

# DISTINCTION

2020 MEDIA KIT

*Since 2007*



Uncovering the very best of what our region has to offer.

Based in Hampton Roads, covering Virginia, Distinction magazine takes its readers on a journey through the Commonwealth. Employing the best photographers and writers in the state, it glides effortlessly from gorgeous spreads on high-end food and fashion to moving pieces on fascinating people and places.

It's about quality. It's about Virginia. It's about Distinction.

Distinction Magazine is a reflection of our region. Our audience consists of successful people living active lifestyles who are influential in business and the community, a coveted demographic for any advertiser.



**Demographics:**

- Average home value is \$430,000
- 83% own their home
- 57% have lived in their current home for 10 or more years
- 67% earned an undergraduate degree or higher
- 1 in 3 are in a management/business/financial occupation

**Travel & Leisure:**

- The Distinction audience is:
- 55% more likely to have stayed at an upscale hotel
  - 71% more likely to have taken 10 or more flights
  - Significantly more likely to have visited places outside the continental U.S. in the past 3 years:
 

Hawaii: 74% more likely	Alaska: 60% more likely
Europe: 74% more likely	Middle East: 52% more likely
Japan/China: 62% more likely	Canada: 51% more likely

**Financial:**

- The Distinction audience is:
- 63% more likely to have a second home
  - 66% more likely to have mutual funds
  - 62% more likely to have bonds
  - 69% more likely to have used a stockbroker
  - 62% more likely to have used an accountant
  - 56% more likely to have used a financial planner

**Lifestyle:**

- The Distinction audience is:
- 43% more likely to have used a skin doctor (dermatologist)
  - 41% more likely to have used a Cosmetic Surgeon
  - 72% more likely to use a landscaping service
  - 62% have eaten at an upscale restaurant in the past 12 months
  - 55% have stayed at an upscale hotel in the past 12 months
  - 60% more likely to drink wine three times a week or more
  - 45% have bought a luxury car within the past 12 months
  - 42% more likely to have had some home remodeling



**Ad Rates:**

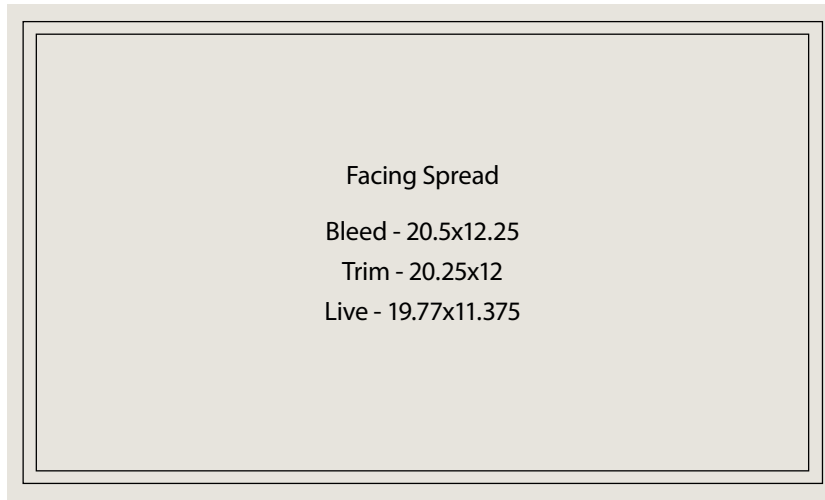
POSITIONS		6x rate	5x rate	2-4x rate	1x rate
Double Truck (GTD pos.)	\$7,263	\$8,070	\$9,903	\$11,518	
Full Page		\$3,719	\$4,132	\$5,049	\$5,857
Half Page (H)		\$1,999	\$2,221	\$2,646	\$3,054
Half Page (V)		\$1,999	\$2,221	\$2,646	\$3,054
Quarter Page		\$1,073	\$1,192	\$1,434	\$1,654

