



Inside Business

The Hampton Roads Business Journal

2019 Media Kit



VIRGINIA
MEDIA



LEADERS IN BUSINESS

Inside Business, The Hampton Roads Business Journal, is a resource in the Hampton Roads business community. Virginia Media produces and mails a weekly publication, along with a companion website with breaking business news, feature stories, and pertinent local news and information.

Inside Business reaches an influential business audience including business leaders, owners and managers in many industries. Our demographics trend towards a more highly-educated, affluent and influential audience. Advertising in Inside Business conveys your message to those who make and influence business decisions.

Making your business successful is our No. 1 goal. With a diverse platform of products and services, we will customize a solution that's right for you.



AUDIENCE INSIGHTS

9,000 COPIES distributed every week throughout the Southside and the Peninsula

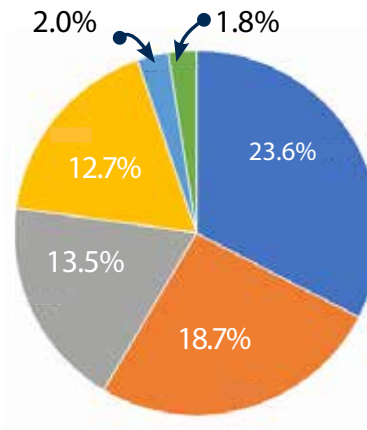
SUBSCRIPTION BASED: over half of our distribution is direct-mailed with the balance through single copy sales at area grocery locations as well as free racked on the Peninsula

INSIDEBIZ.COM is accessible from any desktop or mobile device

Average monthly page views: 138,212

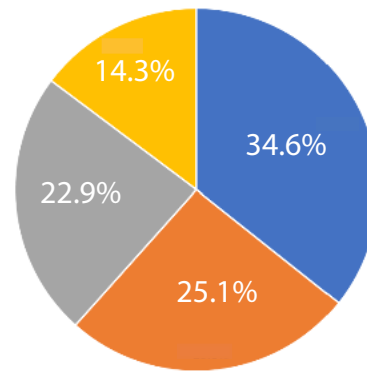
Average unique monthly users 45,858

Our INSIDEBIZ DAILY E-BLAST, is delivered to over 10,800 subscribers who have opted in to receive it.



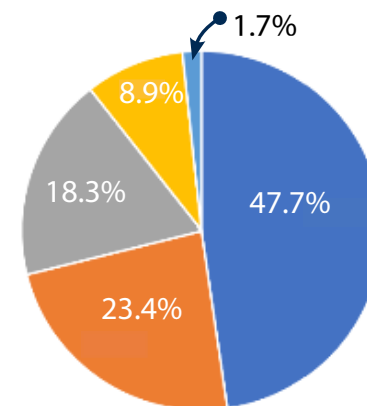
OCCUPATION SUMMARY

- Management, Business & Finance
- Professional & Related Occupations
- Other Occupation Farming, Fishing, & Forestry OR Construction, Extraction, etc.
- Sales & Office
- Service
- Products, Transportation, & Material Moving



EDUCATION PROFILE

- Some college (AA/Associates or 1-3 years of college)
- Postgraduate degree
- College graduate
- Highschool graduate (12th grade or GED)



ANNUAL INCOME

- \$100,000 or more
- \$75,000 - \$99,999
- Less than \$35,000
- \$50,000 - \$74,999
- \$35,000 - \$49,999

Source: Scarborough 2018, Inside Business Average Issue reader

REPORTS, SPECIAL SECTIONS, & EVENTS

Banking and Finance »

Editorial focus on the banking and finance industries and how they impact other local industries (editorial report)

Top Places To Work »

Inside Business annually recognizes employers who go the extra mile for their employees. The honorees are featured as the focus of this special section. This is in conjunction with the recognition event (special section + event)

Commercial Real Estate »

A quarterly focus on the commercial real estate industry with articles about current trends and activity (editorial report)

The Power List »

