



MEDIAKIT 2020

Williamsburg

M A G A Z I N E

All things Greater Williamsburg for locals and visitors since 1964

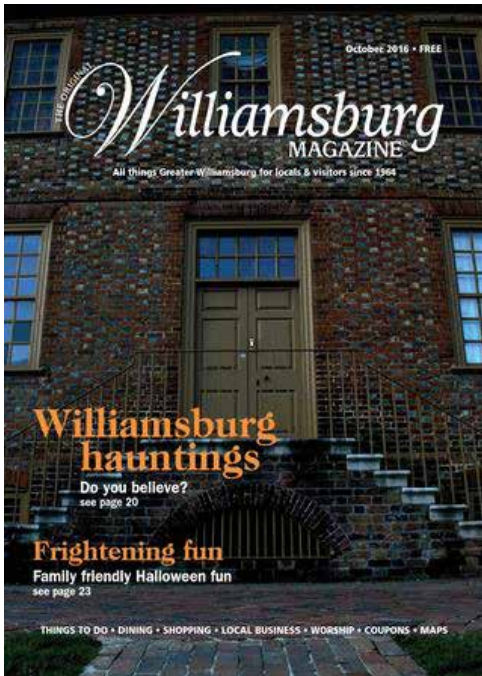


ABOUT WILLIAMSBURG MAGAZINE

Williamsburg Magazine premiered in the Williamsburg market over 50 years ago and has the strength of the *Daily Press*, *Virginia Gazette* and *The Virginian-Pilot* behind it. Featuring fresh and relevant content, articles include local business profiles, local shopping and dining information, human interest stories and celebrations.

Due to the out of home nature of its distribution, *Williamsburg Magazine* is a cost effective way to attract the attention of both locals and hundreds of thousands of annual visitors to the area.

STATEWIDE DISTRIBUTION CENTERS



- Inserted in all copies of the *Virginia Gazette*
- Visitor centers statewide
- All area airports
- All four area military bases
- Only magazine distributed at William & Mary
- High traffic areas such as Yankee Candle, Williamsburg Pottery, Premium Outlets, Busch Gardens, Colonial Williamsburg Visitors Center, Yorktown and Jamestown
- Area museums
- Medical offices
- Real estate offices
- Chamber of Commerce
- Area colleges
- York County, Poquoson, Gloucester, Surry, Smithfield, New Kent, Newport News, Hampton and West Point
- 4,000 copies are mailed directly to homes in Kingsmill, Ford's Colony, Colonial Heritage and Governor's Land
- And more....

Unique Distribution of More Than **54,000** Copies Monthly

OUR READERS

CIRCULATION = 54,000



48%

% OF READERS



52%

AVERAGE AGE:

64

HOUSEHOLD INCOME:

\$89K

REAL ESTATE

HAVE A SECOND HOME OR REAL ESTATE PROPERTY 42%
HOME MARKET VALUE \$366K

FAMILY

MARRIED 81%
EMPTY NESTER 83%

ENTERTAINMENT

ATTENDED LIVE THEATER 32%
VISITED A STATE PARK IN LAST 12 MONTHS 37%

PROFESSIONAL SERVICES USED

CPA/ACCOUNTANT 19%
FINANCIAL PLANNER 37%
INSURANCE AGENT 22%



DIGITAL MEDIA USAGE

8.16 hrs. Time spent on Internet in an average week
.36 min. Time spent on Social Media on an average day

2020 MONTHLY ADVERTISING RATES

AD SIZE	SPEC	11x / year Monthly Rate	4-10x / year Monthly Rate	1-3x / year Monthly Rate
Full Page	BLEED 8.75"x11.25" Trim: 8.25"x10.75" Safe image area:7.50"x10" NON-BLEED 7.50" x 9.5"	\$1,095	\$1,235	\$1,485
Half Page	(H) 7.50" x 4.80" (V) 3.65" x 9.75"	\$615	\$685	\$825
Quarter Page	3.65" W x 4.8" H	\$405	\$450	\$535
Eighth Page	3.65" W x 2.325" H	\$215	\$250	\$295

2020 MONTHLY ADVERTORIAL RATES

AD SIZE	11x / year Monthly Rate	4-10x / year Monthly Rate	1-3x / year Monthly Rate
Full Page	\$1,275	\$1,485	\$1,735
Half Page	\$870	\$930	\$1,075

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2020 PUBLICATION SCHEDULE

PUBLICATION DATE	RESERVATION & ET DEADLINE
January 8	December 4, 2019
February 26	January 22
March 25	February 19
April 29	March 25
May 27	April 22
June 24	May 20
July 29	June 24
August 26	July 22
September 30	August 26
October 28	September 23
November 25	October 21

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