



Growler

CRAFT BEER • WINE • SPIRITS

MEDIA KIT 2020



VA Growler

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ABOUT THIS PUBLICATION:

VA Growler is dedicated to the coverage of craft beer, wine and spirits in Hampton Roads, Richmond and beyond. It features events, reviews, bar and brewery news, home brewing recipes, and stories on the people who make this community a success.

DISTRIBUTION:

VA Growler distributes nearly 100,000 magazines every other month, targeting key locations throughout Hampton Roads and Richmond. The magazine can be found at more than 180 rack locations, as well as inside *Style Weekly* and select subscriptions of *The Virginian-Pilot*. It also has a strong and growing social presence on Instagram, Facebook, and Twitter.

PUBLICATION DATES 2020:

Friday, January 17
 Friday, March 20
 Friday, May 15
 Friday, July 17
 Friday, September 18
 Friday, November 20

SCHEDULING DEADLINE:

December 6, 2019
 February 28, 2020
 April 17, 2020
 June 16, 2020
 August 21, 2020
 October 23, 2020

AD/ET DEADLINE:

January 3, 2020
 March 6, 2020
 May 1, 2020
 July 2, 2020
 September 4, 2020
 November 6, 2020



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Ad Size	Dimension	6x Rate	3x Rate	1x Rate
Back Page*	6 x 10.25 (10.5"w x 11.25"h)*	\$2,100	\$2,300	\$2,500
Full Page Guaranteed*	6 x 10.25 (10.5"w x 11.25"h)*	\$2,000	\$2,200	\$2,400
Full Page Interior*	6 x 10.25 (10.5"w x 11.25"h)*	\$1,800	\$2,000	\$2,200
Page 2 4x11.25*	4 x 11.25 (6.75"w x 11.25"h)*	\$1,425	\$1,550	\$1,700
1/2 Page Vertical	3 x 10.25 (4.625"w X 10.25"h)	\$1,190	\$1,290	\$1,390
1/2 Page Horizontal	6 x 5 (9.5"w x 5"h)	\$1,190	\$1,290	\$1,390
Growling Around	1 x 10.75 (2.2"w x 10.25"h)	\$675	\$775	\$875
Vertical Strips (2 per issue)				
1/4 Page	3 x 5.25 (4.625w X 5h)	\$660	\$760	\$860
1/8 Page	3 x 2.375 (4.625w x 2.375h)	\$560	\$660	\$760

Full Page

Bleed
10.5"w x 11.25"h

Trim
10"w x 10.75"h

Live
9.5"w x 10.25"h

***Back Page, Page 2 4x10.5 and All Full Page Ads Bleed.**

Full Page Bleed = 10.5"w x 11.25"h,
Trim = 10"w x 10.75"h, Live Area = 9.5"w x 10.25"h

Page 2 - 4x11.25 Bleed = 6.75"w x 11.25"h,
Trim = 6"w x 10.75"h, Live = 5.5"w x 10.25"h

Charges for ads killed after scheduling deadline:

Less than half page.....\$250

Half page up to

2 page spread.....\$500

2 Page spread.....\$850