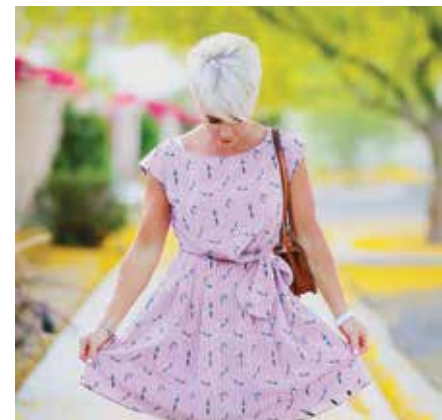


A close-up portrait of a middle-aged man with a grey beard and mustache, looking directly at the camera with a serious expression. He has short, dark hair and is wearing a dark shirt. The background is a plain, light grey.

PRIME

MEDIA KIT 2019



PRIME

“Active engagement is crucial as people age. Thinking about game play or the steps in line dancing, for example, helps to stave off some of the cognitive decline that accompanies aging, says Amy Fiedor, a program coordinator.”

- Amy Fiedor, summer 2019 issue

ABOUT THIS PUBLICATION:

The exploding population over age 55 is the most significant demographic change currently taking place across the U.S., especially in states like Virginia. *PRIME*, is published twice a year and highlights issues that are important to this group.

DISTRIBUTION:

PRIME distributes more than 81,000 magazines twice a year, targeting key locations throughout the Southside and the Peninsula. The magazine can be found at more than 7,500 rack locations, as well as inside select zip codes in *The Virginian-Pilot*, *Daily Press*, and the entire delivery base of *VA Gazette*.

PUBLICATION DEADLINES

Publishes: Nov 10th

Space/Materials: Oct 9th

ET Date: Oct 17th

DISTRIBUTION

Full Distribution: 81,100

Select VP Zips: 40,000

Select DP Zips: 20,000

Full Run VG: 12,100

Rack locations throughout HR: 7,500

Mailed to doctors: 1,500

AUDIENCE PROFILE - 55+ Living in HR

- HH Income: \$78K
- Market Value of Home: \$299K
- 55% Women / 46% Men
- 30% Retired

INTERESTS

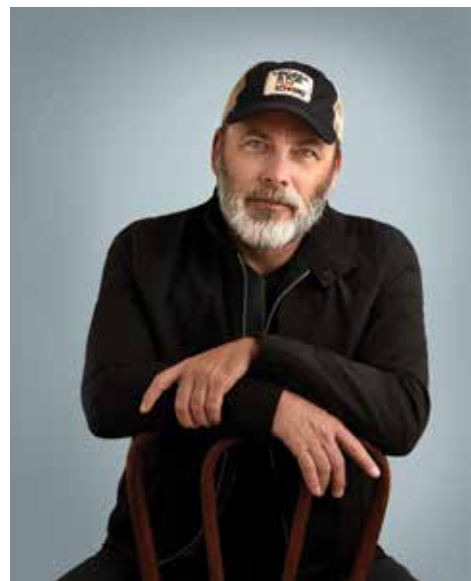
- 73.2% Traveled w/in US
- 62.3% Shop Online
- 58.1% Outdoor Grilling
- 51.6% Gardening



VIRGINIA
MEDIA

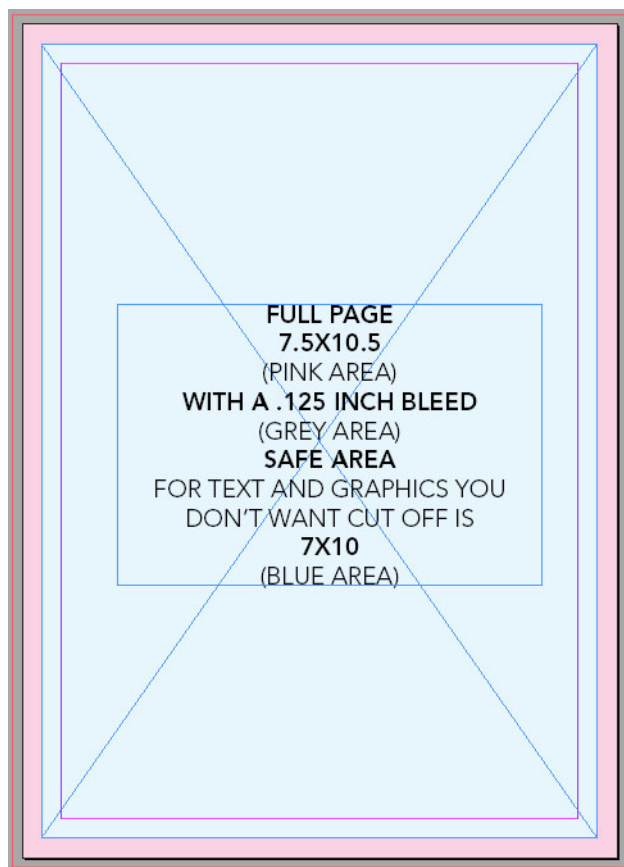
757-222-5538

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RATES & ARTWORK SPECIFICATIONS

AD SIZE	DIMENSIONS	ONE ISSUE
Double Truck		\$6,000
Back Cover	7.5" X 10.5"	\$5,500
Inside Back	7.5" X 10.5"	\$5,000
1st 12 Pages	7.5" X 10.5"	\$5,000
Full Page	7.5" X 10.5"	\$2,250
Half Page	7x4.875 (H) 3.375X10 (V)	\$1,695
Quarter Page	3.375X4.875	\$1,200
Advertorial	--	\$2,250
Business Listing	--	\$300



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