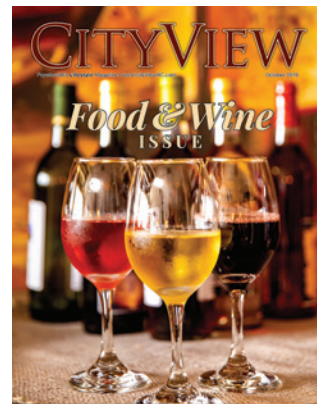
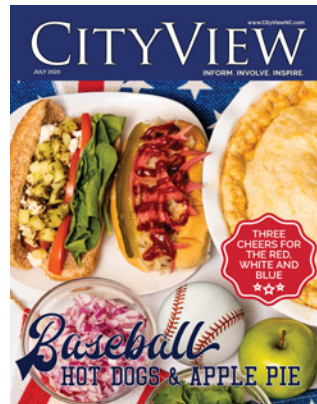
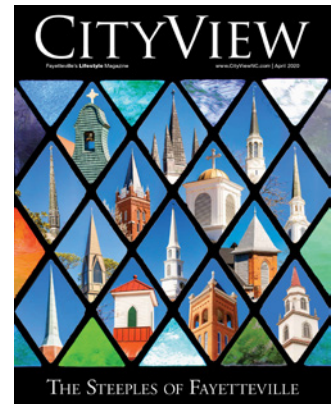
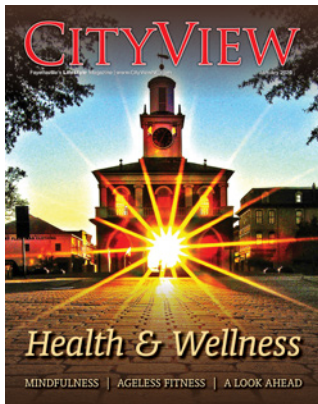


CITYVIEW

INFORM. INVOLVE. INSPIRE.



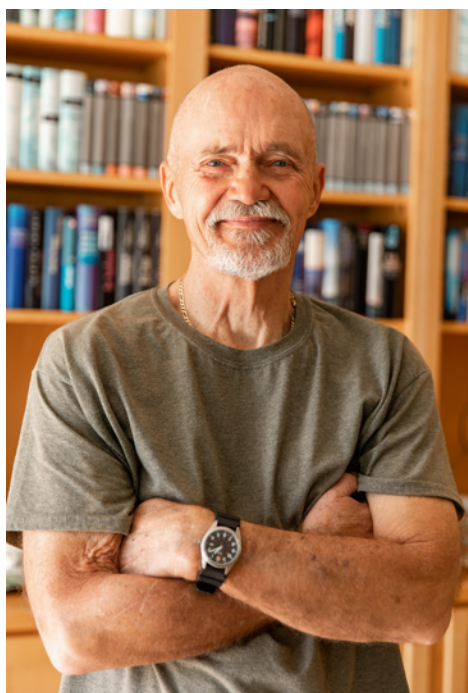
*Celebrating the Best of Fayetteville
One Story at a Time*

2021 MEDIA KIT

Inform. Involve. Inspire.



CityView Magazine is committed to informing, involving and inspiring our readers by telling good stories that matter. We also are committed to holding ourselves to the highest journalistic and design standards so that we tell the message of your business inside the glossy pages of a quality publication. Our readers know and trust our long-term commitment to serving our rapidly growing community. Our ever-increasing circulation and popularity are solid proof.



Audience



Readership
56,794
across platforms*



Readers Per Issue
2.95
national average 1.75



Core Reader Age
35-64
91% between 25 & 64



Household Income
\$100K
47% of readers**



Education
60%
have 4 year degree

*Readership across a variety of platforms, including print, digital, website, social media and e-newsletters.

