



MEDIA KIT

Since 2007, The City Insight has been providing insights into the great leaders, businesses, non-profits, entrepreneurs, and citizens that make the community what it is today and tomorrow.

Some notable industries that make up The City Insight, include:

Authors & Books | Beauty, Grooming, Bridal, & Fashion | Business, Legal, Financial, & Tech | Community & Non-Profit | Food, Entertainment, & Travel | Health & Wellness | Real Estate & Home Services

The services we provide businesses and non-profit organizations include:

- Sponsorship Opportunities
- Magazine Ads & Publicity
- Public Relations & Newsletter Creation
- Social Media Management & Content Creation
- Online Banner Ads & Popup In-Article Ads
- Video Commercials & Video Services
- Search Engine Optimization (SEO)
- Graphic & Logo Design Services
- Web Design & Hosting
- Business Network Memberships
- Consulting Services

INTERESTED IN OUR SERVICES? CLICK HERE TO SCHEDULE YOUR 15-MINUTE DISCOVERY CALL

Here are some past individuals and organizations that were featured or has done business with the City Insight:

Carolina Hurricanes, Renaissance Woman, Author and Poet, Dr. Maya Angelou, Jennifer Harris, York Properties, Musician John Brown, Billie Redmond, CEO of Coldwell Banker Commercial Trademark Properties, Duke Energy, Nyla Elise Clothing Company, Abonni D. Anthony's Achieving Excellence, SERA, Inc's CEO Dr. Rita Anita Linger, truTV's Lizard Lick Towing, Senator Daniel Blue.

Durham Mayor Bill Bell, Nascar's #3 Austin Dillon, Wake County Commissioner, Joe Bryan, American Diabetes Association, Imprints Cares, J. Locke, Recovery Communities of North Carolina, WeCare Partnerships, First Night Raleigh, Nancy DeRosa, Autism Society of North Carolina, Weddings Made to Order, and many more people and organizations of interest.

SPONSORSHIP OPPORTUNITIES

Various sponsorship packages that offer a variety of all our services, and special sponsor recognitions.

- Patron Level: **\$2,500**
- Gold Level: **\$10,000**
- Bronze Level: **\$5,000**
- Platinum Level: **\$20,000**
- Silver Level: **\$7,500**

* Click here for level details. <https://thecityinsightmag.com/wp-content/uploads/2022/09/sponsorship-opportunities.pdf>

CONTENT CREATION AND MARKETING SERVICES

Be included in a 2-Page/2-month series of Content in The City Insight Magazine, which includes marketing across various media platforms such as online, digital, video, and print. The content created will be search engine friendly and will be marketed to others online and through digital and print City Insight magazines.

Content Creation and Marketing Services: \$425/issue





MAGAZINE ADS & PUBLICITY (DIGITAL AND PRINT)

Receive visibility around our industry insight in The City Insight Magazine! We will design your ad, then utilize digital, social, online, and print marketing strategies to make sure it is visible to our supporters. Each issue receives 2 months of visibility and an active link in our digital magazine archives for life!

Eighth Page Ad: \$150/issue
Quarter Page Ad: \$225/issue
Third Page Ad: \$280/issue
Half Page Ad: \$350/issue
Full Page Ad: \$440/issue
Inside Back Cover: \$550/issue
Front Inside Cover: \$580/issue
2-Page Ad: \$700/issue

Front Cover and Cover Stories: You will be featured on the front cover that we design and a 4-5 page cover story. This cover story will be included in our marketing and digital magazine for 2 months. We will also interview your organization for this cover story. Front Cover and Cover Stories for The City Insight Magazine are subject to approval prior to purchase. We reserve the right to charge extra for travel that is more than 25 miles. **Front Cover, Cover Story (City Insight Magazine): \$1,750/issue**

LIFESTYLE COMMUNITY MAGAZINE ANALYTICS

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 various local markets
Average Monthly Online Impressions: 23,766+
Average Monthly Page Views: 95,066+
Digital and Print Magazine: <https://thecityinsightmag.com/the-magazine/>

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PUBLIC RELATIONS

We will create or publish press releases for your business or organization. These press releases can then be submitted to hundreds of media sites to increase visibility.

