

2018 MEDIA KIT

LYNCHBURG

# Business

THE PREMIER BUSINESS MAGAZINE OF THE GREATER LYNCHBURG REGION



*print*



*digital*



*events*

**FEATURES**

Each issue has a main feature article.

See adjoining page for schedule.

- **Businesses “Under 10” and “Over 10” years.**
- **Article categories that are rotating based upon main feature focus per issue:** Architecture, engineering and construction, going green, retail, tourism, healthcare, financial, real estate and transportation.
- **Leaders of Lynchburg:** A 2-3 page profile of a business person making notable accomplishments.
- **Leading Ladies:** 1-2 page Q&A with successful businesswomen from the region.

**DEPARTMENTS**

**Front of the Book:** Short reads (several on a page), lots of graphics including such sections as:

- **By the Numbers:** Numeric stats and facts about particular Lynchburg businesses or industries. Often used to tease further content or a profile in the issue.
- **Plugged In:** Listings of networking opportunities and business-oriented calendar events.
- **Around Town:** Images from business networking events, business parties, chamber functions, etc.
- **Movers and Shakers:** Business people changing jobs, promotions, recognitions, etc.

- **Let’s Do Lunch:** Recommendations on local eateries for business lunches and events.
- **In the News:** The latest trending tidbits and hottest topics in the Lynchburg business community.

**COLUMNS**

Every issue contains useful information on:

**Finance, Legal, Real Estate, Commercial Real Estate, Marketing, Human Resources and Healthcare**

**BACK/LAST PAGE**

**Made in Lynchburg:** The last page of the magazine will feature something for readers to remember and consistently look forward to—a large photo and short description of products made in the Hill City and surrounding region.

**Distribution**

Copies	Delivery
8,200	Mailed to Lynchburg, Bedford, Amherst, Campbell County Businesses.
1,800	Racked throughout Lynchburg, Bedford, Amherst, Campbell County Businesses.
10,000 Total Greater Lynchburg Distribution	
Unlimited Readership on <a href="http://LynchburgBusinessMag.com">LynchburgBusinessMag.com</a>	

{By the Numbers}

**OCCUPATION**

Professional/Managerial	74.1%
Technical/Clerical	12.3%
Other	5%
Retired	8.6%

**EDUCATION**

College Graduate	68.3%
Post Graduate	28.5%

**HOUSEHOLD INCOME**

\$20 - \$35,000	1.3%
\$36 - \$50,000	9.7%
\$50 - \$99,000	31.4%
Over \$100,000	57.6%

**SEX**

Male	58.4%
Female	41.6%

**AGE**

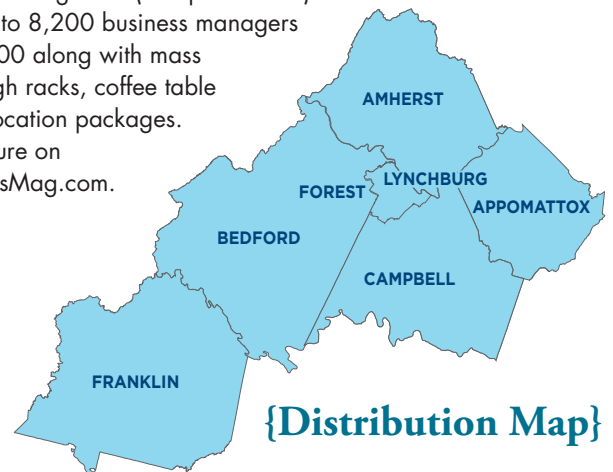
25-40	38.5%	41-55	43.4%
60+	16.2%		

**CIRCULATION**

Printed Circulation	10,000
Audience	Over 60,000
Unlimited Virtual Magazine Circulation	

**DISTRIBUTION**

Lynchburg Business magazine (free publication) is mailed directly to 8,200 business managers within Region 2000 along with mass distribution through racks, coffee table locations and relocation packages. Additional exposure on [LynchburgBusinessMag.com](http://LynchburgBusinessMag.com).





# sponsorship packages

Note: a 10% discount applies to multiple event sponsor for either Lynchburg Business or Lynchburg Living magazine.



**Gold Sponsor:**

- Full page ad in 2 issues of Lynchburg Business.
- Targeted display ad - 300,000 impressions
- Logo placement as top level sponsor on all promotions and recaps.
- Opportunity for presence at event. Limit 2 available per event.