**47% of readers report household income over \$100,000 per year.

Average time spent on websites is 2 minutes

Average time spent reading magazines is

20-25
MINUTES

(Digital First Content Marketing: the Return of Print - CMO by Adobe, 2016)

SPENDING TIME

81%

Readers report they regularly read CityView

70%

Retain each issue of CityView for at least one month

67%

Patronized a business after seeing an ad in CityView



% of US adults who read magazines in the last 6 months

90%

THE HIGHEST OF ALL TIME

This includes **93% of those under 35** and **95% of those under 25**

(GfK MRI)



Which medium offers the highest ROI according to more than 1,400 US advertisers

magazines

With a **\$3.94 return for every \$1 spent**
A full **50% higher** than the \$2.63 average ROI from digital display and **more than double** the \$1.52 from digital video.

(Nielson Catalina Solutions)



Which audience reports being more engaged when reading a print magazine than other types of content

women

18-64 years of age who regularly buy one or more magazines

(Baur Media)

62%

of readers are women

84%

of purchase decisions are made by women

SPENDING MONEY

80%

Dine Out

74%

Buy Apparel

62%

Buy Home Furnishings

What Our Advertisers Are Saying

"Cape Fear Valley Health and CityView magazine both have this community at heart. It's a pleasure to be able to work with a first-class publication to help us spread the word about all the good things we're doing."

– Mike Nagowski, CEO Cape Fear Valley Health System

"The quintessential local magazine, CityView is a publication providing lifestyle news and articles about many fascinating people of our area. Each publication focuses significantly on this area's small business entrepreneurs. Westwood Shopping Center utilizes CityView's advertising opportunities as a tool to reach a broad audience for our vast array of merchants. We recognize their skill, from writers to a business-minded staff with a keen eye for visuals. They are experts in all things local."

– Meredith Player Stiehl, Westwood Shopping Center

"Fayetteville Academy is not just an advertiser in CityView magazine, but rather a partner with them. We both share the goal of making Fayetteville a better place in which to live and learn. We are thankful and proud that we have spent so many years working together with CityView to achieve that goal, and we look forward to many more successful years together ahead."

– Ray Quesnel, Head of School, Fayetteville Academy

"Our experience with CityView magazine has been nothing less than superior. From the sales process to ad development to the response from our community, we are very pleased with the product and its impact on our business."

– Mark Rice, President/CEO, Callahan & Rice



"Each publication focuses significantly on this area's small business entrepreneurs."

What Our Readers Are Saying



"Your beautiful and iconic magazine represents Fayetteville with so much pride and love!"

– Angie Malave

"I really appreciate the diversity in the magazine."

– Jeff Womble

"We have a great local magazine, CityView of Fayetteville. It is one of the few things I read cover to cover."

– Patti Politt

"CityView allows me to keep up with what's going on in Fayetteville while I'm in college."

– University of North Carolina senior Gray Hurley

"CityView has become the voice of the city of Fayetteville, and lets all who read it see what the real Fayetteville is all about. We are all fortunate to have it as our message."

– Bill Owen

"CityView of Fayetteville is one of the few things I read cover to cover."

Editorial Calendar

RECURRING:

