

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 LynchburgBusinessMag.com	

{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

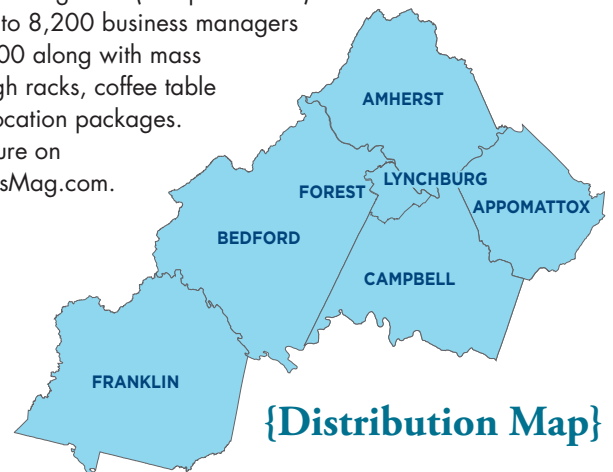
25-40	38.5%	41-55	43.4%
60+	16.2%		

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.



Lynchburg Business is published bi-monthly

Ad Size	1x*		3x*		6x*	
	Print + Digital Mkt Dominance	Print Only	Print + Digital Mkt Dominance	Print Only	Print + Digital Mkt Dominance	Print Only
1/4 page	\$1,480	\$580	\$1,350	\$450	\$1,300	\$400
1/2 page (horizontal)	\$1,710	\$810	\$1,600	\$700	\$1,540	\$640
1/2 page (vertical)	\$1,710	\$810	\$1,600	\$700	\$1,540	\$640
Full Page	\$1,960	\$1,060	\$1,840	\$940	\$1,780	\$880
Back Cover	\$2,380	\$1,480	\$2,160	\$1,360	\$2,130	\$1,230
Inside Covers	\$2,190	\$1,290	\$2,080	\$1,180	\$1,960	\$1,060


* Price per issue. Rates are subject to change. For multiple issue discounts, ads must run consecutively.
 * Market dominance Print/Digital includes 100,000 targeted display impressions per ad. Additional impressions available. This campaign can include Site retargeting, Search targeting, Contextual targeting and Geotarget areas.

SPECIAL SECTION PRICING
 Business relative to feature editorial or special section can enjoy the following savings level based on the frequency. This applies to related issues.

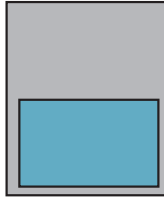
Frequency	Discount
6x	20%
4x	10%
1x	5%

AD LAYOUT


FULL PAGE
9" x 10.875"



1/2 PAGE (HORIZ)
8.125" x 4.625"

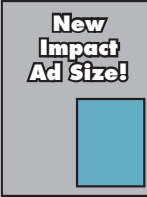


1/2 PAGE (VERT)
3.75" x 9.75"



1/4 PAGE
3.875" x 4.625"

New Impact Ad Size!



LYNCHBURG BUSINESS ONSETS

Let Lynchburg Business carry your marketing piece to Lynchburg's most desirable demographic. Your piece will be polybagged, facing out, with the specified issue of the publication. Any size available up to 9"x10.875". Select mailings, less than full run, are available with a 25% surcharge.

SIZE OF ONSET	SINGLE SHEET	4-8 PAGES	12-16 PAGES	20-24 PAGES	28-32 PAGES
Cost per 1000	\$195	\$225	\$240	\$260	\$275

digital Think Outside The Page



The electronic "hub" of Lynchburg Business' brand, this is where our readers and followers are directed to interact with us and our advertisers. Here they enter contests, post results, find a past recipe, research weekend getaways, view videos of cooking demos and more!

Website ad size	Rate
Leaderboard Display Ad (w728 pixels x h90 pixels)	\$200 per month
Block Display Ad (w300 pixels x h250 pixels)	\$100 per month

All ads go into rotation within allocated display advertising locations.

LIVING LYNCHBURG THE *it* LIST events this week

Published every Wednesday, the Lynchburg Living "It List" goes out to the greater Lynchburg area. Every edition will showcase several events each week along with featured events.

The It List features any and all events happening in Lynchburg and beyond!

Ad Size	Rate
Featured Event	\$125
Block Event	\$75
Banner Advertisement	\$25 per week with a minimum 4 week requirement
Email Blast:	Dedicated custom email to subscriber list – \$500





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.
- Targetted 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.
- Targetted 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 Events}

Bridal Showcase

Vendors and exhibitors (40) showcase bridal trends and services to over 200 guests.

Date: January 14, 2018

Location: Kirkley Hotel & Conference Center

Sponsorship Prizing Package:

Gold: \$6,700 | **Silver:** \$3,600 | **Bronze:** \$1,400

Best Of Party

Celebration of Lynchburg Living Best Of Winners. Food Samplings, live entertainment, your favorite libations and more. Open to the public.

Expected attendance: 1,000

Date: Feb 8, 2018, 6-9 pm

Location: Academy Center of Arts

Special Pricing on Best Of Package

Top Teachers Issue Celebration

Top teachers are invited to this mid-afternoon celebration.

Expected attendance: 100

Date: March 2018 | **Location:** TBD

Sponsorship Prizing Package:

Gold: \$7,700 | **Silver:** \$4,350 | **Bronze:** \$1,750

Battle of the Burger

Featuring Virginia Craft Breweries paired with 15-20 restaurants providing samples of their famous burgers. A ticketed event for the public

Date: May 16, 2018 | **Location:** Riverfront Park

Special Pricing Package that includes tickets

Restaurant Week

Over 30 restaurants promoting prefixed menu items for lunch and dinner

Dates: June 23-30, 2018 | **Locations:** All participating restaurants

Sponsorship Prizing Package:

Gold: \$7,700 | **Silver:** \$4,350 | **Bronze:** \$1,750

Top Doctors Reception

Celebration gathering of 2018 Top Doc winners.

Expected attendance: 100

Date: September 6, 2018 | **Location:** Hillcats Stadium

Sponsorship Prizing 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 Prizing 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, 2017

Results Published: Apr/May 2018 Issue

Best Of Business Awards:

Nomination/Voting Dates:

Nov 15 - Jan 12, 2018

Results Published: Apr/May 2018 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 2018 Issue

Space Deadline: 1/5/2018

Ad Approval Deadline: 1/12/2018

April/May 2018 Issue

Space Deadline: 3/3/2018

Ad Approval Deadline: 3/8/2018

June/July 2018 Issue

Space Deadline: 5/4/2018

Ad Approval Deadline: 5/10/2018

Aug/Sept 2018 Issue

Space Deadline: 6/30/2018

Ad Approval Deadline: 7/10/2018

Oct/Nov 2017 Issue

Space Deadline: 9/4/2017

Ad Approval Deadline: 9/10/2017

Dec/Jan 2017-18 Issue

Space Deadline: 11/3/2017

Ad Approval Deadline: 11/8/2017

Published by **VistaGraphics, Inc.**

VistaGraphicsInc.com • 1264 Perimeter Parkway, Virginia Beach, VA, 23454 • 757-422-8979

Local Office: 115 B Golden Rod Place, Lynchburg, VA 24502

For Advertising Information Contact:

Call: 757-422-8979 ext.128 | Email: LynchburgSales@vgnet.com