

# STYLE

WEEKLY

**MEDIA KIT**

**more to the story**

*est. 1982*

## RATE CARD #36

January 1, 2018

SIZE	OPEN RATE	6-11x (3 Months)	12-24 x (6 Months)	25-49x (1 YEAR)	50x (13 months)
Back/ Inside Cover	3,476	3,087	2,815	2,507	2,354
Full Page	2,984	2,572	2,274	2,028	1,929
2/3 Page	2,290	2,004	1,742	1,569	1,456
1/2 Page	1,607	1,418	1,297	1,169	1,058
1/3 Page	1,274	1,098	978	893	847
1/4 Page	899	765	703	655	582
1/6 Page	679	599	559	514	466
1/8 Page	529	463	415	373	351

All ads appear in our Advertiser Index on [www.styleweekly.com](http://www.styleweekly.com)

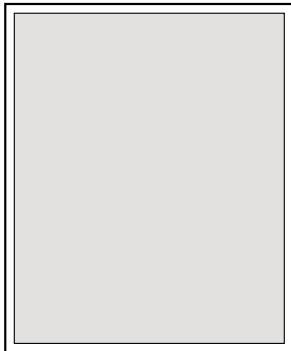
Color: 2/3 page and full page: \$250. 1/2 and smaller \$150. 85 or 100-line screen accepted for all halftones.

Ads requiring specific positions are subject to STYLE's approval and will require a 15% premium.

Double truck available with a premium.

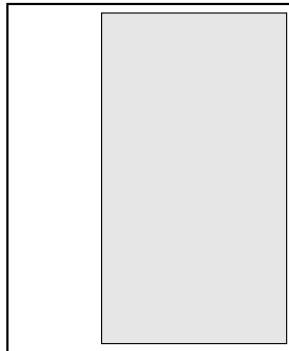
### Full Page

w 10" x h 10.5"



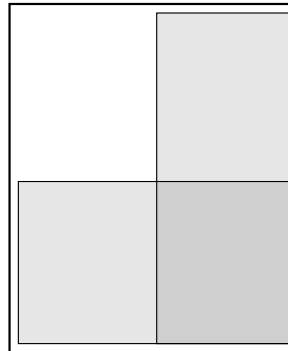
### 2/3 Page

Horz: w 6.61" x h 10.5"



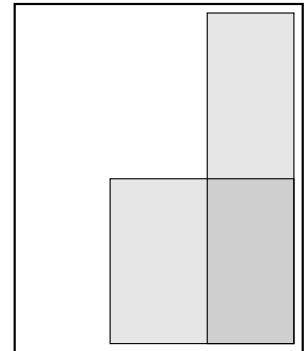
### 1/2 Page

Horz: w 10" x h 5.25"  
Vert: w 4.915" x h 10.5"



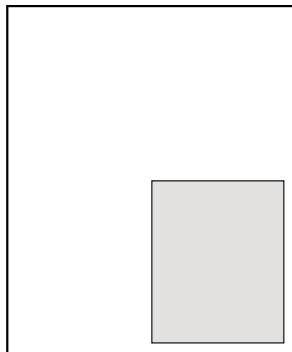
### 1/3 Page

Horz: w 6.61" x h 5.25"  
Vert: w 3.22" x h 10.5"



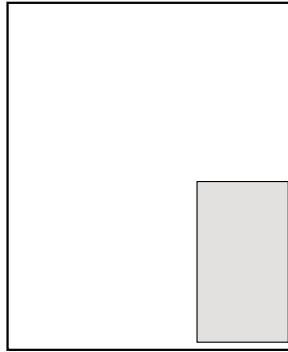
### 1/4 Page

w 4.915" x h 5.25"



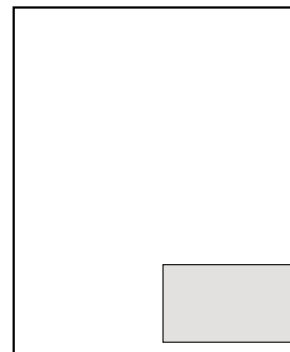
### 1/6 Page

w 3.22" x h 5.25"



### 1/8 Page

Horz: w 4.915" x h 2.625"