The business leaders and individuals who most impact the Hampton Roads economy are recognized and highlighted in this annual special edition. (special section)

Darden Awards »

In partnership with the CIVIC Leadership Institute, Inside Business is proud to be part of this prestigious event honoring leadership from both individuals and corporations. This special publishing report profiles the annual Darden Award honorees, as well as the graduating class of distinguished Leadership Institute participants. (special report + event)

Entrepreneurial Excellence Awards »

Our 12th annual event honoring local entrepreneurs who have been able to successfully establish unique businesses in the Hampton Roads area. The accompanying section includes profiles of each honoree. (special section + event)

The Giving Issue »

This editorial report coincides with National Philanthropy Day and features profiles and information about philanthropic organizations in the community. A unique advertising opportunity, businesses are encouraged to not only showcase their own charitable giving but also gift to a local nonprofit a full page of advertising. (editorial report)

Health Care Heroes »

Our annual event honoring outstanding individuals in the health care field in Hampton Roads. The special section features profiles of the honorees. (special section + event)

ODU Market Review »

Partnering with ODU for the annual E. V. Williams Center for Real Estate event, this glossy special report is a comprehensive look at all aspects of the real estate market, including trends and forecasts. Investment, industrial, office, retail, multi-family and residential markets are all covered. (special section + event)

The Roaring 20 »

10th Annual, exclusive program recognizing 20 of the fastest-growing businesses in Hampton Roads. Companies are evaluated based on revenue and employee growth. They are profiled in a special section and honored at an awards banquet. (special section + event)

Small Business of the Year »

In partnership with the Hampton Roads Chamber of Commerce, this special section profiles the winners of the annual Small Business of the Year Awards. (special section + event)

Top Forty Under 40 »

Accompanying our longest-running award event, the 21st Annual Top Forty Under 40 recognizes young businesspeople who are not only successful in their professional careers but also take the time to make a difference in their communities. (special section + event)

Women in Business »

For the 17th year, Inside Business honors the accomplishments of outstanding women in the Hampton Roads business community. Their achievements are highlighted in a special section, and they are honored at a recognition dinner. (special section + event)

EVENT SPONSORSHIP LEVELS

Presenting/Title Sponsor (exclusive)	\$10,000
Supporting Sponsor	\$7,500
Affiliate Sponsor	\$5,000
Table Sponsor	\$3,500



2019 DISPLAY ADVERTISING CALENDAR

PUBLICATION DATE	SPACE RESERVATION		SPECIAL REPORTS / SPECIAL SECTIONS
	DEADLINE*	DEADLINE*	
December 31	December 20		
January 7	December 27		
January 14	January 3		
January 21	January 3		Elizabeth River Project River Stars (P)
January 28	January 17		
February 4	January 24		
February 11	January 31		
February 18	February 7		Commercial Real Estate I (R) / Junior Achievement Business Hall of Fame (P)
February 25	February 14		
March 4	February 14		Health Care Heroes (E, S)
March 11	February 28		ODU Market Review (R)
March 18	March 7		Banking & Finance I (R)
March 25	March 14		
April 1	March 21		
April 8	March 28		
April 15	March 28 *		Small Business of the Year Awards (E, S)
April 22	April 11		
April 29	April 18		Commercial Real Estate II (R)
May 6	April 25		
May 13	May 2		
May 20	May 2 *		The Power Issue (R)
May 27	May 16		
June 3	May 23		
June 10	May 30		Banking and Finance II (R)
June 17	June 6		
June 24	June 6*		Entrepreneurial Excellence Awards (E, S)
July 1	June 20		
July 8	June 27		
July 15	June 27 *		Anniversary Issue (R)
July 22	July 11		
July 29	July 18 *		Commercial Real Estate III (R)
August 5	July 25		
August 12	August 2 *		
August 19	August 8		
August 26	August 15		
September 2	August 22		
September 9	August 29		Banking and Finance III (R)
September 16	August 29*		Top Work Places (E, S)
September 23	September 12		
September 30	September 19		
October 7	September 19		Top Forty Under 40 (E, S)
October 14	October 3		Commercial Real Estate IV (R)
October 21	October 10		
October 28	October 17		
November 4	October 24		
November 11	October 24		The Roaring 20 (E, S)
November 18	November 7		Darden Awards (E, S)
November 25	November 7 *		The Giving Issue
December 2	November 21		
December 9	November 21 *		Women in Business (E, S)
December 16	December 5		
December 23	December 12		
December 30	December 19		

