



2023 Media Kit & Map

Grow Your Business

Raleigh, Wake Forest, Cary,
Apex, Morrisville, Holly Springs,
Fuquay-Varina, Clayton & Garner

919.713.2266
info@yaylocal.com

Celebrating 17 Years
The oldest & largest
Independent in the Triangle

Direct Mail Co-op Booklet
Online Coupons • Digital Services • Call Tracking

**REACHING
200,000 HOMES
MONTHLY**





Who is Yay! Local

Since 2005 the original independent local family founded and operated coop direct mailer in Wake & Johnston Counties

Our Mission

Help local business owners and our communities thrive

Key Facts About Us

- 75% of our advertisers have been with us over 5 years
- Over 14,000 phone leads tracked over the past 2 years
- 100% of mailings had proof of mail sent to clients since 2005
- Locally family owned & operated

200,000 HOMES - 12 MAILINGS ANNUALLY

TERRITORY 1 - 40K HOMES

R1
20K

Raleigh
27604, 27616, 27609, 27608, 27605, 27612
Median Income: \$111,578
Median Home Value: \$625,640

R2
20K

Raleigh
27607, 27612, 27613
Median Income: \$106,116
Median Home Value: \$572,555

TERRITORY 3 - 40K HOMES

W1
20K

Rolesville, Wake Forest, Youngsville, Raleigh
27571, 27587, 27596, 27616
Median Income: \$120,430
Median Home Value: \$510,496

W2
20K

Knightdale, Wendell, Zebulon
27545, 27591, 27597
Median Income: \$70,796
Median Home Value: \$326,444

TERRITORY 5 - 40K HOMES

C5
20K

Cary, Fuquay Varina, Apex, Holly Springs, Raleigh
27518, 27526, 27539, 27540, 27606
Median Income: \$139,587
Median Home Value: \$577,783

C6
20K

Apex, Cary, Morrisville
27502, 27523, 27511, 27513, 27519, 27560
Median Income: \$148,274
Median Home Value: \$586,278

NEW ZONES FEB 2023

TERRITORY 6 - 60K HOMES

M
20K

Hillsborough, Efland, Carboro, Chapel Hill
27278, 27243, 27510, 27516

N
20K

Chapel Hill, Durham
27514, 27517, 27707

O
20K

Durham
27705, 27713

**NEW
ZONES
8 Mailings
Annually**

TERRITORY 2 - 40K HOMES

R3
20K

Raleigh
27613, 27614, 27615, 27617
Median Income: \$137,471
Median Home Value: \$544,890