Fascinating Fayetteville,
photo essay

Good Eats

Good Reads

Events Calendar

Seen @ the Scene

JANUARY

HEALTH & WELLNESS

FEATURES: Fitness Trends,
Healthy Eating, Seniors In
The City, Fashion

PROFILES: Personal Care
Service Providers

ONLINE: Fitness In
Fayetteville, Healthy Meals

COMMUNITY EVENTS:
CFVH Foundation Gala

Ad Deadline: December 23

SPECIAL PUBLICATION:
MEDICAL DIRECTORY

FEBRUARY

ROMANCE

FEATURES: Bridal/
Weddings, Food & Wine,
Black History Month

PROFILES: Women In
Business

ONLINE: Weddings In
Fayetteville, Fayetteville's
Black History

Ad Deadline: January 22

MARCH

HOME & GARDEN

FEATURES: March Madness,
St. Patrick's Day, Women's
History

PROFILES: Insurance Agents

ONLINE: History of Women
In Fayetteville, Women
Leaders/Businesswomen

CITYVIEW SIGNATURE

EVENTS: Ladies Night Out

Ad Deadline: February 19

APRIL

FAITH

FEATURES: Faith, Dogwood
Festival, Woodpeckers

PROFILES: Faith Leaders

ONLINE: Faith Leader
Profiles, Dogwood Festival,
Spotlight

ONLINE: Steeple ID Contest,
Faith Leader Profiles

COMMUNITY EVENTS:
Dogwood Festival

Ad Deadline: March 26

MAY

TRAVEL

FEATURES: State of
Downtown Report, Day Trips,
Pets Are Like Family

PROFILES: Pet Service
Providers

ONLINE: Petfest Photo
Contest, Nominate a Nurse

CITYVIEW SIGNATURE
EVENTS: State of Downtown
Luncheon

COMMUNITY EVENTS:
PetFest

Ad Deadline: April 23

JUNE

THE GREAT OUTDOORS

FEATURES: Perfect Picnics,
Al Fresco Dining, Backyard
Dining

PROFILES: Men In Business

ONLINE: Micro Brewery
Map, Men In Business
Spotlights

COMMUNITY EVENTS:
Blues & Brews

Ad Deadline: May 21



JULY

AMERICA THE BEAUTIFUL

FEATURES: Red, White and
Blue, Military, Cars

PROFILES: Veterans

ONLINE: Submit a Single,
Antiques in Fayetteville

CITYVIEW SIGNATURE
EVENTS: Summer in the
City

COMMUNITY EVENTS:
Fayetteville Symphony

Ad Deadline: June 25

AUGUST

EDUCATION

FEATURES: Families,
Parenting, Back To School

PROFILES: Family
Businesses

ONLINE: Family Business
Spotlight, Back To School
Tips

Ad Deadline: July 23

SEPTEMBER

ARTS & CULTURE

FEATURES: New Seasons,
Live Music, Indigo Film
Festival

PROFILES: Young
Professionals

ONLINE: Nominate an Artist,
Art Agency Spotlights

CITYVIEW SIGNATURE
EVENTS: Food, Wine & ART

COMMUNITY EVENTS:
Taste of Fayetteville,
International Folk Festival

Ad Deadline: August 20

OCTOBER

FACES OF FAYETTEVILLE

FEATURES: Faces of
Fayetteville, This Is My
CityView, Single In The City

PROFILES: Real Estate
Agents

ONLINE: Young
Professionals, Fayetteville's
Hot Spots

Ad Deadline: September 24

SPECIAL PUBLICATION:
BUSINESSVIEW

NOVEMBER

GIVING

FEATURES: Charitable
Giving, Non Profit Agencies,
Community Service Guide,

CityView Impact Awards

PROFILES: Professional
Services

ONLINE: Non Profit Profiles,
Nominate a Volunteer

CITYVIEW SIGNATURE
EVENTS: Community Impact
Awards Luncheon

Ad Deadline: October 22

SPECIAL PUBLICATION:
GUIDE TO GIVING

DECEMBER

HOME FOR THE HOLIDAYS

FEATURES: Holiday Homes,
Gift Ideas, Holiday Recipes

PROFILES: Lawyers

ONLINE: Local Gift Guide,
Christmas in Fayetteville

Ad Deadline: November 19



Distribution

PROVEN. VERIFIED. AUDITED.



Circulation and survey information from CVC has confirmed that CityView is the leader in readers. More people read CityView than any other magazine in the area. And best of all, our readers use CityView as they plan their purchases. Advertise in CityView and get the results you want.

DISTRIBUTED TO

CityView Magazine distributes 15,000 copies monthly to households, businesses, medical/dental offices, post offices, restaurants, gyms, spas, cafes, specialty shops and professional offices throughout the community.

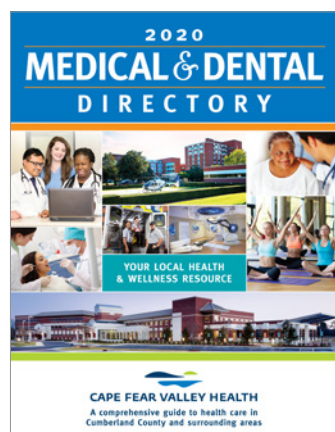
Targeted direct mail distribution of 11,250 to key demographic households in Cumberland County including military officer housing on Fort Bragg.

