\$ restaurants\*

### **BUSINESS PROFILES**

- Business profiles (non-restaurant) include locally owned businesses, professional services, startups, etc. and are \$1500 per article.
- Request for profile inclusion is not guaranteed and must be approved.
- 12-month partnership advertisers receive a 75% discount on profiles.

### **SPONSORSHIPS**

- Article sponsorships are available for restaurant profiles, history, artist profiles, art gallery articles, food trucks, breweries, wine, crossword puzzle, and more.
- Prices range from \$500 to \$1000 per month. Please contact us for more information on becoming a sponsor and helping to promote local journalism.

\*\$ designation from Google.com and Yelp business listings

## REFERRAL INCENTIVE PROGRAM

**W**e love partnering with our advertisers and do all we can to help promote their businesses. We wanted to thank our partners who are always recommending us to fellow business owners, so we developed the Referral Incentive Program. This is our way of saying thank you for helping us grow and allowing us to support other businesses in our community.

- All current advertisers who refer a new 12-month partner receive a free ad of the same size as the new advertiser at the end of their contract.
- All past advertisers who refer a new 12-month partner receive an ad of the same size as the new advertiser to be run anytime within a six-month period.
- Referral ads are based on non-discounted ad rates (other than agency rate).
- There's no limit to the number of free ads an advertiser may accumulate!

Call at 919.828.8000 if you know a business who would benefit from reaching our 145,000 readers each month in the **Downtowner**. We know they'll appreciate your referral as much as we do.

