

# DISTINCTION

Special Sections

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2020



**Distinction Reader:**

- Average home value is \$430,000
- Average household income is \$105,000
- 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

[virginiamedia.com/distinction](http://virginiamedia.com/distinction)

**Ad Rates**

Positions	Size	Special Rate
Double Truck (GTD pos.)	20.5" x 12.25"	\$7,263
Full Page	Bleed - 10.25x12.25 Trim - 10x11.875 Live - 9.5x11.375	\$3,719
Half Page Half Page	(H) 8.75" x 5.25" (V) 4.25" x 10.75"	\$1,999
Quarter Page	4.25" x 5.25"	\$1,073

These rates apply for ads in this special section only.

**Specifications**

- Images and PDFs: 300 dpi/CMYK; Line Screen: 150 dpi
- Full bleed on double-page and full-page ads only
- 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

**Deadlines**

Publishes: April 12th  
 Reservation Deadline: March 6th  
 ET Deadline: March 20th

**DISTINCTION**

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## Deadlines

Publishes: June 7th  
 Reservation Deadline: May 1st  
 ET Deadline: May 14th



### Distinction Reader:

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### Interests

- 73.2% Traveled w/in US
- 62.3% Shop Online
- 58.1% Outdoor Grilling
- 51.6% Gardening



**Distinction Reader:**

- Average home value is \$430,000
- Average household income is \$105,000
- Number of children in household: 51%
- 67% earned an undergraduate degree or higher

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**Deadlines**

Publishes: August 9th  
 Reservation Deadline: July 3rd  
 ET Deadline: July 17th

**DISTINCTION**



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### Deadlines

Publishes: October 11th  
 Reservation Deadline: September 4th  
 ET Deadline: September 18th



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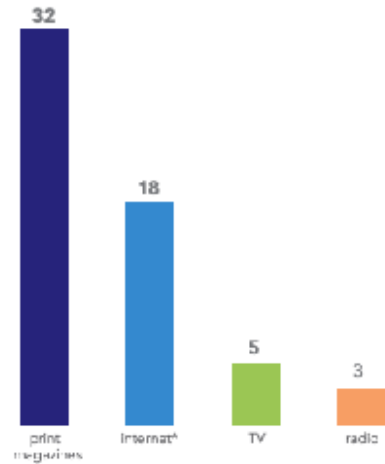
### Healthcare Stats:

- 88% of Distinction readers are planning on having cosmetic procedures in the next 3 years
- 90% have hired a healthcare provider in the last 3 years

# 5 Facts About Magazine Advertising

From The Association of Magazine Media

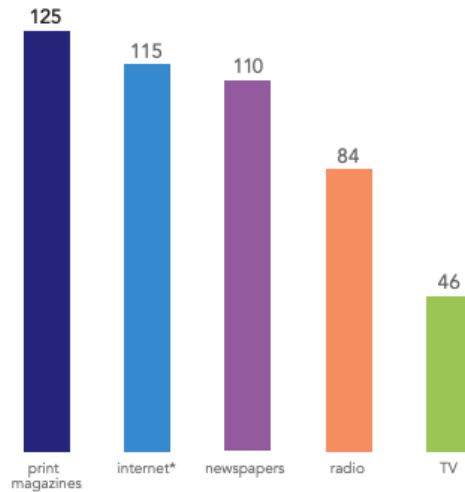
**Print magazines are #1 in reaching super influentials with higher incomes**



Number of times medium ranks #1 among super influentials consumers across 60 product categories

\*includes internet magazine activity.  
 Base: Top quintile of users of each medium among adults with HHI of \$15K+.  
 Super influentials are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members, and who have recommended products or services to others.  
 Source: MRI-Simmons, Spring 2018

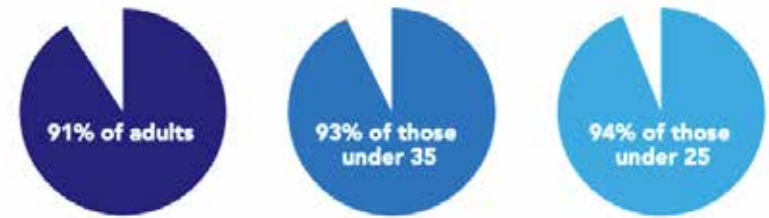
**Households with income of \$250K+ are drawn to magazines**



Household income \$250K+ (index)

\*Includes internet magazine activity.  
 Index: Top quintile of users of each medium vs. adults 18+.  
 Source: MRI-Simmons, Fall 2018

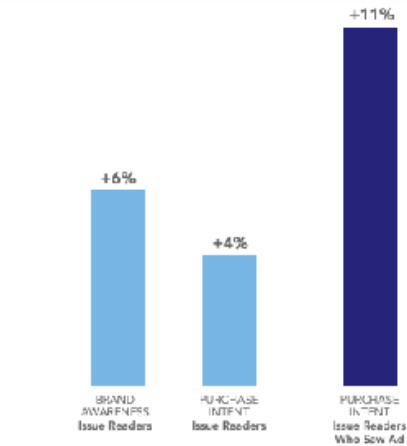
**Americans of all ages read magazines — especially younger adults**



Read magazine media in the last six months (print and digital editions)

Base: U.S. adults 18+. Source: MRI-Simmons, Fall 2018

**Advertising in magazines lifts brand awareness and purchase intent**



Average change, post vs. pre

Data is Delta, Delta=Post-publication of issue - pre-publication of issue.  
 Total number of ads=500. Total number of responses to post-publication survey=11,254.  
 Source: Experient Research Ad, Ad studies of 25 issues of various magazines Q3's-2018

**Print magazine readers notice ads and take action**

Advertising effectiveness by position

	noted	action taken*
first quarter of book	55%	61%
second quarter of book	50	61
third quarter of book	49	62
fourth quarter of book	52	62

Action taken includes:

- have a more favorable opinion about the advertiser
- consider purchasing the advertised product or service
- gather more information about the advertised product or service
- recommend the product or service
- visit the advertiser's website
- purchase the product or service
- clip or save the ad
- visit or plan to visit a dealership

\*Among those who noted  
 Note: Includes all ads, size/color and cover positions.  
 Source: MRI-Simmons, July 2017-June 2018

MPA – The Association of Magazine Media is the primary advocate and voice for the magazine media industry, driving thought leadership and game changing strategies to promote the industry's vitality, increase its revenues and grow market share.