PREMIUM POSITIONS		6x rate	5x rate	2-4x rate	1x rate
Back Cover		\$7,054	\$7,838	\$9,903	\$11,518
Inside Front		\$4,724	\$5,249	\$6,263	\$7,272
Inside Back		\$4,724	\$5,249	\$6,263	\$7,272
Pages 3 - 11		\$4,428	\$4,920	\$6,020	\$6,989
In Story Ad*		\$1,625	\$1,806	\$2,027	\$2,369
Hit List Page		\$1,400	\$1,400	\$1,400	\$1,400
On the Scene		\$1,551	\$1,551	\$1,551	\$1,551

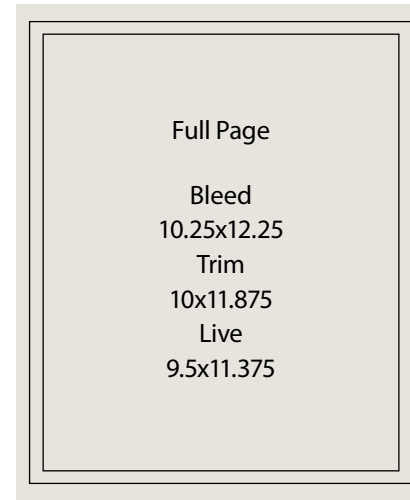
**Specifications:**

- Images and PDFs: 300 dpi/CMYK; Line Screen: 150 dpi
- Full bleed on double-page and full-page ads only.
- To upload your high-resolution camera-ready PDF file log onto:  
<http://ezpilotclassified.com/adsupportads/>
- Charges for ads killed after scheduling deadline; Less than half page \$500, Half page up to 2 page spread \$1,000, 2 Page spread \$1,700

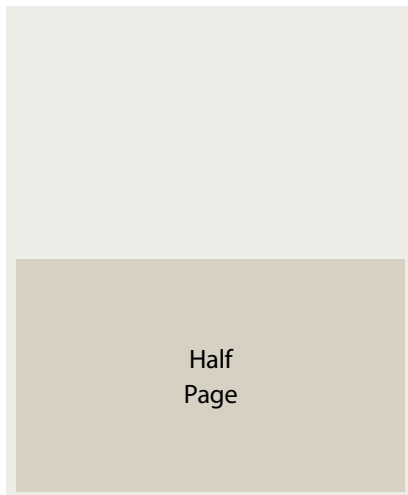
See ad size measurements below. For facing spread and full bleed pages, we recommend no copy above .75" or below 11.75" from top of Trim size.  
Scheduling based on a 2-column format: 1 col. = 4.25"; 2 col. = 8.75"



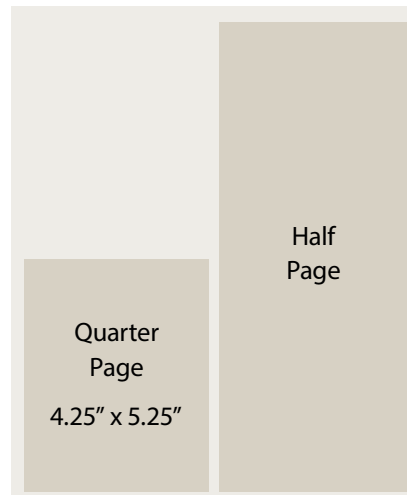
Double Page (facing spread)  
20.5" x 12.25"



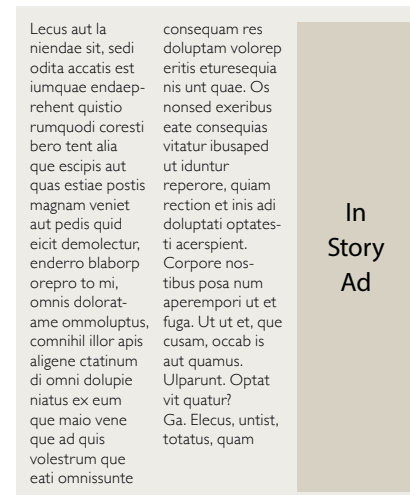
Full Page  
10.25" x 12.25"



