

# MEDIA KIT

## Winter 2026 Edition



# Who's Who in Cabarrus-Rowan Magazine

A PUBLICATION OF KAA-MACC, INC.



**Aligned with**  
Vision 2026  
Initiative

# Who's Who in Cabarrus-Rowan Magazine

## Media Kit

**Advertising | Sponsorship | Underwriting | Partnership Info**

**Celebrating Excellence. Preserving Legacy. Advancing Community**

The Who's Who in Cabarrus-Rowan Magazine Media Kit provides comprehensive information for businesses, organizations, and institutions interested in advertising, sponsorship, or underwriting opportunities. The media kit outlines audience reach, publication details, advertising options, deadlines, and impact—making it easy to align your brand with a trusted cultural publication.

**The Media Kit Includes:**

- Magazine overview and mission alignment
- Audience demographics and geographic reach
- Publication schedule and distribution channels
- Advertising sizes, formats, and rates
- Sponsorship and underwriting opportunities
- Editorial standards and submission guidelines
- Contact and reservation information

**Why Use the Media Kit?**

Advertising in Who's Who in Cabarrus-Rowan Magazine connects your organization with a highly engaged readership while directly supporting cultural preservation, education, and community storytelling through KAA-MaCC.

# Who's Who in Cabarrus-Rowan Magazine

## **Vision 2026 Initiative**

This publication supports KAA-MaCC's Vision 2026 Initiative by strengthening cultural tourism, preserving community history, and expanding education and public engagement programs for families and visitors.

## **Vision 2026 Alignment**

Partnerships and underwriting for Who's Who in Cabarrus-Rowan Magazine advance KAA-MaCC's Vision 2026 goals by investing in cultural preservation, educational access, and community-based programming that elevates heritage, strengthens civic identity, and contributes to sustainable tourism and economic development across Cabarrus-Rowan.

# Executive Overview

## Purpose & Positioning

- What the magazine is (print publication + cultural record)
- Why it matters: leadership recognition, community storytelling, historic documentation
- How it supports KAA-MaCC's mission and programs

## Fast Facts

- Publication frequency: (biannual)
- Print format: (size, pages typical, full color)
- Geographic reach: Cabarrus + Rowan Counties
- Distribution channels: events, partner sites, institutions, etc.
- Content types: cover stories, profiles, community features, legacy highlights

## Audience & Reach

### Readership Profile

- Community stakeholders: families, educators, civic leaders, entrepreneurs, churches, health & nonprofit leaders
- Tourism + heritage travel audiences (visitors attending events, museums, cultural experiences)

### Distribution & Visibility

- Where copies are available (KAA-MaCC events, partner venues, institutional placements)
- Online promotion through KAA-MaCC web/social/email (no "digital editions")

## Distribution & Visibility (cont'd)

### Value Proposition for Partners

- Brand association with trusted cultural institution
- Long shelf-life and archival visibility
- Local pride + regional credibility

## Editorial & Content Framework

### What's Included in Each Issue

- Table of contents themes
- Cover story focus
- Profiles / features / community highlights
- "Preserving the Record" archival framing

### Editorial Standards

- Accuracy, dignity, community-centered storytelling
- Corrections policy
- Nonpartisan community focus
- Photo + permissions standards

### Content Calendar & Deadlines

- Ad reservation deadline
- Artwork due
- Print date
- Distribution window

# Advertising Options & Specs

## Ad Products

- Full page / half / quarter / business card
- Inside front cover / inside back cover / back cover (premium)

## Ad Specs

- Trim size, bleed, safe area
- File type: print-ready PDF, CMYK, 300 DPI
- Design support options (if KAA-MaCC offers ad design assistance)

## Placement Priorities

- First come, first served
- Premium placements limited

# Magazine Sponsorship Packages

## Why Sponsor

- Visibility + leadership alignment + community impact
- Sponsors help underwrite printing and distribution

## Package Structure

- Presenting Sponsor
- Gold Sponsor
- Silver Sponsor
- Community Sponsor

# Underwriting Opportunities

## What Underwriting Means

- Not “ads”—mission investment with recognition
- Strong for foundations, banks, hospitals, institutions

## Underwriting Categories (examples)

- Education & Youth Leadership
- Heritage Preservation & Archives
- Community Health & Wellbeing
- Faith & Community Uplift
- Black Entrepreneurship & Economic Mobility
- Women’s Leadership & Legacy

## Recognition Standards

- Underwriting acknowledgment statement language
- Placement locations (inside cover, acknowledgments page, etc.)

# Vision 2026 Alignment

## How the magazine supports:

- Preservation + archives
- Family and youth education programming
- Cultural tourism and community engagement
- Institutional partnerships and public storytelling

## Impact Statement

- “Your support helps us document community leadership while funding education and preservation programs that serve families and visitors across Cabarrus-Rowan.”

## Vision 2026 Alignment (cont'd)

### How Funds Are Used

- Production costs (design/printing)
- Distribution and outreach
- Archival preservation
- Program support linked to exhibitions/events

## Partner Conversion Page (How to Participate)

### Choose Your Path

- Advertise
- Sponsor
- Underwrite
- Bulk orders / institutional copies

### Steps

1. Select package
2. Confirm placement and deadline
3. Submit artwork / payment
4. Receive confirmation + copies

### Contacts

- Name/title + email + phone
- Mailing address
- Payment methods (accepted upon approval)

# Contact Details

**Postal Address:**

KAA-MaCC, Inc.  
Post Office Box 494  
Kannapolis, NC 28082  
USA

**Website**

[www.kaa-macc.org](http://www.kaa-macc.org)

**Email Address**

[info@kaa-macc.org](mailto:info@kaa-macc.org)

**Office**

704-925-1314

## Audience & Reach

## Reach us via social media



[facebook.com/kaamacc.org](https://facebook.com/kaamacc.org)



[linkedin.com/company/kannapolis-africanamerican-museum-and-cultural-](https://linkedin.com/company/kannapolis-africanamerican-museum-and-cultural-)



[twitter.com/kaamacc2016](https://twitter.com/kaamacc2016)