



# wv living

M A G A Z I N E

**2019**  
**MEDIA KIT**



## CONTENT OVERVIEW



**WV LIVING**  
Quarterly

**West Virginia's only statewide  
travel and lifestyle magazine.**

average print count per issue

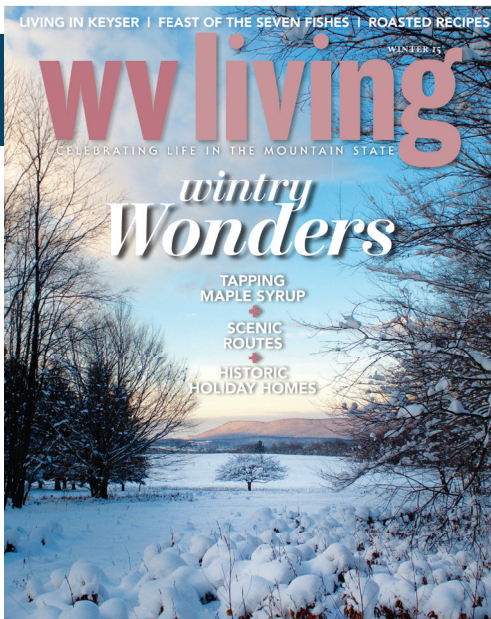
**28,000**

x average pass-along rate of 3

---

**84,000**

average readership per issue



## WV LIVING READER STATS

**50%**

**OF OUR READERS  
ARE SUBSCRIBERS**

wvliving.com had

**155,000**

users from July 2017 through July 2018

**WV Living**  
is sold on  
newsstands in  
**16** states  
and Canada

**8,700+** copies are in WV hotels and resorts with a readership of

**half a million** per issue

### READERSHIP GENDER

27%  
MALE

73%  
FEMALE

### SOCIAL MEDIA HABITS



**40,000**  
Facebook likes

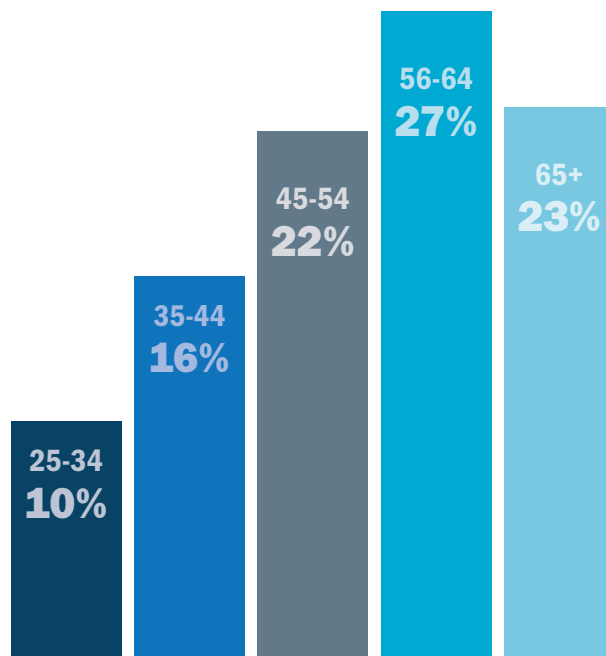


**11,300**  
Twitter followers



**7,139**  
Instagram followers  
since January 2016

### READERSHIP AGE RANGE



### DIGITAL EDITIONS

**145,160** VIEWS  
historical, as of 10.30.18

### ONLINE NEWSLETTER

**12,000** SUBSCRIBERS

WV LIVING IS CURRENTLY IN

**1,575**

BANKS AND WAITING ROOMS ACROSS THE STATE



# WV LIVING 2019 EDITORIAL CALENDAR PREVIEW



## SPRING 2019

Ads due Feb. 18, 2019  
Issue on sale Mar. 11, 2019



## SUMMER 2019

Ads due May 3, 2019  
Issue on sale May 27, 2019



## FALL 2019

Ads due Aug. 16, 2019  
Issue on sale Sept. 9, 2019



## WINTER 2019

Ads due Nov. 15, 2019  
Issue on sale Dec. 9, 2019

### EDITORIAL SAMPLING

- Businesses springing up around the Hatfield-McCoy trails in southern West Virginia
- The Cellar Door Tapas Room by Le Bistro in Huntington
