



2021
MEDIA KIT

Williamsburg
M A G A Z I N E

TO THE RESCUE

Injured wildlife and their champion

Unique
Distribution of
More Than 54,000
Copies Monthly

ABOUT

WILLIAMSBURG MAGAZINE

Williamsburg Magazine has been telling the story of the Historic Triangle for more than 50 years. The publication – backed by the **Daily Press, Virginia Gazette** and **The Virginian-Pilot** – reaches more than 100,000 readers and features articles on new businesses, popular restaurants, upcoming events, and local personalities. It is a powerful and effective way to attract the attention of locals, as well as hundreds of thousands of annual visitors.

- 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



VIRGINIA
MEDIA

virginiamedia.com/williamsburgmagazine
info@virginiamedia.com

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
HOME MARKET VALUE

42%

\$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



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2021 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

Creative Fees: Add \$25 for new build. Add \$10 for pick up ads with change.

2021 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

Creative Fees: Add \$25 for new build. Add \$10 for pick up ads with change.

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2021 PUBLICATION SCHEDULE

ISSUE | PUB DATE | RESERVATION | ET DATE

JAN	Jan 13	Dec 14	Dec 22
MAR	Feb 24	Feb 1	Feb 8
APRIL	March 24	March 1	March 8
MAY	April 28	April 5	April 12
JUNE	May 26	May 3	May 10
JULY	June 23	May 27	June 7
AUG	July 28	July 1	July 12
SEPT	Aug 25	Aug 2	Aug 9
OCT	Sept 29	Sept 2	Sept 13
NOV	Oct 27	Oct 4	Oct 11
DEC	Nov 24	Nov 1	Nov 8



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