

THE Business Magazine Of Coastal Virginia

CoVaBIZ



MEDIA KIT 2018

IMPECCABLE CONTENT & DESIGN

CoVaBIZ presents, in the highest quality print and digital magazine format, valued content that both reflects and enhances the business community in Coastal Virginia and the lifestyles of those who drive the success of these businesses.



CoVaBIZ Magazine is mailed to "C-Level Managers" and up throughout the Coastal Virginia area. This management group includes anyone whose job titles includes the following: Chairman, Chief Information Officer, Chief Technology Officer, Vice Chair, Chief Executive Officer, Chief Operating Officer, Chief Financial Officer, Vice President, President or Owner.

Total printed circulation: 15,000 copies per issue plus unlimited circulation of online virtual magazine.



MAP OF DISTRIBUTION REGION HIGHLIGHTED IN BLUE

A DIGITAL PRESENCE THAT IS THE PERFECT COMPLEMENT



CoVaBIZmag.com

A dynamic dedicated website that includes a virtual online magazine that contributes to total readership while providing an interactive component for surveying and querying our readership. Additionally, the site will add more in-depth content and information in area events including CoVaBIZ events.

FEATURES, THEMES AND ADVERTISING OPPORTUNITIES

Feb/Mar Issue

Main Theme: Best Places to Work

Special Sections:

Best Places to Work: employee profile ads or congratulatory ad options
Faces behind Places: spotlight on VB Town Center.

Health Matters: Executive Wellness: Corp fitness programs

Ad Space Deadline: 1/5/18 | **Ad Approval Deadline:** 1/11/18

April/May Issue

Main Themes: Tourism and Economic Impact

Special Sections:

The White Paper Section
Corporate Outing & Meeting Guide

Health Matters: Orthopedics: Best ergonomic fixes for your office

Ad Space Deadline: 3/2/18 | **Ad Approval Deadline:** 3/7/18

June/July Issue

Main Theme: Small Businesses (under 100 employees)
Millennials on the Move

Special Sections:

Faces of Family-Owned Businesses pictorial style ads
Education: Continuing Ed/Professional certifications

Health Matters: Eye Care: The frame game and trends

Ad Space Deadline: 5/3/18 | **Ad Approval Deadline:** 5/10/18

Aug/Sept Issue

Main Theme: Leading Ladies

Special Sections:

CoVa Meeting and Banquet Planner (include a chart re: Va Bus)
Faces of Law section

Health Matters: Minimally invasive procedures for carpal tunnel

Ad Space Deadline: 7/3/18 | **Ad Approval Deadline:** 7/10/18

Oct/Nov Issue

Main Theme: Best Of Business to Business Awards

Special Sections:

Corporate Gift Guide
Executive Travel Guide
Best of campaigns

Health Matters: Plastic Surgery... lunchtime lifts

Ad Space Deadline: 9/3/18 | **Ad Approval Deadline:** 9/10/18

Dec/Jan Issue

Main Theme: Community Impact Awards

Special Sections:

Community-minded businesses section
Top Lawyer ad packages

Health Matters: Eye Care: How to avoid or cure computer vision syndrome

Ad Space Deadline: 11/2/18 | **Ad Approval Deadline:** 11/7/18



DEPARTMENTS

Biz Report: A section of short reads including:

- **By the Numbers:** Numeric stats and facts on a particular CoVa business or industry.
- **On the Move:** Business people changing jobs, promotions, etc.
- **Pencil It In:** Listings of networking opportunities and business-oriented calendar events.
- **Networking News:** Shots from business networking events, business parties, Chamber functions, etc.
- **Meet & Eat:** Restaurants and activities appropriate for business meetings, lunches and places to entertain clients.
- **Dress for Success:** Style section (trends in watches, cufflinks, ties, other styles for men and women in business).
- **The Water Cooler:** The latest trending tidbits and hottest topics in the CoVa business community.

Behind the Biz: A section of longer reads leading into the feature.

- Success:** 1–2 page profile of a businessperson making notable accomplishments.
- Day in the Life:** On the job with varying professions.
- At Home:** The lifestyles of prominent leaders—how they spend their free time, what their passion is, what inspires them outside of the office.
- Family Business:** Profiles of businesses run by generations of success.

Business Profiles: Getting to know the businesses that make Coastal Virginia shine.

Ask the Expert

Expert advice from industry leaders in the categories of: Marketing/Branding/Advertising, Legal, Commercial Real Estate, Financial, The Company Handbook, Healthcare & Leaderships

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Created in CoVa

KEY CONTESTS AND DATES

Best Places to Work:

Nominations: Oct 1 - Nov 10, 2017
Results Published: Feb/Mar 2018 Issue

Millennials on the Move:

Contest/Nomination Dates:
Jan 15 - Mar 1, 2018
Results Published: Jun/Jul 2018 Issue

Best of Business Awards:

Nomination/Voting Dates:
April 3 - May 25, 2018
Results Published: Oct/Nov 2018 Issue

Top Lawyers:

Nominations:
July 16 - Aug 31, 2018
Results Published:
Dec/Jan CoVaBiz Magazine 2018-19
Jan/Feb CoVa Magazine 2019

Community Impact Awards:

Contest/Nomination Dates:
August 1 - Sept 14, 2018
Results Published:
Dec/Jan 2018 Issue

SPONSORSHIP OPPORTUNITIES

CoVa WineFest

Date: January 27th, 2018
Expected Attendance: 4000

Battle of the Burger with Virginia Craft Beer

Date: April 28th, 2018
Expected Attendance: 1000

CoVa Best of Party

Date: July 26th, 2018
Expected Attendance: 1000

CoVa Top Docs/Top Dentist

Date: Early September 2018
Expected Attendance: 150

Millennials on the Move

Date: June 2018
Expected Attendance: 75

Giving Back/Community Impact

Date: Early November 2018
Expected Attendance: 150

CoVa Top Lawyers

Date: Early December 2018
Expected Attendance: 75

All Events listed have individual sponsorship packages.