Half Page (horizontal)  
8.75" x 5.25"

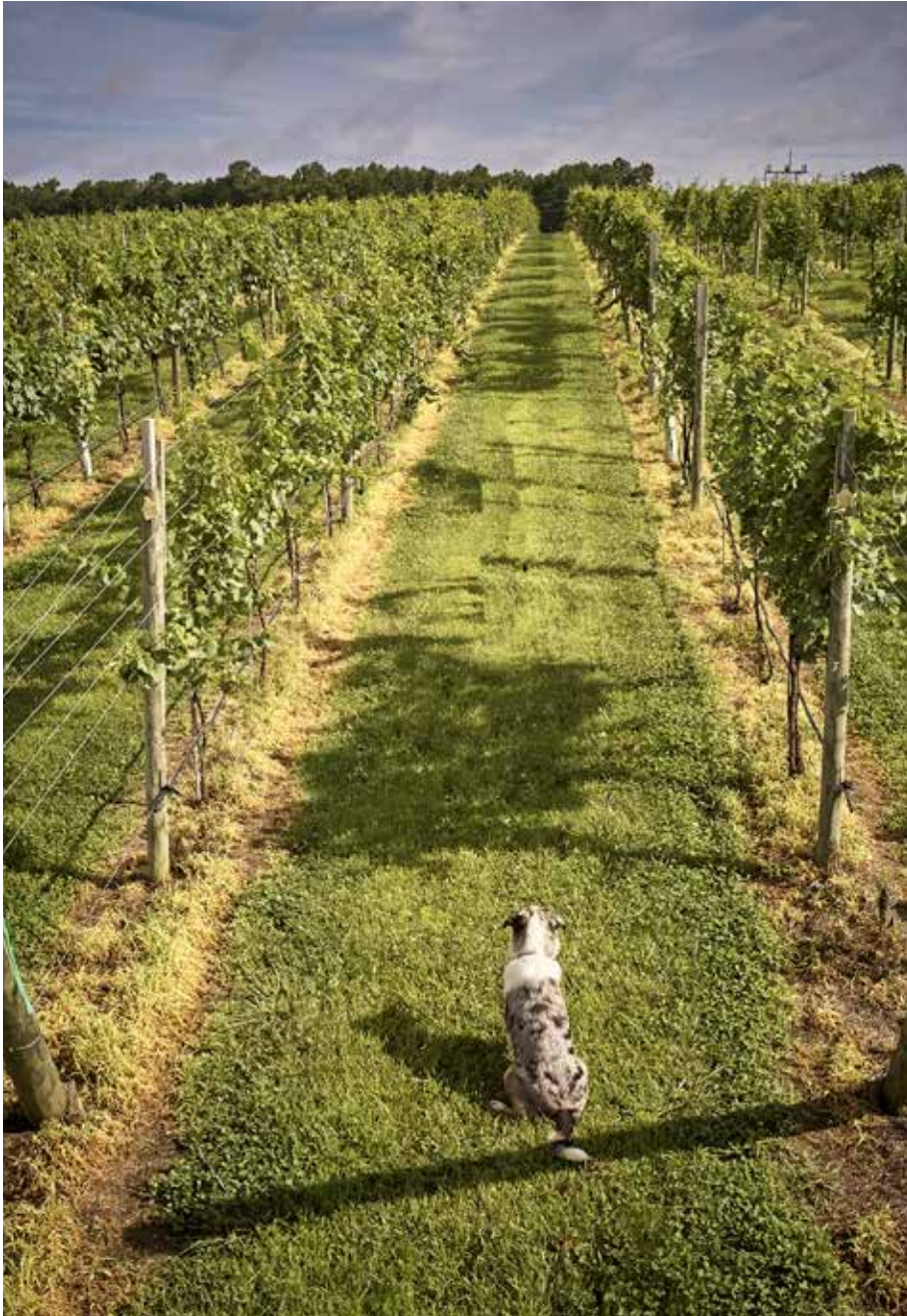


Half Page (vertical)  
4.25" x 10.75"