RACK LOCATIONS

Magazines are strategically distributed to over 100 rack locations throughout Fayetteville, Fort Bragg, Hope Mills, Spring Lake and Cumberland county.

For a complete list, see our website www.cityviewnc.com/rack-locations.

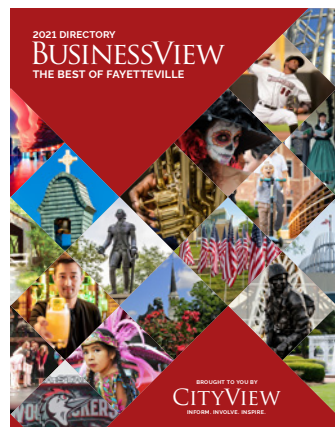
Other Publications



MEDICAL DIRECTORY

CityView publishes 8,000 copies of this valuable directory that is available year-round to our readers. They are distributed all over Cumberland County, throughout the year, in medical and dental offices as well as high-traffic retail outlets.

A sharable online version of the directory can be found at www.cityviewnc.com.



BUSINESSVIEW

CityView has helped introduce residents to local businesses, helped these businesses grow and championed local entrepreneurs who both take brave risks and endeavor to give back. These people and their stories are at the heart of our community and its success. We shine the spotlight on those who stand above the rest.

MEDICAL DIRECTORY PRICING

2 page center spread	\$5,795
2 page spread	\$4,795
Back cover	\$4,195
Inside back	\$3,775
Inside front cover	\$3,595
Opposite inside front	\$3,395
Opposite inside back	\$2,595
Full page	\$2,195
2/3 page	\$1,895
1/2 page	\$1,495
1/3 page	\$1,095
1/6 page	\$585
Enhanced listing	\$295

BUSINESSVIEW PRICING

Two page spread	17 x 11.125	\$3,300
Back cover	8.625 x 11.125	\$2,900
Inside front cover	8.625 x 11.125	\$2,750
Inside back cover	8.625 x 11.125	\$2,595
Full page	8.625 x 11.125	\$2,200
2/3 page square	7 x 6.25	\$1,900
1/3 page horizontal	7 x 3	\$1,100
1/6 page square	3.375 x 3	\$550

CityView Magazine advertisers will receive their contracted CityView rate in BusinessView.

Advertising Rates

CITYVIEW PRICING

SIZE 15% premium for guaranteed placement	OPEN RATE	3 ISSUES	6 ISSUES	12 ISSUES
DISCOUNT		5%	10%	20%
1/6	\$550.00	\$522.50	\$495.00	\$440.00
1/3	\$1,100.00	\$1,045.00	\$990.00	\$880.00
1/2	\$1,400.00	\$1,330.00	\$1,260.00	\$1,120.00
2/3	\$1,900.00	\$1,805.00	\$1,710.00	\$1,520.00
FULL	\$2,200.00	\$2,090.00	\$1,980.00	\$1,760.00
PREMIUM POSITIONS				
Inside front cover	\$2,750.00	\$2,612.50	\$2,475.00	\$2,200.00
Op inside front or back cover	\$2,525.00	\$2,398.75	\$2,272.50	\$2,020.00
Inside back cover	\$2,595.00	\$2,465.25	\$2,335.50	\$2,076.00
Back cover	\$2,900.00	\$2,755.00	\$2,610.00	\$2,320.00
Two page spread	\$3,300.00	\$3,135.00	\$2,970.00	\$2,640.00

Price per issue ~ all prices are net. Failure to comply with the advertising volume agreed to in this agreement will result in a billing adjustment back to the effective rate earned.



OTHER SERVICES

- Ad layout and design \$50
- Photography services \$150 per session
- Reprints \$25 per page

NON PROFIT RATE

All documented 501(c)3 organizations qualify for 30% off the open rate.

