

# ELIZABETH RIVER PROJECT RIVER STARS

**Inside Business**  
The Hampton Roads Business Journal



**VIRGINIA  
MEDIA**

## DEADLINES

### Publishes

January 20, 2020

### Reservation

January 9, 2020

### ET Deadline

January 15, 2020

Because the Elizabeth River is one of the mightiest military and industrial ports in the world, restoring this urban river to health depends on leadership from the business and government facilities that line its shore. Inside Business partners with the Elizabeth River Project for this special publishing issue that thanks the 120 facilities that are making environmental stewardship the business standard on the Elizabeth River.

	SPECS	OPEN	6x	13x	26x	48x
Back Page (Includes full color)	10" x 10.5"	\$5,480	\$4,825	\$3,775	\$3,220	\$2,670
Full page	10" x 10.5"	\$3,475	\$3,065	\$2,400	\$2,045	\$1,705
Junior	6.61" x 7"	\$2,420	\$2,135	\$1,675	\$1,430	\$1,190
1/2 page	H 10" x 5.25" V 4.915" x 10.5"	\$1,980	\$1,750	\$1,375	\$1,170	\$980
1/4 page	4.915" x 5.25"	\$1,170	\$1,030	\$810	\$695	\$585
1/6 page	3.22" x 5.25"	\$800	\$700	\$550	\$475	\$400
Front cover ad	4.67" x 2.75"	\$850				
Post-It note ad (on cover)	3" x 3"	\$1,500	Includes production of 1-sided full color post-it.			

25% discount given on all 13X frequency and above contracts.

**COLOR RATES:** LARGE SPACE (1/2 PAGE OR LARGER) \$500 | Small Space (3/8 page or smaller) \$300

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RIVER STARS 2019



## GREEN INSIDE BUSINESS READERS

- Buy organic food: 44%
- Use cloth/reusable shopping bags: 55%
- Buys Eco-friendly household cleaning products: 36%
- Buy locally grown food: 68%
- Donate to environmental causes: 15%
- Pay more for Eco-friendly products and services: 19%

## INSIDE BUSINESS AUDIENCE AT A GLANCE

- HH Income: \$86K
- Market Value of Home: \$361K
- 67% Men / 33% Women
- Average age: 59

## DISTRIBUTION

- Circulation: 9,000
- Readership: 15,571

Source: Scarborough 2019, Release 1

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