



MEDIA KIT

Winter 2026 Edition



Who's
Who in
Cabarrus-
Rowan
Magazine

Aligned with
Vision 2026
Initiative

A PUBLICATION OF KAA-MACC, INC.

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

Email Address

info@kaa-macc.org

Office

704-925-1314

Audience & Reach

Reach us via social media



facebook.com/kaamacc.org



linkedin.com/company/kannapolis-africanamerican-museum-and-cultural-



twitter.com/kaamacc2016