

TRIANGLE **downtowner** M A G A Z I N E

919.828.8000 ▲ www.WeLoveDowntown.com ▲ 402 Glenwood Avenue, Raleigh 27603 ▲ PO Box 27603, Raleigh NC 27611

About *Triangle Downtowner Magazine*

Founded in 2005, the *Downtowner* is a lifestyle magazine with a focus on local dining, entertainment, events, arts, business, wine & local beer, food trucks, fashion, charities, and other topics of interest to our readers. We highlight high density areas across the Triangle as well as the busy communities around them. Our magazine features positive, local content with articles written by local authors and photos by local photographers.

Why Advertise with the *Downtowner*

The *Downtowner* is distributed to over 385 prime locations throughout the Triangle with concentrations in the areas of Raleigh, Durham, Cary, Apex, and Wake Forest as well as throughout North Hills and North Raleigh. Our magazine is also available online in its entirety for a combined print/web readership of more than 175,000 readers each month. All past issues remain online meaning our advertisers' ads are seen long after each print edition has run.

By advertising in the *Downtowner*, businesses can optimize their advertising budget by reaching an ideal demographic of energetic, affluent, active spenders between the ages of 25 and 65. *Downtowner* readers are social by nature, venturing out several times each week for dining, entertainment, shopping, and services.

Our industry-leading 98.1% pickup rate each month means our advertisers are seen by as many readers as possible in the pages of each and every issue. Other publications base their readership on the number of magazines printed rather than how many are actually picked up. We don't agree with this method, as it's not accurate in calculating actual readers and includes copies that are never seen or read.

The *Downtowner* is unlike any other publication in the Triangle in that our advertisers receive much more than just a print ad with us. Whenever possible, we feature our clients in social media posts, articles, event calendars, and giveaways. Our staff are experts at social media, constantly promoting our community and our clients to our more than 79,000 fans on Facebook, Twitter, LinkedIn, and Instagram. No other local publication in the area comes close to our social media numbers or promoting their clients like we do.

Our clients' success is our goal and we work hard for all our advertising partners. Be sure to include the *Downtowner* in your advertising budget and let us show you what we can do for your business!

If you want to reach an ideal targeted market of desirable consumers who are ACTIVE, SOCIAL AND AFFLUENT SPENDERS, the *Downtowner* is by far the most efficient use of your advertising budget.



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Why partner with *Triangle Downtowner Magazine*

The *Downtowner* was founded in November 2005 and is a well-known and respected leader in our local NC communities. After more than 6,750,000 readers, we've established a formula that works extremely well for both our readers and advertisers:

Amazing value

Our advertising rates are extremely economical, especially considering our impressive monthly readership of over 175,000 active-spending affluent readers between the ages of 25 and 65. Add to that our online issue availability (current and past issues) as well as our commanding social media presence, and there's no other magazine in the Triangle that can boast our dedicated readership numbers, even with twice the print run.

Premier and exclusive distribution

Aside from our positive, hyper-local content, the most important factor behind our success is our 98.1% pickup rate. Our magazines are distributed in highly focused locations to ensure our readers fall within a targeted demographic: high end condos and apartments, upscale restaurants, salons, retail shops, professional offices, hotels, and visitor centers, among others. We sparingly use outside vend boxes, which are far less effective than inside racks, retail counters, waiting rooms, and employee lounges. This is the secret behind our amazing pickup rate.

Our magazine family and unprecedented reach

With our October 2014 purchase of *BOOM! Magazine*, and the consequent merging of both magazines and distributions lists, our advertisers have even more opportunity to reach their perfect demographic. With our new delivery locations, the affluent baby boomer generation is an even larger percentage of our readership, which owns 75% of our nation's wealth and 50% of its spending power.

Community Involvement and Charitable Support

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. Each year, the *Downtowner* contributes a *minimum* of \$75,000 in advertising and monetary donations to local charitable organizations.

The *Downtowner* is heavily involved in our community and we not only emphasize supporting local business but also many worthwhile non-profits and charitable organizations.

We're proud to be a local advocate for the Triangle area.