R4
20K

Raleigh
27614, 27615
Median Income: \$131,403
Median Home Value: \$523,305

TERRITORY 4 - 40K HOMES

C1
20K

Clayton
27520, 27527
Median Income: \$89,568
Median Home Value: \$352,079

C3
20K

Garner
27529, 27607, 27610
Median Income: \$88,357
Median Home Value: \$372,032

Mail Dates & Deadline

Est. In-Home +/- 3 days

Art & Payment Due

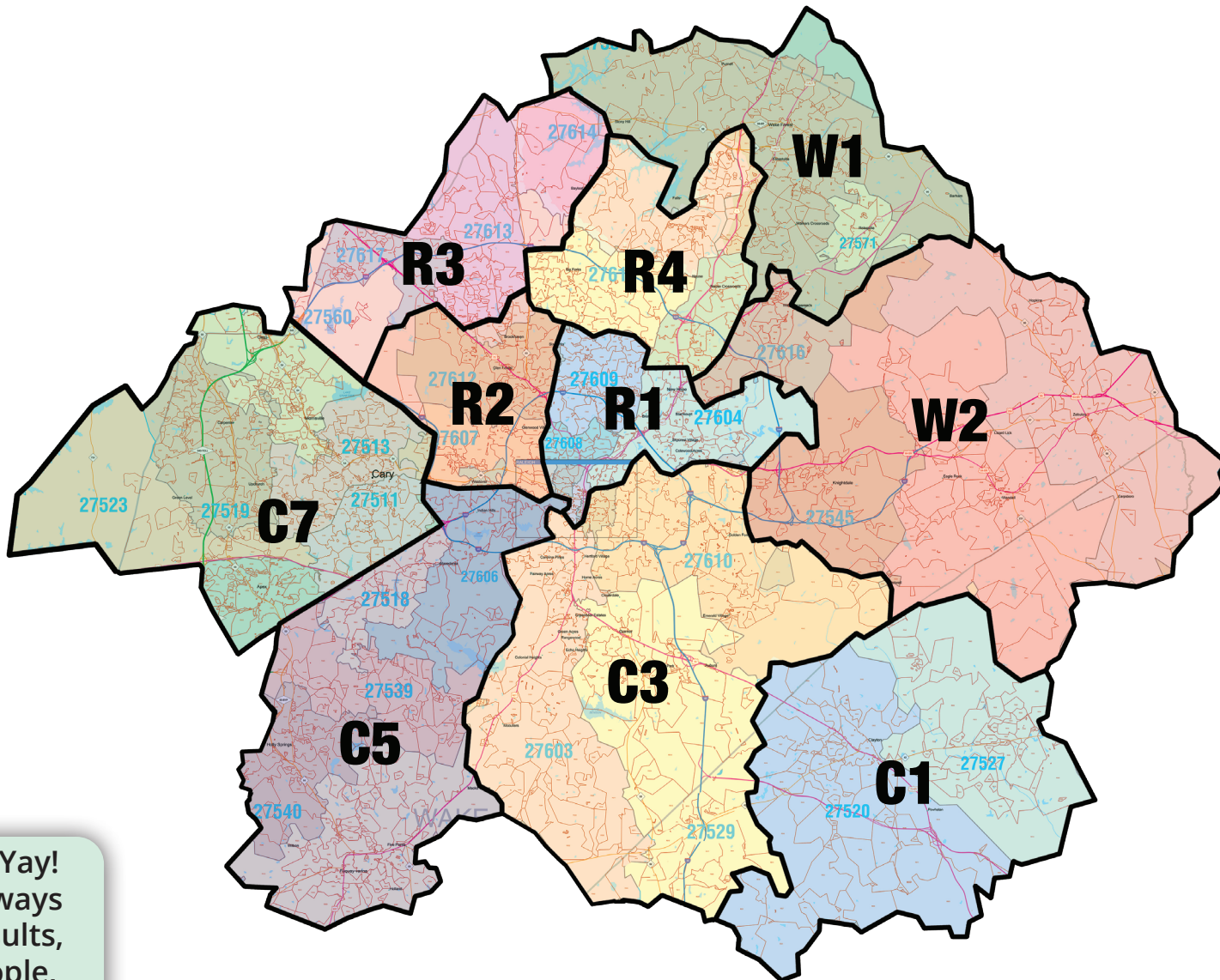
Dec 6.....	Nov 3
Jan 17, 2023.....	Dec 5
Feb 14.....	Jan 5
Mar 14.....	Feb 5
Apr 11.....	Mar 3
May 9.....	Apr 3
June 6.....	May 1
July 11.....	June 1
Aug 8.....	July 3
Sept 12.....	Aug 1
Oct 10.....	Sept 1
Nov 7.....	Oct 2
Dec 5.....	Nov 1
Jan 16, 2024.....	Dec 1



200,000 HOMES - 10 ZONES
20,000 HOMES EACH - 12 TIMES/YEAR
MAILING TO THE HIGHEST INCOME HOMES IN EACH ZONE

**COMING IN
FEBRUARY 2023**

60,000 More Homes In
Durham, Chapel Hill,
Carborro & Hillsvorogh
- 8 Times Annually



“We’ve been advertising with Yay! Local since 2014 and have always been very happy with the results, great to work with, good people, recommended.


Stacy Stevens - Carolina Custom Curbing

Zones are approximate and subject to change without notice

Yay! Local®

yaylocal.com

919.713.2266



Yay! Local[®]

HOME
GUIDE

Our Readers

“

I've been using Yay!
Local for a while now.
Always great response
from ads each month.
Excellent customer
service!!!

-P Puckett, owner of Puckett
Handyman Services

200K Highest income homes in Raleigh-Cary

2.4 Million homes mailed annually

2X Median income twice that of NC

52 Median age

\$115K Avg median income

\$499K Avg median home value

95% Single family homes

93% of consumers use
paper coupons

85% of high income households
look at deals

78% of Americans search online
from direct mail

Yay! Local[®]

yaylocal.com

919.713.2266