**Price:** See below per event.

**Silver Sponsor:**

- Full page ad in 1 issue of Lynchburg Business.
- Targeted display ad - 150,000 impressions
- Logo placement as silver level sponsor on all promotions and recaps.
- Opportunity for presence at event.

**Price:** See below per event

**Bronze Sponsorship:**

- Half page ad in 1 issue of Lynchburg Business.
- Logo placement as bronze on all promotions and recaps.
- Opportunity for presence at event.

**Price:** See below per event

## {Planned 2018-19 Events}

**Top Doctors Reception**

Celebration gathering of 2018 Top Doc winners.  
**Expected attendance:** 100  
**Date:** September 6, 2018 | **Location:** Hillcats Stadium  
**Sponsorship Pricing Package:**  
**Gold:** \$7,700 | **Silver:** \$4,350 | **Bronze:** \$1,750

**Giving Back Awards/Community Impact Issue Celebration**

Celebrating our community heroes in non-profit and local business.  
**Expected attendance:** 150  
**Date:** November, 2018 | **Location:** TBD  
**Sponsorship Pricing Package:**  
**Gold:** \$7,700 | **Silver:** \$4,350 | **Bronze:** \$1,750

**Bridal Showcase**

Vendors and exhibitors (40) showcase bridal trends and services to over 200 guests.  
**Date:** Sunday, January 6, 2019  
**Location:** Kirkley Hotel & Conference Center  
**Sponsorship Pricing Package:**  
**Gold:** \$6,700 | **Silver:** \$3,600 | **Bronze:** \$1,400

**Best Of Party & Best Of Business Winners**

Celebration of Lynchburg Living Best Of Winners. Food samplings, live entertainment, your favorite libations and more. Open to the public.  
**Expected attendance:** 500  
**Date:** TBD 2019  
**Location:** TBD

Special Pricing on Best Of Package

**Top Teachers Issue Celebration**

Top teachers are invited to this mid-afternoon celebration.  
**Expected attendance:** 100  
**Date:** March 2019 | **Location:** TBD  
**Sponsorship Pricing Package:**  
**Gold:** \$7,700 | **Silver:** \$4,350 | **Bronze:** \$1,750

**Restaurant Week**

Over 30 restaurants promoting prefixed menu items for lunch and dinner  
**Dates:** June, 2019 | **Locations:** All participating restaurants  
**Sponsorship Pricing Package:**  
**Gold:** \$7,700 | **Silver:** \$4,350 | **Bronze:** \$1,750

## {Key Contests}

Contests on LynchburgBusinessMag.com  
 \* Peer-to-Peer survey by DataJoe Research

**Best Places to Work:**

Nominations: Nov 7 - Dec 31, 2018  
 Results Published: Apr/May 2019 Issue

**Best Of Business Awards:**

Nomination/Voting Dates:  
 Nov 17 - Jan 12, 2019  
 Results Published: Apr/May 2019 Issue

**Millennials on the Move:**

Contest/Nomination Dates:  
 Mar 1 - Apr 16, 2018  
 Results Published: Aug/Sept 2018 Issue

**Community Impact Awards:**

Contest/Nomination Dates:  
 May 15 - June 29, 2018  
 Results Published:  
 Oct/Nov 2018 Issue

**Top Lawyers:**

Nominations: July 14 - Aug 31, 2018  
 Results Published:  
 Jan/Feb Lynchburg Living 2018  
 Dec/Jan Lynchburg Business 2018-19

## {Key Publishing Dates}

**Feb/Mar 2019 Issue**

Space Deadline: 1/4/2019  
 Ad Approval Deadline: 1/11/2019

**April/May 2019 Issue**

Space Deadline: 3/1/2019  
 Ad Approval Deadline: 3/8/2019

**June/July 2019 Issue**

Space Deadline: 5/3/2019  
 Ad Approval Deadline: 5/10/2019

**Aug/Sept 2018 Issue**

Space Deadline: 7/3/2018  
 Ad Approval Deadline: 7/10/2018

**Oct/Nov 2018 Issue**

Space Deadline: 9/3/2018  
 Ad Approval Deadline: 9/10/2018

**Dec/Jan 2018-19 Issue**

Space Deadline: 11/2/2018  
 Ad Approval Deadline: 11/7/2018

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