- Cafe Appalachia serves locally grown food on a pay-what-you-want menu, and provides jobs for at-risk people
- Bowled Over: Potters from around the state
- Sports betting comes to West Virginia
- Power Couples—the couples who are building better communities one business at a time.
- FEATURE: Swift Level Farm in Lewisburg
- SPECIAL HEALTHY LIVING SECTION

- Contemporary American Theatre Festival in Sheperdstown
- The New Martinsville Regatta
- Maison Marcel bed and breakfast in Lewisburg
- Themed dinners around the state (Hawk Knob, J.Q. Dickinson, Lost Creek Farm)
- Celebrating Harpers Ferry National Park's 75th anniversary
- Trips and Tips for Traveling with Teens
- GrecianFest in Wheeling
- Round up of State's Best Airbnbs
- FEATURE: The best vacations for the bold

- Puzzle rooms across the state
- Photo feature: Faces of the Pride of West Virginia
- Surfing the New River
- Clarksburg's bid to become the jazz music hub of the East Coast
- Millers Nightmare Haunted Farm in Lewisburg
- Madam Mayor—Charleston's first female mayor Amy Goodwin
- Best Restaurants in the State
- FEATURE: Our Annual West Virginia Wonder Women Awards

- Bluefield's downtown revitalization
- Coffee roasters around the state
- Light Horse Inn in Harpers Ferry
- Handmade toys of West Virginia
- Winter Woodland Wonderlands
- Almost Heaven's Hipsterfication
- FEATURE: Annual Best of WV Awards



# WV LIVING AD SIZES AVAILABLE

- ★ Cover wrap
- ★ Back cover (full page)
- ★ Inside front cover (full page)

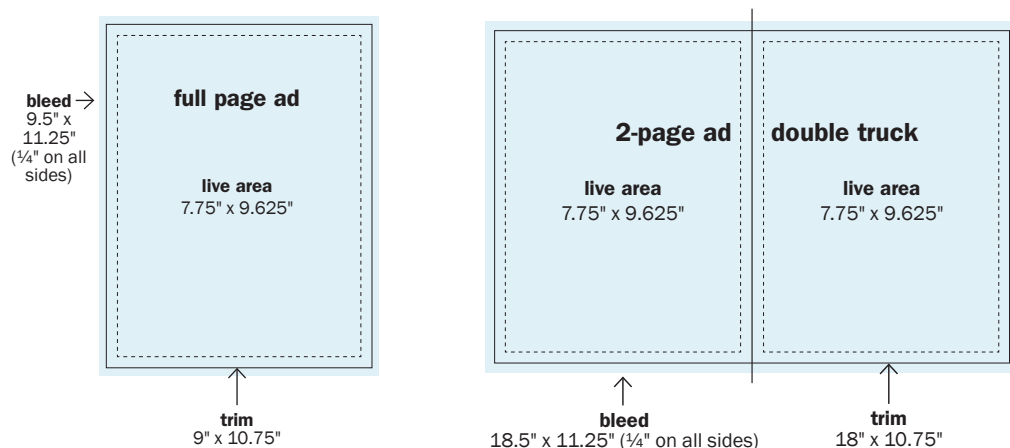
- ★ Inside back cover (full page)
- ★ Page 1 (full page)
- Full page

- 2-page spread (double truck)
- ⅔ page, vertical
- ½ page, vertical or horizontal

