



# 2020 Media Kit



# **Positive Media for Diverse Cities, Industries, and People.**

**Insight into...**

**authors, beauty, bridal, business,  
community, fashion, financial, food &  
entertainment, health, legal, real  
estate, sports, and travel.**



**The City Insight, Inc.**

# About

The City Insight, Inc.  
P.O. Box 28857  
Raleigh, NC 27611

<https://www.thecityinsightmag.com/business-services>

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The City Insight Magazine provides insight into the entrepreneurs and organizations that make up city living. Industries include...  
AUTHORS, BEAUTY, BRIDAL, BUSINESS, COMMUNITY, FASHION, FINANCIAL, FOOD & ENTERTAINMENT, HEALTH, LEGAL, REAL ESTATE, SPORTS, AND TRAVEL.

Offering online, digital, social, video, print and other media solutions, The City Insight Magazine is able to provide visibility over diverse target markets. Additionally The City Insight bridges the community to businesses through editorial content of substance. This allows advocacy of relationship building while providing advertising, marketing, and public relations solutions that are beneficial to businesses. Our goal is to be a positive influence by addressing the issues that mean the most.

In this process,

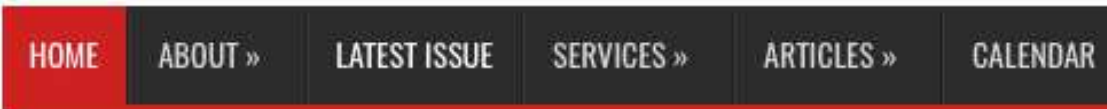
# You will receive

- Consultation to accommodate reaching your target market, demographics, geographical, and customer segmentations
- Media Relationship With The City Insight & Select Partners & Affiliates
- Opportunities to be included in The City Insight Network, which includes inclusion in seminars, workshops, and networking functions
- Visibility Strategy through various advertising methods
- Preferred rates for advertising, marketing, and PR services
- A great PR strategy to align your business with a company as The City Insight, that has a history of having a positive community commitment

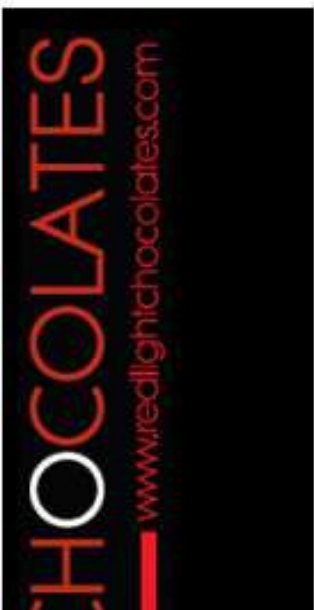




OTHER CITY INSIGHT



ADVERTISEMENT



# Online, Digital, & Social Media

Tying it all together to connect with the worldwide web.

**Target Market:**  
**25-54 (Median),**  
**North Carolina and Global**

- The City Insight, Inc. has various online & digital strategies that work together to bring more visibility to your organization
- The digital version of The City Insight Magazine allows for promotion of inner pages and links through online and social media such as Facebook, Twitter, and LinkedIn, for example.



# CITY INSIGHT MAGAZINE

A digital 5.5" x 8.5" bi-monthly community lifestyle magazine. It is our marketing tool to redirect to other advertising sources within The City Insight.

<https://www.thecityinsightmag.com/product-category/mag-ads/>

- Content Creation & Marketing
- Ability to direct a reader to online, digital and social sites
- Articles, advertorials, and advertisements centered strategically around content
- Available in print for marketing purposes, subscriptions, or by request

# Demographics

**Median Age:** 24-54

**Audience:** 225,000+, with a 300,000,000+ reach potential across social media paid marketing

**Gender: Female/Male:** 54.5%/45.5%

**Online Distribution:** Globally accessible and focused on local markets such as Raleigh/Durham & Triangle North Carolina Area

**Average Monthly Online Impressions:** 10,000+

**Average Monthly Page Views:** 42,000+

**Social Media:** 25,000+

\*Demographics including circulation/distribution can be catered to businesses to accommodate their target market.



# Other Business Services

Allow The City Insight to help improve your brand identity.

