



CHRISTMAS ON THE COAST



The Virginian-Pilot
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VIRGINIA
MEDIA

DEADLINES

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This special edition of *Coast*, which features stories that celebrate Christmas on the Outer Banks, includes our annual Gift Guide, which spotlights some of the homemade, one-of-a-kind and meaningful treasures that can be found locally.

More than 50,000 copies are distributed on Thanksgiving Day - just in time for the biggest shopping day of the year. This colorful, festive magazine is free-racked throughout northeastern North Carolina and is inserted in *The Virginian-Pilot* in targeted areas, as well as to subscriber homes in Chesapeake and Virginia Beach.

PREMIUM SPECS AND RATES

	SIZE	COST
Full Page	10"w x 10.5"h	\$908
Half Page	10"w x 5.25" 4.915"w x 10.5"h	\$550
Quarter Page	4.915"w x 5.25"h	\$315
Eighth Page	4.915"w x 2.625"h	\$170

ALL SPECIAL SECTION RATES ARE NET

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THE VIRGINIAN-PILOT AUDIENCE AT A GLANCE

- HHLD Income: \$71K
- Market Value of House: \$277K
- 47% Men | 53% Women

DISTRIBUTION

- 50,000 distributed throughout NC and inserted into *The Virginian-Pilot* for Virginia Beach subscribers

Source: Scarborough 2019, Release 1

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