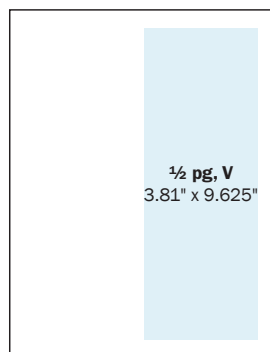
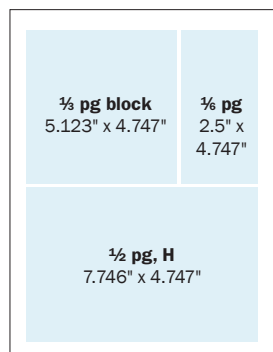
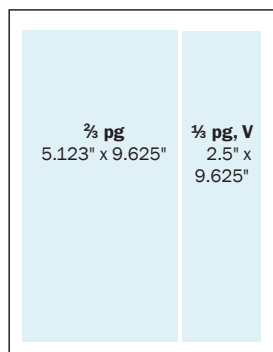
- ⅓ page, vertical or block
- ⅙ page, vertical
- ⅙ page, vertical city page

★ indicates premium position

## AD SIZE SPECIFICATIONS



\* Images can be full bleed, but all text must stay within the "Live Area" margins in order not to fall into the gutter or accidentally get trimmed off at the edges when the final magazine is bound.



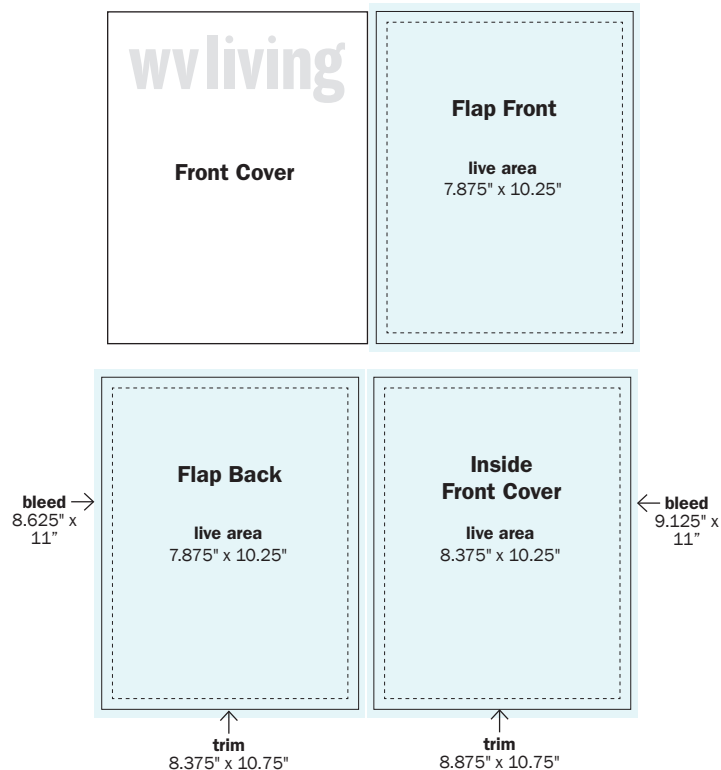
## IMPORTANT NOTES

- Title ad file with the advertiser and the issue as follows: "Company\_WVLivingSpring19\_ad."
- All ads must be submitted as high-res (300 dpi) tiffs or PDFs.
- All fonts must be outlined/flattened. We will not accept ads with live or embedded fonts.
- Images can be full bleed, but all text must stay within the "Live Area" margins, as applicable. We will not be held responsible for text that is trimmed or bound into the gutter.
- Advertisers will receive two opportunities to edit their ads before final placement, after which an excessive proof fee of \$75 will be applied.