## ONLINE RATE CARD #12

Jan. 1, 2018

SIZE	Monthly (1 Rotation)	Monthly (2 Rotations)	Weekly (1 Rotation)	Weekly (2 Rotations)	Daily
<b>Leaderboard</b> <i>728x90 pixels</i>	\$1,200	\$1,920	\$425	\$640	\$85/rotation
<b>Medium Rectangle</b> <i>300x250* pixels</i>	\$1,230	\$1,690	\$590	\$790	\$125/rotation
<b>Skyscraper</b> <i>160x600 pixels</i>	\$900	\$1,600	\$320	\$550	\$65/rotation
<b>Tile</b> <i>120x90 pixels</i>	\$275	\$400	\$95	\$150	\$20/rotation

Leaderboard, Medium Rectangle, and Skyscraper ads have 10 available rotations. Tile ads have 4 available rotations.  
**File types:** gif, jpeg, fla + swf. **File weight:** 40kb. **Looping restrictions:** 3x, then stop. **Animation:** Must end in 15 sec.

\*Can be rich media video plays. Combination online and print packages available.



## MOBILE RATE CARD

Jan. 1, 2018

SIZE	Weekly (Limit 6 per week)	Ad Specs
<b>Upper Banner</b>	\$200	320x50
<b>Medium Rectangle</b>	\$250	300x250
<b>Lower Banner</b>	\$100	320x50
<b>Roadblock</b>	\$250	Upper + Lower Banner

File types: gif, jpeg. File weight: 10kb. No looping or animation.

## GEO-TARGETING RATES Jan. 1, 2018

Impressions	Per 50,000	Ad Specs
50,000 Guaranteed	\$600	640x100, 300x250

Style Weekly is a part of a large media network of sites, allowing you to geo-target local ads onto the devices of people in RVA and surrounding areas when they visit those national/international sites. Your ad will be delivered in the Richmond area, spread over the time frame of up to 30 days, until the 50,000 impressions are delivered. These network buys often have a quadruple click thru rate vs the average desktop banner ad.

**News, Weather, Business**  
 CBS • DailyMail.com • Fox • Reuters • AP  
 Time • USA Today • The Weather Channel  
 AccuWeather • Forbes • Business Insider

**Sports, Health & Fitness**  
 NBCSports • NFL • NHL • The Score  
 Bleacher Report • Men's Fitness • Shape

**Entertainment**  
 Mashable • Oprah • Pandora • Spin Media

**Local/Statewide**  
 Richmond.com • NBC12.com  
 Virginia Business • KissRichmond.com

**232,  
148**

**MONTHLY  
VISITORS**

**+28%\***

**430,  
892**

**MONTHLY  
PAGE VIEWS**

**+13%\***

**ONLINE  
STATISTICS**

\*Comparing Jan-Sept 2016 vs Jan-Sept 2015 according to Google Analytics

# E-NEWSHIFERS

**BUY ALL 3 & SAVE!**

**MEDIUM RECTANGLE**


**IN ALL 3:**

**\$315**

**LOWER BANNER**

**IN ALL 3:**


**\$195**



FLASH MEDIUM RECTANGLE	FLASH LOWER BANNER	FLASH ROADBLOCK
\$175/week 300x250 pixels	\$95/week 600x100 pixels	\$495/week

**THE FLASH:** The Flash delivers Style Weekly’s headlines directly into the inboxes of over 23,000 email recipients - Tuesdays, a day before that week’s issue officially hits the stands!

**File types:** gif, jpeg. **File weight:** 30kb. No looping or animation available. We will design your initial online advertising at no additional charge. There is an additional charge of \$20 each time changes are made to the ad during the ad run.



BITE MEDIUM RECTANGLE	BITE LOWER BANNER	BITE ROADBLOCK
\$175/week 300x250 pixels	\$95/week 600x100 pixels	N/A

**THE BITE:** The Bite, filled with local food and restaurant news, every Wednesday and received by over 23,000.

**File types:** gif, jpeg. **File weight:** 30kb. No looping or animation available. We will design your initial online advertising at no additional charge. There is an additional charge of \$20 each time changes are made to the ad during the ad run.



