



Y&A Growler

CRAFT BEER • WINE • SPIRITS

MEDIA KIT 2019



VA Growler

CRAFT BEER • WINE • SPIRITS

ABOUT THIS PUBLICATION:

VA Growler is dedicated to the coverage of craft beer, wine and spirits in Hampton Roads, Richmond and beyond. It features events, reviews, bar and brewery news, home brewing recipes, and stories on the people who make this community a success.

DISTRIBUTION:

VA Growler distributes nearly 100,000 magazines every other month, targeting key locations throughout Hampton Roads and Richmond. The magazine can be found at more than 180 rack locations, as well as inside Style Weekly and select subscriptions of The Virginian-Pilot. It also has a strong and growing social presence on Instagram, Facebook, and Twitter.

PUBLICATION DATES 2019:

Friday, January 11
Friday, March 8
Friday, May 10
Friday, July 12
Friday, September 13
Friday, November 15

SCHEDULING DEADLINE:

December 7, 2018
February 8, 2019
April 12, 2019
June 14, 2019
August 16, 2019
October 18, 2019

AD/ET DEADLINE:

December 28, 2018
February 22, 2019
April 26, 2019
June 28, 2019
August 30, 2019
November 1, 2019



Growler CRAFT BEER • WINE • SPIRITS

Ad Size	Space Art Dimensions	6x rate	3x rate	1x rate
Back Page*	6 x 10.25 (10.5"w x 11.25"h)*	\$2100	\$2300	\$2500
Full Page Guaranteed*	6 x 10.25 (10.5"w x 11.25"h)*	\$2000	\$2200	\$2400
Full Page Interior*	6 x 10.25 (10.5"w x 11.25"h)*	\$1800	\$2000	\$2200
Page 2 4x11.25*	4 x 11.25 (6.75"w x 11.25"h)*	\$1425	\$1550	\$1700
1/2 Page Vertical	3 x 10.25 (4.625"w X 10.25"h)	\$1190	\$1290	\$1390
1/2 Page Horizontal	6 x 5 (9.5"w x 5"h)	\$1190	\$1290	\$1390
Growing Around	1 x 10.75 (2.2"w x 10.25"h)	\$675	\$775	\$875
Vertical Strips (2 per issue)				
1/4 Page	3 x 5.25 (4.625"w X 5"h)	\$660	\$760	\$860
1/8 Page	3 x 2.375 (4.625"w x 2.375"h)	\$560	\$660	\$760

Full Page
— Bleed —
10.5"w x 11.25"h
— Trim —
10"w x 10.75"h
— Live —
9.5"w x 10.5"h

ALL ADS WILL BE FEATURED ON PILOTONLINE.COM WITH THE DIGITIZED COPY AVAILABLE FOR VIEWING FOR 30 DAYS.

***Back Page, Page 2 4x10.5 and All Full Page Ads Bleed.**

Full Page Bleed = 10.5"w x 11.25"h, Trim = 10"w x 10.75"h, Live = 9.5"w x 10.25"h

Page 2 - 4x10.5 Bleed = 6.75"w x 11.25"h, Trim = 6"w x 10.75"h, Live = 5.5"w x 10.25"h

1/2 Page and larger ad rates include rotation of Medium Rectangle, Leaderboard and Mobile ads on VAGrowlerMag.com plus 24,000 targeted display impressions. Less than 1/2 Page ad rates include rotation of Medium Rectangle ad on VAGrowlerMag.com plus 12,000 targeted display impressions. Scheduling Code: Back Page - GRBP; Inside 4x11.5 - GRWL; Inside - GRWL

Charges for ads killed after scheduling deadline:
 Less than half page.....\$250
 Half page up to
 2 page spread.....\$500
 2 Page spread.....\$850