

# Coastal VIRGINIA Magazine

## ISSUE SUMMARY *APRIL 2015*

### **COVA's 221,725 Readers Are:**

- 70% more likely to buy a house in the next 12 months
- 105% more likely to have incomes above \$150,000 plus
- 157% more likely to be art patrons
- Median age of 50 years old

### **Key Feature Articles:**

- Comprehensive real estate + neighborhood guide
- VA Arts Fest in-depth preview
- Coastal Virginia Magazine Idea House in-depth 16-page section
- Dining with Chef Patrick Evans-Hylton providing the latest updates on the area's food scene

### **Other Key sections:**

- Wallops Island "Behind the scenes"
- Girls weekend on Kiawah Island
- Sailing school "Day in the life"

### **Key Special Advertising Sections:**

- Special real estate section with special pricing
- Smithfield and Isle of Wight
- Outer Banks sections
- Idea House sponsorships and preferred partners

### **Medical Advertising Sections:**

(Qualified advertisers used as references)

- Podiatry: Sources of foot pain
- Lower back pain: Is sacroiliac joint pain responsible?



Special 24-page magazine polybagged with the April issue.



In-depth editorials in partnership with AskHRGreen.org  
Advertising opportunities available for businesses with a green marketing initiative

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