In Story Ad  
2.7292" in x 10.75"

\*Limited 3 per edition. VIRGINIAMEDIA.COM/DISTINCTION



## Deadlines:

### FEBRUARY

Publication Date - February 9

Ad Scheduling/Materials Deadline - January 3

Ad Transmission Deadline - January 17

### APRIL

Publication Date - April 12

Ad Scheduling/Materials Deadline - March 6

Ad Transmission Deadline - March 20

### JUNE

Publication Date - June 7

Ad Scheduling/Materials Deadline - May 1

Ad Transmission Deadline - May 14

### AUGUST

Publication Date - August 9

Ad Scheduling/Materials Deadline - July 3

Ad Transmission Deadline - July 17

### OCTOBER

Publication Date - October 11

Ad Scheduling/Materials Deadline - September 4

Ad Transmission Deadline - September 18

### DECEMBER

Publication Date - December 6

Ad Scheduling/Materials Deadline - Oct. 23

Ad Transmission Deadline - Nov 6



## Writers:

- Janine Latus
- Lorraine Eaton
- Greg Lacour
- Diane Tennant
- Ben Swenson
- Tom Robinson
- Denise Watson
- Katherine Hafner
- Mary Architzel Westbrook
- Jarrell Williams
- Josh Seaburg
- Kim Wadsworth

## Photographers:

- Keith Lanpher
- Todd Wright
- Mark Edward Atkinson
- Adam Ewing
- Patrick Hayes
- Eric Lusher
- Corey Miller
- Shannon Moffit
- Chrystal Culbert
- George Culver
- Jessica Shea



- 2019 Best Niche Publication (Magazine) Society of Features Journalism (first place)
- 2019 Best Special Publication (Distinction food issue) Society of Features Journalism (first place)
- 2019 Combination picture and story: Tim Eberly, Adam Ewing and E.J. Toudt Virginia Press Association (first place)
- 2019 Sports feature photo: Patrick Hayes Virginia Press Association (second place)
- 2019 Business/financial writing: Eric J. Wallace Virginia Press Association (second place)
- 2019 Feature writing portfolio: Eric J. Wallace Virginia Press Association (second place)
- 2019 Combination picture and story: Jennifer Fenner, Keith Lanpher and Ben Swenson, Virginia Press Association (second place)
- 2019 Photo illustration: Todd Wright Virginia Press Association (second place)
- 2019 Pictorial: Todd Wright Virginia Press Association (second place)
- 2019 Picture story or essay: Keith Lanpher Virginia Press Association (second place)
- 2019 Personality or portrait photo: Adam Ewing Virginia Press Association (second place)
- 2019 Food writing: Eric J. Wallace Virginia Press Association (third place)
- 2019 Special sections or editions: Clay Barbour, Jennifer Fenner, E.J. Toudt and Wesley Watson Virginia Press Association (third place)
- 2019 Design and presentation: Clay Barbour, Jennifer Fenner, E.J. Toudt and Wesley Watson Virginia Press Association (third place)
- 2018 Best Niche Product (Magazine) Society of Features Journalism (first place)
- 2018 Best Special Section (Magazine) Society of Features Journalism (first place)
- 2017 Folio Award Finalist for Full Issue: Epicurean
- 2017 Best Niche Product (Magazine) Society of Features Journalism (first place)
- 2016 Best Niche Product (Magazine) Society of Features Journalism (second place)
- 2015 Best Niche Product (Magazine) Society of Features Journalism (first place)
- 2014 Best Niche Product (Magazine) Society of Features Journalism (first place)
- 2013 Best Niche Product (Magazine) Society of Features Journalism (second place)