*Camera ready art due Tuesday prior to publication date *For special section early deadline

E = Event **P = Special Publishing** **R = Special Report** **S = Special Section**

2019 PRINT RATES

AD SIZE	48X	26X	13X	6X	OPEN
Back Page*	\$2,670	\$3,220	\$3,775	\$4,825	\$5,480
Full Page	\$1,705	\$2,045	\$2,400	\$3,065	\$3,475
3/4 Page	\$1,375	\$1,655	\$1,935	\$2,480	\$2,810
Junior	\$1,190	\$1,430	\$1,675	\$2,135	\$2,420
1/2 Page	\$980	\$1,170	\$1,375	\$1,750	\$1,980
3/8 Page	\$775	\$930	\$1,085	\$1,380	\$1,570
1/4 Page	\$585	\$695	\$810	\$1,030	\$1,170
1/8 Page	\$345	\$405	\$470	\$605	\$670

*Back Page includes full color

COLOR	OPEN - 6X	13X - 48X
1/2 page or larger	\$500	\$375
3/8 page or smaller	\$300	\$225

INSERT RATES

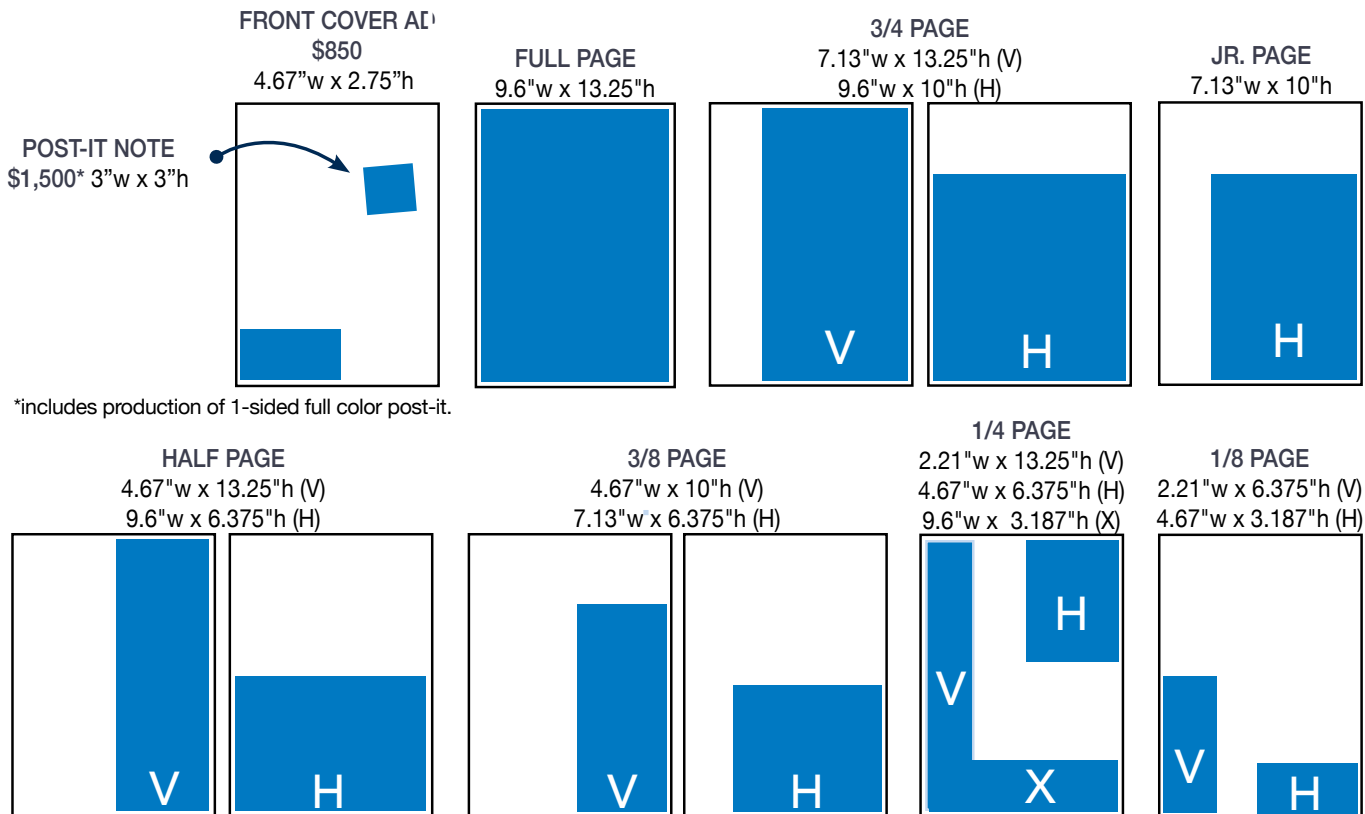
# OF PAGES	
Single	\$1665
4-8	\$1935
12-16	\$2070
20-24	\$2205
28-32	\$2385
36-40	\$2520