DIGITAL SPECIFICATIONS

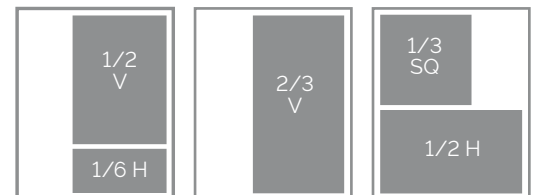
Trim size is 8.375" x 10.875".

Digital ads must be 300 dpi PDF.

Keep live matter 0.375" from all sides that bleed, 0.25" from trim.

All finished art is due on or before the material deadline.

CityView makes no guarantee of an exact color match on a proof.



AD SIZES

Two page spread	17 x 11.125
Full page with bleed	8.625 X 11.125
Full page live area	7.75 X 10.25
2/3 page vertical	4.625 X 9.5
1/2 page horizontal	7 x 4.625
1/2 page vertical	4.625 X 7
1/3 square	4.625 X 4.625
1/6 page horizontal	4.625 X 2.25

Weekly Newsletters

NEWSLETTERS

■ TUESDAY

CityView Insider

Columnist Bill Kirby, Jr. reflects on people, places and life's lessons; editor Kim Hasty shares a weekly conversation starter.

■ THURSDAY

The Fay-List

Your go-to spot for learning about the best events happening this weekend and beyond!

■ FRIDAY

Pressbox

Get the latest in local sports features and scores from award-winning sportswriter Earl Vaughan Jr., a member of the N.C. High School Athletic Association Hall of Fame.

Newsletter Sponsorship

Leaderboard and

Top Sidebar

Non-Contracted \$1,000

Contracted

Advertiser Rate \$800

Sidebar Advertisement #1

Non-Contracted \$500

Contracted

Advertiser Rate \$400

Sidebar Advertisement #2

Non-Contracted \$500

Contracted

Advertiser Rate \$400

Prices are per newsletter per month.

SIZES:

Leaderboard (970 x 90)

Top Sidebar (190 x 400)

Sidebar Advertisement
(190 x 225)



INFORM. INVOLVE. INSPIRE.



CityView Insider

PHOTO OF THE WEEK



Norwood Bryan had a little help with his seventh-grade virtual schoolwork this week from Holly, the family's miniature golden doodle.

BILL KIRBY JR.

"She carried herself well," Paula Smith says about her friend with a passion for gardening, the fragrance of gardenia and lilies, music, state history, literature and the written word.

There was just something about Frances Hasty. And Paula Smith would say it so well about her friend.

"She was the epitome of a Southern lady," Smith says. "And she carried herself well. She was the most kind and gentle woman."

Frances Hasty was versed on this city, and its people.

"She contributed to everything we did," Smith will tell you about The Study Club, circa 1913, with members who would meet monthly to discuss just about any topic of interest to the 20-member club. "And she could talk about things in the past."

FROM EDITOR KIM HASTY

At a time when help is needed most, Cumberland Community Foundation kicked off its 40th anniversary today by announcing over \$1 million in grants and scholarships. Read more

Meanwhile, The Women's Giving Circle of Cumberland County, a fund of Cumberland Community Foundation, Inc., announced \$56,630 in grants for 2020. The selected projects focus on life skills, child abuse, foster care and literacy. Read more

*Be sure to join our Fayetteville's CityView Magazine group. Click Here to Join the Facebook Group

Frances Hasty was a journalist, 40 years with The Fayetteville Observer, first as a features reporter and finally as editor of the "Features" and "Living" departments, where you could read about homes, recipes, club news, debutantes and, of course, brides to be, replete with

Trust Your Dental Implant Surgery To...A Surgeon



Dr. Gary T. Jones
Board Certified Surgeon

Let Dr. Gary Jones be your surgeon of choice.