<https://www.thecityinsightmag.com/business-services>

- Video Commercials
  - Social Media Marketing Services
  - Web Design & Customization
  - Marketing Collateral Design
  - Book Publishing Services
  - Press Release Creation
  - Newsletter Creation
  - Consulting Services
  - Sponsorship Opportunities
- \*Request a free consultation





**Partnering for a good cause and more visibility for our clients.**

## **Some of Our Partners & Affiliates**

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- A Toast to the Triangle
- African American Cultural Festival
- American Cancer Society - Making Strides Against Breast Cancer
- American Cancer Society - Relay For Life
- Artsposure
- Cary Chamber of Commerce
- Creative Force Agency
- First Night Raleigh
- Tammy Lynn Center for Disabled Adults and Children



*Topics include: Authors, Beauty, Bridal, Business, Community, Fashion, Financial, Food & Entertainment, Health, Legal, Real Estate, Sports, and Travel.*

- The Carolina Hurricanes
- Dr. Maya Angelou
- George & Smedes York, York Properties
- Billie Redmond, CEO of Caldwell Banker Commercial Trademark Properties
- Former Raleigh Mayor, Charles Meeker
- Durham Mayor, William Bell
- truTV's Lizard Lick Towing
- Walter Royal Davis, Philanthropist
- John McKinney, AT&T Regional Director
- David Diaz, President & CEO, Downtown Raleigh Alliance
- Senator Daniel Blue
- Sheriff Donnie Harrison
- North Carolina Symphony Conductor Sarah Hicks
- Author Colum McCann
- Musician Wes Morgan
- Kay & Debbie Yow, NC State
- Jimmy Wayne

# Editorial

**Some people and organizations we've covered**

# Service Rates

\* Sponsorships Available  
(Inquire Only)

<https://www.thecityinsightmag.com/business-services>

## BUSINESS MEMBERSHIP

- \$99

## CONTENT CREATION & MARKETING

- Starting at \$199 down

## VIDEO

- Video Commercial - Starting at \$197

## WEB DESIGN & CUSTOMIZATION

- Complete online questionnaire.

<https://thecityinsightmag.com/web-design-customization-form/>

## MAGAZINE ADVERTISEMENTS

- See following page

## BOOK PUBLISHING

- Complete online questionnaire.

<https://thecityinsightmag.com/author-services/>

Bi-Monthly

## ONLINE, DIGITAL, PRINT

- Full (5.5x8.5) - \$299 per issue
- Half (5.5x4.25) - \$239 per issue
- Third (2.75x5.5) - \$199 per issue
- Quarter (1.375x8.5) - \$159 per issue
- Eighth (2.75x2.125) - \$99 per issue

## PREMIUM

- Front Cover, Cover Story, & Photoshoot - \$1,599
- Back Cover - \$599 per issue
- Center Spread - \$549 per issue
- 2-Page Spread - \$499 per issue
- Inside Front - \$379 per issue
- Inside Back - \$349 per issue

*\*We have the right to decline cover story requests.*

*\*Sponsorships Available (Inquire Only)*

# City Insight Magazine Ad Rates

\*All issues are marketed for 2 months then archived for life.

\*Complimentary Ad Design

\*We will market your ad or content via social Media as well!

\*Long Term commitments qualify for desired payment arrangements.

\*Tax will be included in totals.

## **PRESS & PUBLISHING CUTOFF DATES**

- January/February - Dec. 15
- March/April - Feb. 15
- May/June - April 15
- July/August - June 15
- September/October - Aug. 15
- November/December - Oct. 15

## **MECHANICAL SPECIFICATIONS**

Publication Trim Size - 5.5"x8.5"

If ad bleeds, alot .125"

Digital Images - eps, pdf, jpg, atleast  
300 dpi CMYK

\*Email materials to  
[artwork@thecityinsight.com](mailto:artwork@thecityinsight.com)



**We're looking forward to  
building a meaningful  
relationship with you!**

[thecityinsightmag.com/business-services](http://thecityinsightmag.com/business-services)



# Thank you.

As we provide insight to the community and businesses, we welcome you to be visible to those that may need your products or services!

Select an option from our service list and rsvp today!

[www.thecityinsightmag.com/business-services](http://www.thecityinsightmag.com/business-services)