SCOOP MEDIUM RECTANGLE	SCOOP LOWER BANNER	SCOOP ROADBLOCK
\$150/week 300x250 pixels	\$75/week 600x100 pixels	\$450/week

**THE SCOOP:** Ad space available on Style Weekly’s Email Newsletter, “The Scoop,” going out to 21,000 readers every Thursday.

**File types:** gif, jpeg. **File weight:** 30kb. No looping or animation available. We will design your initial online advertising at no additional charge. There is an additional charge of \$20 each time changes are made to the ad during the ad run.

**GENDER**

Men



**38.7%**

Women



**61.3%**

**EDUCATION**

Post Graduate Degree



**20%**

College Educated



**77.3%**

**AGE**

35+



**78.9%**

18-54



**52%**

(average age 51)

**HOUSEHOLD INCOME**

\$100K+



**27.8%**

\$75K+



**44%**

(average HHI \$80,666)

**DEMOGRAPHICS**

Source: Nielsen Scarborough 2018 (Release 1)

# READERSHIP & DEMOGRAPHIC



Style Weekly has a dedicated weekly readership base of **61,007**. Style reaches readers throughout the Greater Richmond metropolitan area and surrounding counties. Style Weekly is distributed weekly throughout 350 to 400 outside vend boxes and inside racks throughout the region. This includes, but is not limited to, selected Starbucks, Martins, Kroger, VCU, University of Richmond, Randolph Macon, local retailers and restaurants & many more. Available upon request.



<b>City of Richmond</b> .....	<b>49%</b>	<b>South Side</b> .....	<b>15%</b>
<b>West End</b> .....	<b>25%</b>	<b>North Side/East End</b> .....	<b>11%</b>

Source: Nielsen, Scarborough 2018 (Release 1)

# 2019 STYLE EVENTS



*Ask your account executive about rates for these and other supplemental marketing opportunities.*

**Kidz Connection | Women in the Arts | When Art Meets Fashion  
RVA Earth Day | Spring Job Fair | Executive Women in Business  
Top 40 Under 40 | RVA Burger Week | RVA Sandwich Week  
Hogtober | Fall Job Fair | Nacho Taco Week | And More!**



# EDITORIAL CALENDAR



**Big Smooch**  
Feb. 13



**Restaurant of the Year**  
March 6



**Music Issue**  
April 17



**Fashion Issue**  
May 15



**Best of Richmond**  
May 22



**Summer Guide**  
June 12



**Bar Guide**  
July 31



**Innovators Issue**  
Aug. 28



**Fall Arts Preview**  
Sept. 4



**Folk Festival Guide**  
Oct. 9



**Top 40 Under 40**  
Oct. 23



**Holiday Almanac**  
Nov. 20



**Year in Review**  
Dec. 11



**Photos of the Year**  
Dec. 18



**Richmonder of the Year**  
Dec. 25



# AWARDS OF EXCELLENCE

**First Place 2017  
Virginia Press  
Association News  
Awards**

- Informational Graphics
- Sports Feature Photo
- General News Writing
- Picture Story/Essay
- Arts Writing
- General News Photo
- Online Slideshow/Gallery
- Sports News Photo

**First Place 2017  
Association of  
Alternative  
Newsmedia**

- Photography

**First Place 2017  
Virginia Press  
Association Advertising  
Awards**

- Member Self-Promotion
- Special Section
- Online Advertising
- Lifestyles
- Entertainment

**Second Place 2017  
Virginia Press  
Association News  
Awards**

- Health, Science and Environmental Writing
- Food Writing
- Feature Story Writing
- Personality/Portrait Photo

**Second Place 2017  
Association of  
Alternative  
Newsmedia**

- Cartoon

**Third Place 2017  
Virginia Press  
Association News  
Awards**

- Design and Presentation
- Front Page/Front Cover
- Special or Specialty Sections/Editions/Pages
- News Writing Portfolio
- Food Writing
- General News Photo

**Third Place 2017  
Virginia Press  
Association Advertising  
Awards**

- Slick Publication

**Virginia Press  
Association News  
Sweepstakes Awards**

2005, 2009, 2011, 2012,  
2014, 2015

**Virginia Press  
Association Grand  
Sweepstakes Awards**

2014, 2015

**Virginia Press  
Association  
Journalistic Integrity  
& Community Service  
Award**

2017