Oral Surgery & Implant Dentistry
OF FAYETTEVILLE

1295 Oliver Street
Fayetteville, NC
910.483.9216

www.sandhillssoralsurgery.com

IMPACT Awards

The CityView Community

Help us recognize individuals who are transforming our community

CITYVIEW PRESENTS



Faces of Fayetteville
REAL ESTATE

powered by
SavvySource

FOLLOW US



Leaderboard

Top Sidebar

Sidebar Ad #1

Sidebar Ad #2

Digital Engagement Pricing

DIGITAL EDITION SPONSORSHIP

Monthly Digital Edition Sponsor
Outer full page wrap

Non-Contracted\$800

Contracted

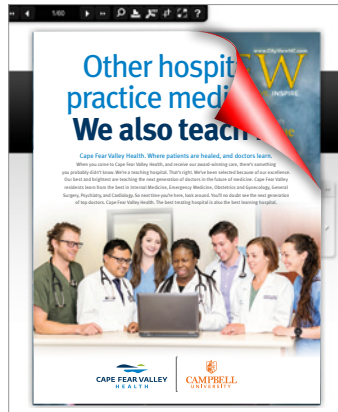
Advertiser Rate\$640

Half page opposite CV cover

Non-Contracted\$400

Contracted

Advertiser Rate\$320



SOCIAL MEDIA PROMOTION PACKAGE

- Three sponsored posts to Facebook group with image, tag, and custom messaging

- Two Instagram posts with image, tag and custom messaging

Social Media Promotion Package

Non-Contracted\$300

Contracted Advertiser Rate\$240

INSTAGRAM



WEBSITE

Website Banner

Non-Contracted\$300

Contracted

Advertiser Rate\$240



CUSTOM DIRECT E-MAIL

Limited to one per month.
Only available to contracted advertisers..... \$500



FACEBOOK LIVE

Non-Contracted\$500

Contracted Advertiser Rate\$400



Professional Profiles



Spread the word! CityView gives you the opportunity to tell our readers all about your business and the quality services and products you have to offer them. Simply submit the details of your business, along with a high resolution digital image. If you need either editorial or photographic expertise, we are here to help.

JANUARY
PERSONAL CARE SERVICE PROVIDERS

FEBRUARY
WOMEN IN BUSINESS

MARCH
INSURANCE AGENTS

APRIL
FAITH LEADERS

MAY
PET SERVICE PROVIDERS

JUNE
MEN IN BUSINESS

JULY
VETERANS

AUGUST
FAMILY BUSINESSES

SEPTEMBER
YOUNG PROFESSIONALS

OCTOBER
REAL ESTATE AGENTS

NOVEMBER
PROFESSIONAL SERVICES

DECEMBER
LAWYERS

ALL PROFESSIONAL PROFILES INCLUDE:

Business Name, Logo, Address,
Phone Number, Website (see samples)

1/4 page profile \$495 up to 100 words

1/2 page profile \$995 up to 200 words

Full page profile \$1,750 up to 300 words

YOU WILL ALSO RECEIVE:

- Framed "As Seen in CityView" print of your profile
- Five copies of the edition featuring your profile
- One featured post via CityView Facebook

Full page profile \$1,750 up to 300 words

Townsend Real Estate
Jimmy Townsend, Vance Townsend, Alex Townsend
Townsend Real Estate is a premier independent insurance agency in Fayetteville providing outstanding insurance service in a Christian environment. Callahan & Rice is an established independent insurance agency serving clients with dependable solutions to meet their individual needs. Our professional, honest, timely, and well-timed service is becoming our clients' "first choice".

910-827-8248
3800 Sanford Road
Fayetteville, NC 28304
www.townsendrealestate.com

1/4 page profile \$495 up to 100 words

Callahan & Rice Insurance
Mark W. Rice, President & CEO
Callahan & Rice is the premier independent insurance agency in Fayetteville providing outstanding insurance service in a Christian environment. Callahan & Rice is an established independent insurance agency serving clients with dependable solutions to meet their individual needs. Our professional, honest, timely, and well-timed service is becoming our clients' "first choice".

