

Reach Your Customers Effectively in

The **Piedmont** *Virginian*
CELEBRATING THE GOOD LIFE

Advertise in the 2021 Piedmont Virginian Magazines, now published and distributed quarterly in **Spring, Summer, Fall, & Winter.**

Showcase your business to more than **30,000 prospective customers!**



Special rates for this premier publication:

AD SIZE	1x	4x
Full Page 8.25 x 10.875*	\$995	\$895
Half Page 7.25 x 4.667	\$595	\$495
Quarter Page 3.5 x 4.667	\$395	\$350
Inside Front	\$1295	\$1095
Page 3	\$1295	\$1095
Back Cover	\$1395	\$1195
Inside Back	\$1295	\$1095
Full Page w/ Article	\$1700	\$1500
Digital Ad 300 x 250 px	Included with full page ads	

* Please include .125" bleed and keep non-bleeding items 1/4" from cut edge

Demographics:

- Our distribution points are within the **top 8%** income bracket in the country
- Median home value is **\$900,000**
- Median income is **\$150,000**
- **90%** of our readers are 35 years or older
- **95%** are college educated.
- Strong visibility throughout the entire year
- Affordable rates
- Full color premier magazine format

To have your business included in the Piedmont Virginian Magazines call us today!

Office 540-349-2951 | **Jim Kelly** 434-987-3542 | **Cindy McBride** 540-229-6038

Our Audience

Attractive Demographics



TOP 8%

Economic bracket

\$879,597

Median value of primary residence or second home in the Piedmont

\$146,759

Median household income

90%

Readers age 35+

88.7%

Professional/managerial

94.7%

College educated



Attractive Benefits of Advertising



AMERICA'S WEALTHIEST COUNTIES

Four of the top ten — including those leading the list — are either in Virginia's Piedmont or in close proximity to the region

RANK	COUNTY	HOUSEHOLD INCOME*
1.....	Loudoun	\$125,900
2	Falls Church City.....	\$122,092
3	Fairfax.....	\$112,844
8	Arlington.....	\$104,354

* SOURCE: FORBES 2017

- *The Piedmont Virginian* is **the only quality regional lifestyle magazine dedicated to Virginia's Piedmont**
- **Long shelf life:** A quarterly magazine with the highest production quality: heavy-stock, matte-finish paper with a rich feel, perfect binding, beautiful artwork & photography, renowned writers
- **Unique readership and exclusive content** when compared with other media products in our market
- **Gift subscriptions** for your most valued clients

Our Reach

6

Readers
per copy



30,000

Total
audience

Our audience is reached through:

- Subscriptions
- Distribution among members of certain local non-profits and wineries as a benefit of membership
- Website, blog and social media



- **Self-selection at:**

Wineries and upscale shops, galleries, museums, and grocery stores throughout the region



- **Guest copies at country inns & resorts:**

- The Boar's Head Inn, Charlottesville
- Keswick Hall, Keswick
- The Clifton Inn, Charlottesville
- Airlie, Warrenton
- The Red Fox Inn, Middleburg
- Goodstone Inn, Middleburg
- The Inn at Willow Grove, Orange
- The Ashby Inn, Paris
- ... and many more

