



## 2025 Media Kit

20+ Years of Proven Trust

5 Star Google Reviews

98% Renewal Rate

DIRECT MAIL



DIGITAL MARKETING



yaylocal.com

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5.0 ★★★★★

23 Google Reviews



## WAKE/JOHNSTON

**200,000 HOMES - 12 MAILINGS ANNUALLY**

**1-NE**  
**66.7K**

66,667 Homes

Raleigh, Rolesville, Wake Forest, Youngsville

27571, 27587, 27596, 27607, 27609, 27612, 27613, 27614, 27615, 27616, 27617

Median Income: \$130,902. Median Home Value: \$625,298.

**2-SW**  
**66.7K**

66,667 Homes

Cary, Morrisville, Apex, Holly Springs, Fuquay Varina, Raleigh

27511, 27519, 27502, 27513, 27518, 27523, 27526, 27539, 27540, 27560, 27606, 27607

Median Income: \$128,865. Median Home Value: \$625,214.

**3-SE**  
**66.7K**

66,667 Homes

Clayton, Garner, Knightdale, Wake Forest, Wendell, Zebulon, Raleigh

27520, 27527, 27529, 27545, 27587, 27591, 27597, 27603, 27604, 27605, 27606, 27610, 27616

Median Income: \$93,193. Median Home Value: \$413,029.

## Who is Yay! Local

Locally founded in 2006, a family business dedicated to growing local companies with Print + Digital Services.

## 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

## Our Mission

Connecting local consumers with local businesses

## Our Commitment To You

- ▶ Complete transparency
- ▶ Tracking and reporting
- ▶ Local expertise
- ▶ Better quality, better response
- ▶ On-going servicing and support



*"Highly effective advertising!"*  
- Todd Melet

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*"Yay! Local is FANTASTIC to work with!"*  
- Laurie Lewis

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*"Always great response from ads each month."*  
- Paul Puckett

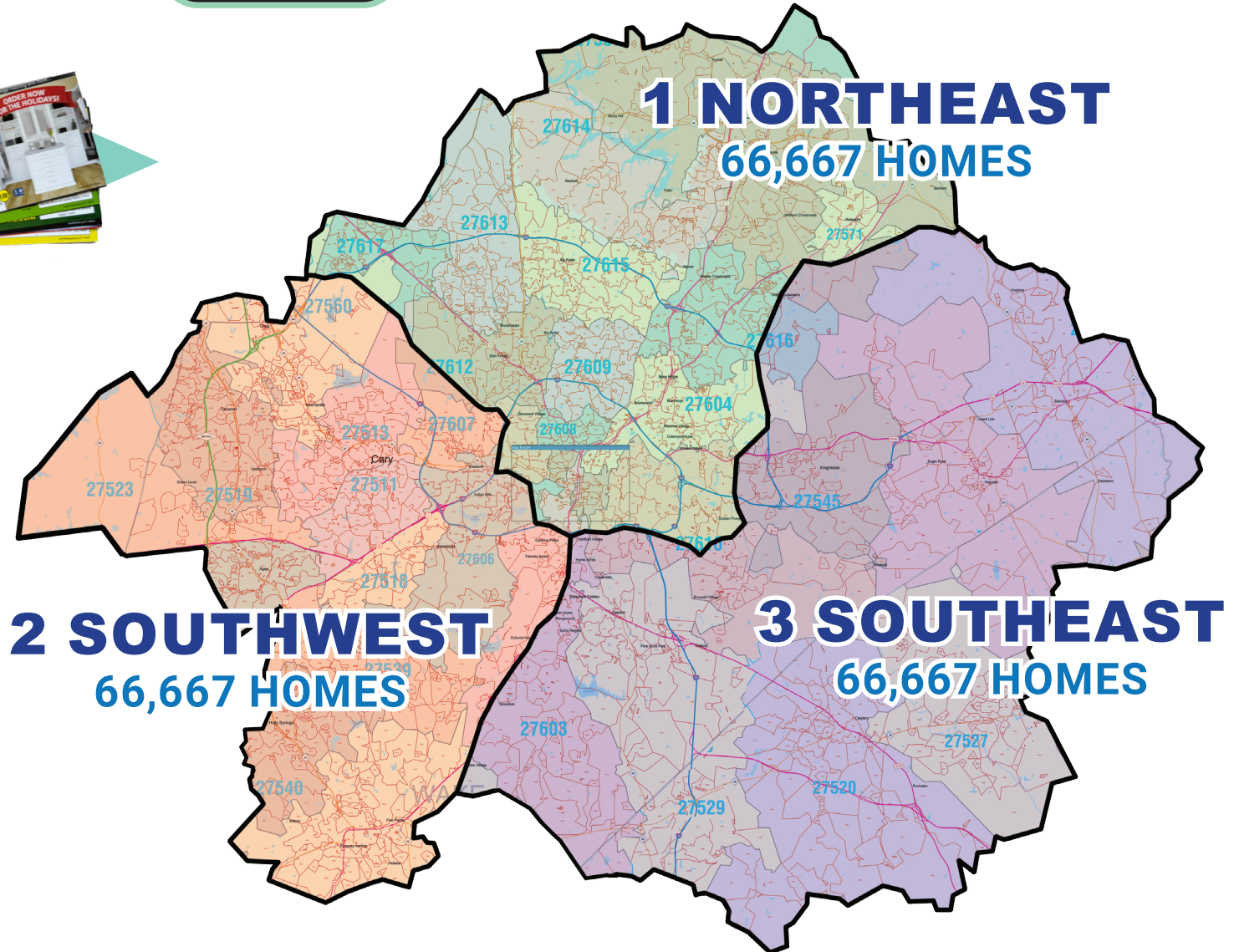
info@yaylocal.com



**WAKE/JOHNSTON  
COUNTY**  
**12 TIMES PER YEAR**

Est. In-Home +/- 3 days	Art & Payment Due
Dec 3.....	Nov 1
Jan 14, 2025.....	Dec 1
Feb 11.....	Jan 1
Mar 11.....	Feb 1
Apr 8.....	Mar 1
May 6.....	Apr 1
Jun 3.....	May 1
Jul 9.....	Jun 1
Aug 6.....	Jul 1
Sep 10.....	Aug 1
Oct 8.....	Sep 1
Nov 5.....	Oct 1
Dec 3.....	Nov 1
Jan 14, 2026.....	Dec 1

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**IN WAKE/JOHNSTON COUNTIES**  
**MAILING 200,000 HOMES IN 3 BOOKS OF 66,667 HOMES EACH**  
**MAILING TO THE HIGHEST INCOME HOMES IN EACH TERRITORY**

Territories are approximate & specifications are subject to change without notice. Map borders are approximate.

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# Yay! Local®

## HOME GUIDE



"Steve at Yay Local is great to work with, he always goes out of his way to make sure his customers are always satisfied with his service." -Nanfer



"I have been dealing with Yay Local for many years and have always had a very good response." -Julie



"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



"Yay! Local is FANTASTIC to work with!!! ... We are thrilled with our SUCCESS!!!" - Laurie



## Our Audience Profile

### The Best Homes in the Triangle

**52** Median age

**\$115K** Avg median income

**\$499K** Avg median home value

**95%** Single family homes

## Our Publication

- Unique upscale format
- Exclusively local, reputable businesses
- Great variety of food, retail, home
- Unequaled shelf-life for multiple impressions each mailing

**93%** of consumers use paper coupons

**85%** of high income households look at deals

**78%** of Americans search online from direct mail

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