910-827-8248
3800 Sanford Road
Fayetteville, NC 28304
www.callahanandrice.com

Coldwell Banker Advantage
The HomeTeam Advantage is a leading real estate company in Fayetteville. We are a full-service real estate company with a focus on helping our clients achieve their real estate goals. We are a full-service real estate company with a focus on helping our clients achieve their real estate goals.

910-827-8248
3800 Sanford Road
Fayetteville, NC 28304
www.coldwellbanker.com

1/2 page profile \$995 up to 200 words

Holmes Security System
Holmes Security Systems is a leading security system provider in Fayetteville. We are a full-service security system provider with a focus on helping our clients achieve their security goals. We are a full-service security system provider with a focus on helping our clients achieve their security goals.

910-827-8248
3800 Sanford Road
Fayetteville, NC 28304
www.holmessecurity.com

Full page profile \$1,750 up to 300 words

Karen Billings
SOUTHERN DESIGN FURNITURE
Karen Billings is a leading furniture store in Fayetteville. We are a full-service furniture store with a focus on helping our clients achieve their furniture goals. We are a full-service furniture store with a focus on helping our clients achieve their furniture goals.

910-827-8248
3800 Sanford Road
Fayetteville, NC 28304
www.southerndesignfurniture.com

1/4 page profile \$495 up to 100 words

Margit M. Hicks, PA
Margit M. Hicks and Suzanne P. Shankar
FAMILY LAW ATTORNEYS AND COUNSELORS AT LAW
Margit M. Hicks and Suzanne P. Shankar are leading family law attorneys in Fayetteville. We are a full-service family law firm with a focus on helping our clients achieve their family law goals. We are a full-service family law firm with a focus on helping our clients achieve their family law goals.

910-827-8248
3800 Sanford Road
Fayetteville, NC 28304
www.margithicks.com

USA Flooring
Melissa Cooper, Lori Albartson, Brandi Gregory
USA Flooring is a leading flooring store in Fayetteville. We are a full-service flooring store with a focus on helping our clients achieve their flooring goals. We are a full-service flooring store with a focus on helping our clients achieve their flooring goals.

910-827-8248
3800 Sanford Road
Fayetteville, NC 28304
www.usaflooring.com

1/2 page profile \$995 up to 200 words

Malinda Craven
BROKER ASSOCIATE
Malinda Craven is a leading broker associate in Fayetteville. We are a full-service broker associate with a focus on helping our clients achieve their broker associate goals. We are a full-service broker associate with a focus on helping our clients achieve their broker associate goals.

910-827-8248
3800 Sanford Road
Fayetteville, NC 28304
www.malindacraven.com

Signature Events



CityView will be hosting a variety of exciting events throughout the year. Your sponsorship of these events will put your business front and center for audiences that care about our community.



SPONSORSHIP OPPORTUNITIES

PRESENTING RIGHTS - \$5,000

Company name shown as presenting sponsor

PLATINUM - \$2,500

GOLD - \$1,000

SILVER - \$600

Sponsorship levels will include various amounts of advertising both print and digital, tickets for attendance, booth and booth space (when applicable), signage and logo placement at events and in event collateral.



FEBRUARY

LADIES NIGHT OUT

MAY

STATE OF DOWNTOWN LUNCHEON

JUNE

SUMMER IN THE CITY

SEPTEMBER

FOOD, WINE & ART

NOVEMBER

CITYVIEW COMMUNITY
IMPACT AWARDS
LUNCHEON

Contact Us

CITYVIEW

INFORM. INVOLVE. INSPIRE.

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910-247-2600

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jjones@cityviewnc.com

Jennifer Baker

Judy Jones



ADVERTISER SUBSCRIPTION

Do you wish to receive (continue to receive) a free subscription to CityView?

☐ Yes ☐ No

Signature (required): _____

Name (please print): _____

Company Name: _____

Company Address: _____

City/State/Zip: _____

Cellphone: _____

Fax: _____

Account Executive: _____

Date: _____

Please return complete form to address below.