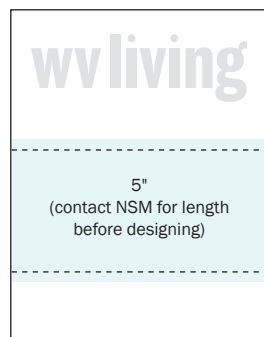


# SPECIALTY FEATURE ADD-ON SIZES

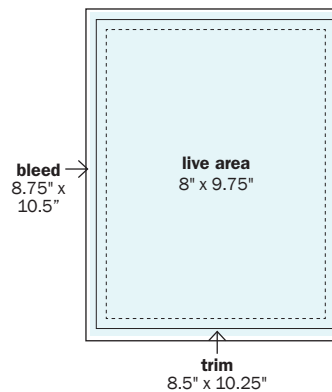
## Single Gatefold Cover



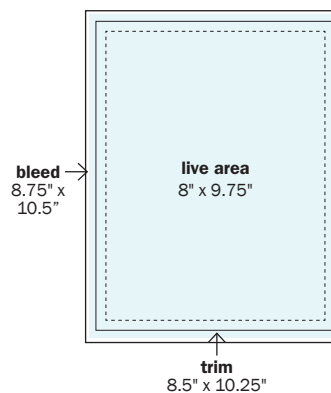
## Cover Wrap / Belly Band



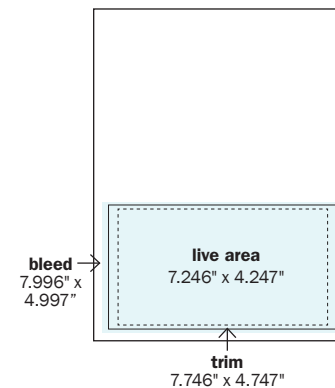
## Tipping Full Size



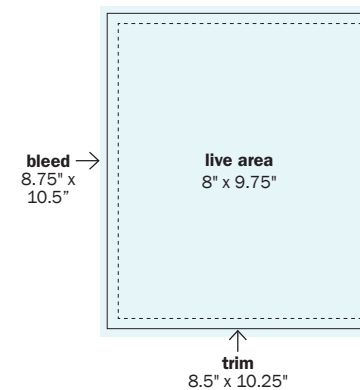
## 2-Page Cover Tip



## Tipping Less Than Full Size



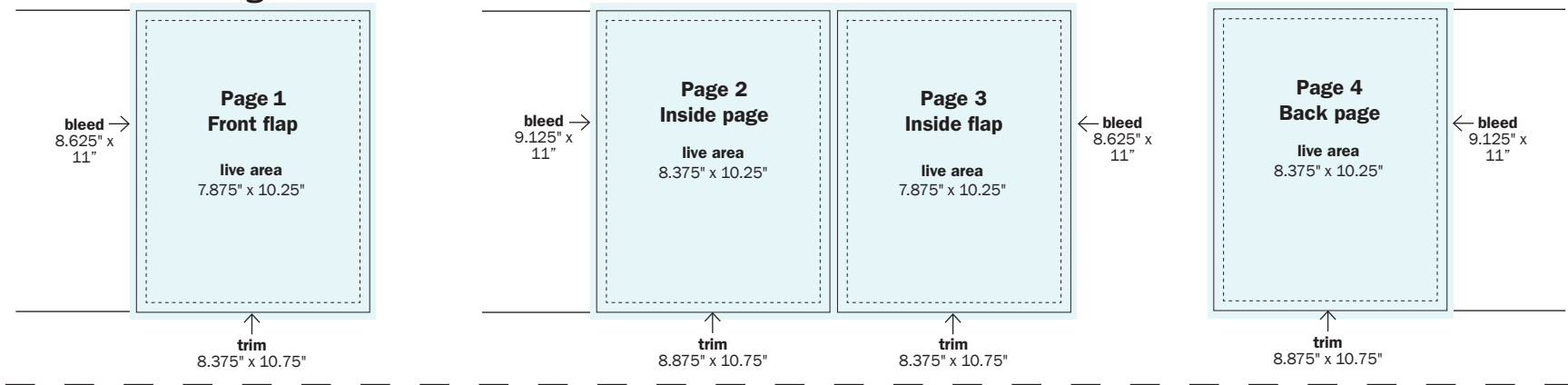
