# Reach Your Customers Effectively in



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	

<sup>\*</sup> 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%

\$879,597

Median value of primary residence or second home in the Piedmont

\$146,759

Median household income

90%

Readers age 35+

88.7%

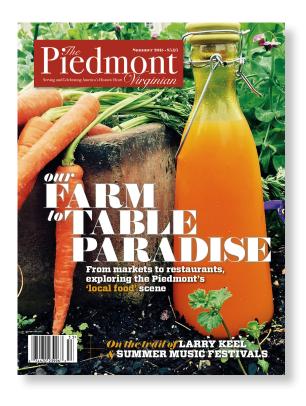
Professional/managerial

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 Chur	ch City	\$122,092
3	Fairfax		\$112,844
88	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

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