Press Release Creation (up to 500 words): \$245
Press Release Creation (up to 500 words, submitted to 340 media sites, such as ABC, CBS, FOX and more): \$395

NEWSLETTER CREATION

We will create a newsletter for your business or organization and maintain it each month.

Setup & Design: \$245, then \$175/newsletter

SOCIAL MEDIA MANAGEMENT

Social Media Management: Inclusion in a targeted paid social media strategy to increase visibility.

- **\$195/month** (1 social media channel) 5 unique weekly posts to be posted to 1 social platform, plus 1 additional variation of each post, equaling 10 posts per week)
- **\$375/month** (3 social media channels) 5 unique weekly posts to be posted to 3 social platforms, plus 1 additional variation of each post, equaling 30 posts per week)
- **\$595/month** (5 social media channels) 7 unique weekly posts to be posted to 5 social platforms, plus 1 additional variation of each post, equaling 70 posts per week)

***Includes hashtags, an optimized posting schedule and licensed images**

ONLINE BANNER ADS & POPUP IN-ARTICLE ADS

We will design online banner ads to be displayed on (thecityinsightmag.com and thecityinsight.net). Our popup ads are featured within select online articles for your business or organization.

Online Banner Ads: \$75 one-time design fee, then **\$30** per 1,000 Impressions (views)
Popup In-Article Ads: \$75 one-time design fee, then **\$50** per 1,000 Impressions (views)



WEBSITE DESIGN AND HOSTING

We provide various levels of website design and hosting services.

Website Layout & Customization: Starting at **\$595**

Add eCommerce installation with 10 products/services: Starting at **\$295**

Website Hosting: Starting at **\$14.95/month**

Website Maintenance & Backups: Starting at **\$9.95/month**

Website Updates (SEO software, analytics, eCommerce, newsletter setup, social media integration, other requested technical website tasks): **\$85/hour**

BUSINESS NETWORK MEMBERSHIPS (STORE ON THECITYINSIGHT.NET)

This is a marketplace (Pilot Phase) that will bring awareness to your products and services. We will host and inform others as well. If there is not a product or service to sell, we will run CPM Based banner Ads to direct others to your site.

- **Business Network Store:** Free, then we charge 12.5% seller's on closed sales (pay as you sell): Currently, the 12.5% seller's fee is waived, making this totally free for now.

*We advise those with Stores to consider paid marketing services to have the opportunity to boost sales.

CONSULTING SERVICES

Receive business consulting services via phone or video call.

- **Consulting:** Starting at **\$125/hour**

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CLICK HERE FOR OUR PAYMENT PLAN OPTIONS

VIDEO COMMERCIALS & VIDEO SERVICES

We will create video commercials for your organization to be suitable to be displayed across different forms of media.

- **30 Second Video Commercial** (HD footage, voice over, music, and editing): **\$595**
- **60 Second Video Commercial** (HD footage, voice over, music, and editing): **\$895**
- **120 Second Video Commercial** (HD footage, voice over, music, and editing): **\$1,495**

*An extra fee will be required if we have to establish actual video footage

SEARCH ENGINE OPTIMIZATION (SEO)

SEO services to assist your business or organization to improve its website's ranking visibility on search engines such as Google.

Search Engine Optimization (SEO) Execution (including software): Starting at **\$395**, with an additional option for monthly management starting at **\$195/month** to increase rankings

GRAPHIC & LOGO DESIGN SERVICES

- **Graphic Design Services** (flyers, business cards, tee shirts, social media, posters, business cards & stationery; etc.) **\$65/hour**
- **Logo Design** (original logo with concepts and full copyrights) Starting at **\$299**

