

MEDIA KIT 2019













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

Friday, September 13 Friday, November 15

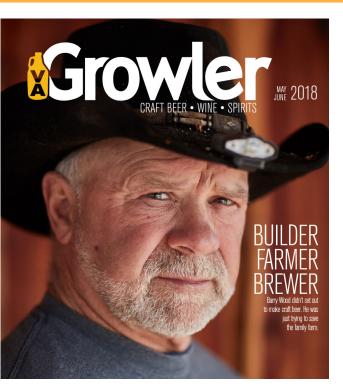
SCHEDULING DEADLINE:

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











| Ad Size | Space Art Dimensions | 6x rate | 3x rate | 1x rate |
|--|--|--------------------------------------|--|--|
| Back Page* Full Page Guaranteed* Full Page Interior* Page 2 4x11.25* 1/2 Page Vertical 1/2 Page Horizontal | 6 x 10.25 (10.5"w x 11.25"h)* 6 x 10.25 (10.5"w x 11.25"h)* 6 x 10.25 (10.5"w x 11.25"h)* 4 x 11.25 (6.75"w x 11.25"h)* 3 x 10.25 (4.625"w X10.25"h) 6 x 5 (9.5"w x 5"h) | \$2100 \$2000 \$1800 \$1425 | \$2300 \$2200 \$2000 \$1550 \$1290 \$1290 | \$2500 \$2400 \$2200 \$1700 \$1390 \$1390 |
| Growling Around Vertical Strips (2 per issue) 1/4 Page 1/8 Page | 1 x 10.75 (2.2"w x 10.25"h) 3 x 5.25 (4.625"w X 5"h) 3 x 2.375 (4.625"w x 2.375"h) | \$675 \$660 | \$775 \$760 \$660 | \$875 \$860 \$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

