



VIRGINIA
MEDIA

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NEWS RELEASE
FOR IMMEDIATE RELEASE
September 4, 2018

Norfolk, VA – Kelly Till, VP of Advertising for The Virginian-Pilot and Daily Press announced this week that the company will officially be changing its name to Virginia Media.

Till explained that the new name would reflect the evolving focus and standards of the company, and the expanding properties of the Daily Press, Williamsburg Gazette, Style Weekly, and other publications throughout the state. This name change will allow for the company to present itself as the leader in Virginia for news and information as well as the premier provider of marketing solutions for regional and local businesses. This will not replace the current mastheads (The Virginian-Pilot, Daily Press, The Virginia Gazette, Tidewater Review) and consumer-focused brands (Distinction, VA Growler, Inside Business, Style Weekly, The Coast, etc.) but will serve as the overarching brand to showcase our extensive audience reach and capabilities across the entire state.

Virginia Media's commitment to their customers and the communities that are served will remain the highest priority. As Virginia Media, with local expertise and recognition as a Google Premier Partner, the company will be able to provide our customers with the best marketing solutions and services available to the market today.

About Virginia Media:

Virginia Media is a diversified company engaged in gathering, packaging and distributing news, information and advertising throughout Virginia and the Outer Banks in North Carolina.

Headquartered in Norfolk and a subsidiary of Tribune Publishing, the company publishes The Virginian-Pilot and the Daily Press newspaper seven days a week, the twice-weekly Virginia Gazette in Williamsburg, The Coast out of the Outer Banks, the weekly Tidewater Review serving the greater West Point area, and several special interest publications.

Virginia Media Group distributes news, advertising, and other information through various multimedia channels, including its online affiliates (dailypress.com, pilotonline.com, vagazette.com, hrtownsquare.com, hrvarsity.com, hrmilitary.com, and others), radio, television, mobile, direct mail, event marketing, promotions, and social media.