Ad scheduling and material deadlines are due on the Thursday, 11 days prior to publication date.

Inserts are customized. Services are available as needed and can include writing, photography, page design, layout, printing and insertion. Please consult your sales representative for additional details.

AD REQUIREMENTS: • File type: PDF format ONLY • Color ads: CMYK • Resolution: 200dpi for newsprint; 300 dpi for glossy • Maximum Ink Density: 240% (On the darkest area of the ad, add up the percentages of CMYK used for your total ink density) • Black ink: On newsprint, all blacks must be on the black plate ONLY. Please do not create process black. Due to the printing process, registration problems may occur causing unfavorable results. • Fonts: All fonts must be embedded or converted to outlines. We cannot download your fonts.

AD CANCELLATIONS: No cancellations/changes after two Fridays before the Monday publication date.



Rates are subject to change at the publisher's discretion.

As publisher, we prefer to deal with our advertising customers and their agents directly and therefore do not allow the brokering of our space by outside vendors. No person, organization or entity not directly employed by publisher should offer, entice or in any way lead another person, organization or entity to believe they can provide space in print or online without express written consent from publisher. Mixed sizes of ads in a campaign are permitted. A frequency contract allows for the discount to be taken on any size ad. Premium/guaranteed positions subject to 10% surcharge. Increased frequency lowers your per ad rate and increases the impact of your advertising campaign. Contracted ads must be used within 12 months. Advertising agency commission is paid on open rate category to recognized firms. Non-profit charitable advertising is priced at the 48x rate.

2019 LEGAL NOTICES

CONTACT

Cynthia Cave-Powell

LEGAL NOTICES MANAGER

Direct: 222-5345 | Fax: 757-622-6885

legals@insidebiz.com

ABC Licenses

\$230.00 flat fee

Drug Forfeitures

\$145.00 flat fee

Judicial Sales

\$225.00 flat fee

Adoptions | Name Changes | Divorces

\$250.00 flat fee

Estate Orders - Debts & Demands

\$155.00 flat fee

Copy Deadline

Thursday by 10 a.m. for the following Monday issue

ABC Licenses

Adoptions

Auctions

Divorces

Drug Forfeitures

Estate Orders

Foreclosures

Judicial Real Estate Sales

Legal Orders of Publications

Meetings

Name Changes

Public Hearings

Requests for Proposals

Tax Liens





IB

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If you have any questions, please contact us
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