## 2-Page Insert Tip



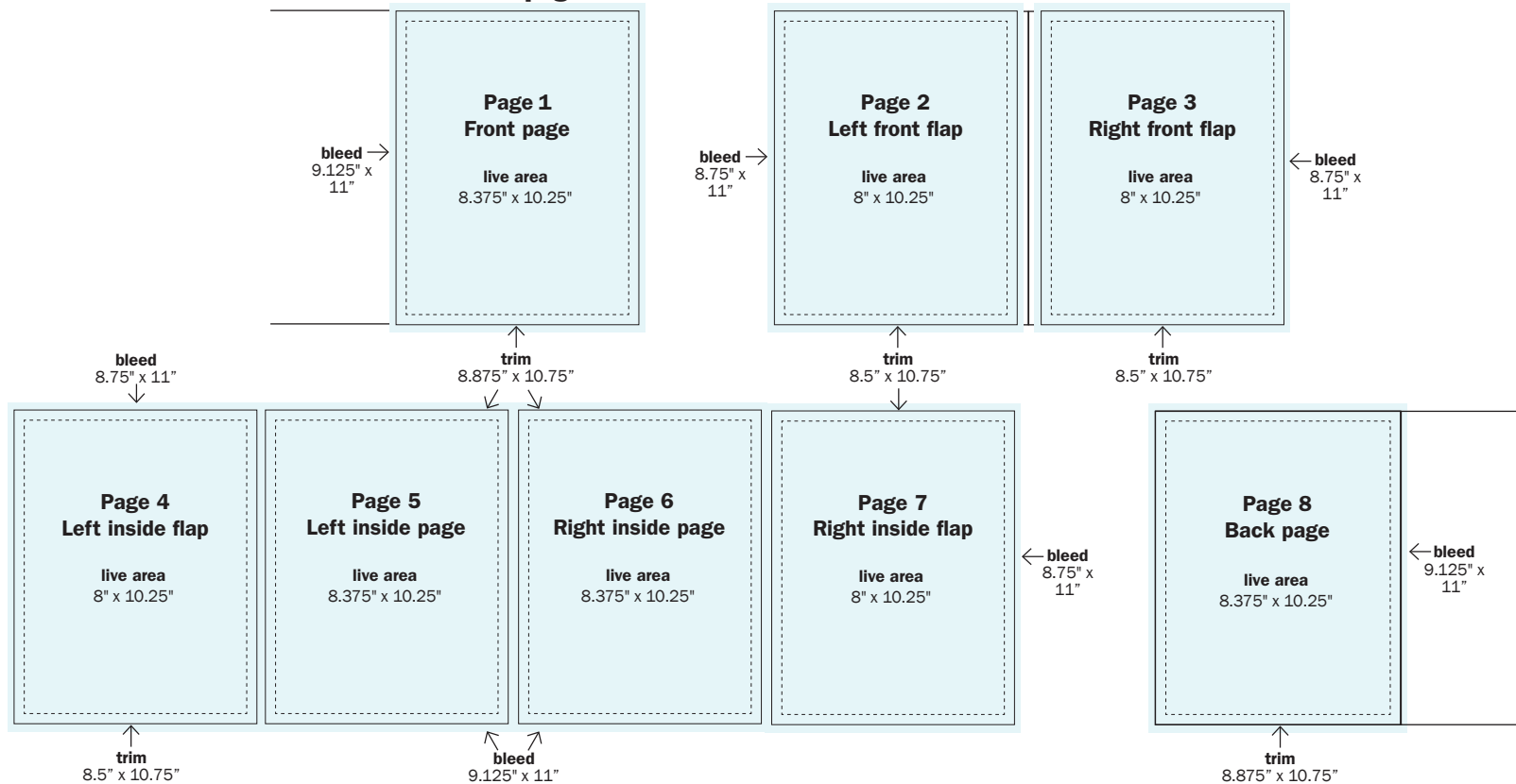


# SPECIALTY FEATURE ADD-ON SIZES

## Four-Page Gatefold Insert

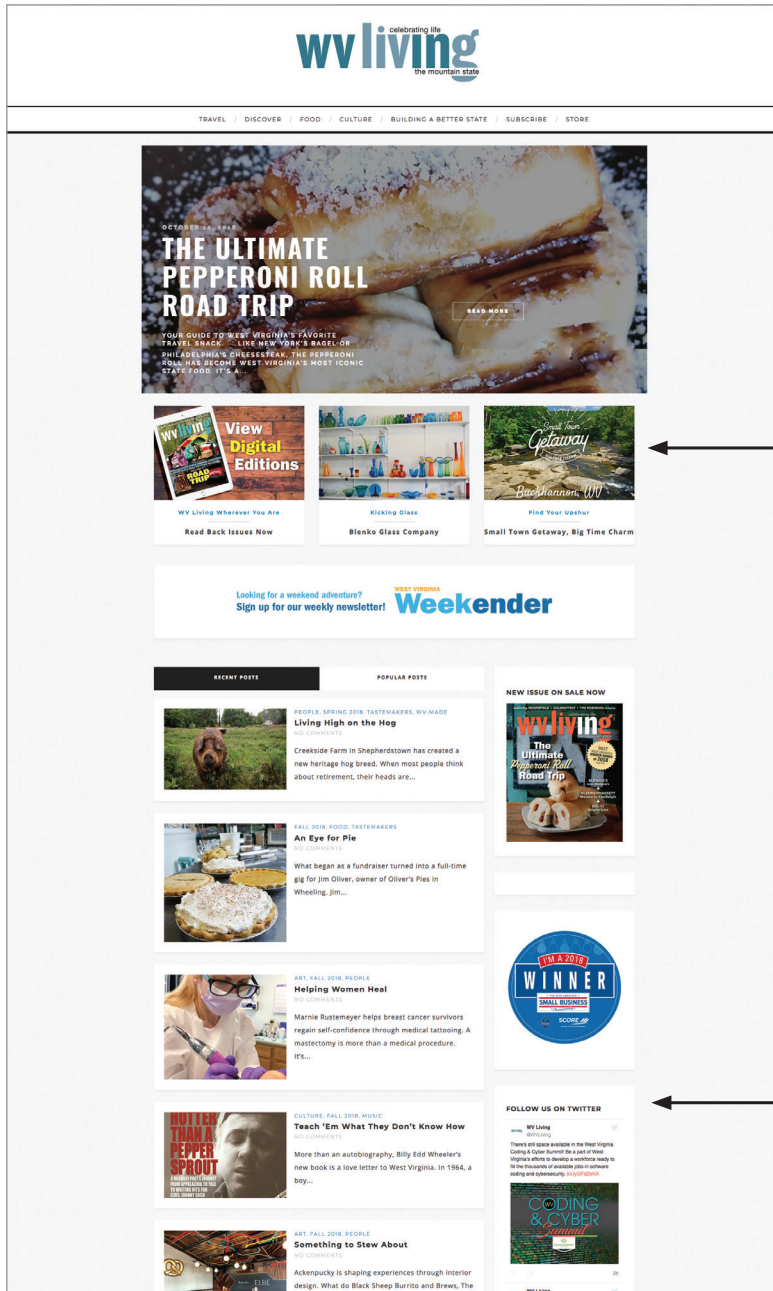


## Double Gatefold Insert (8 total pages)





# ADVERTISING ON WVLIVING.COM



## Block Ad

300w x 250h pixels

Home Page

\$185/month

\$990/6 months

\$1850/year

## Video Ad

Home Page

\$300/month

\$1590/6 months

\$3000/year

## Skyscraper Ad

300w x 600h pixels

Home Page

\$185/month

\$990/6 months

\$1850/year

## Ad Specifications

### Block Ads & Skyscraper Ads

Block and Skyscraper ads can be accepted in the following file formats: .jpg, .gif, animated .gif, and Flash. All files must be sized to the exact listed dimensions at 72dpi. Advertisers must provide the URL to which the ad will link.

### Video Ads

Video ads must be provided as a third-party tag. This means that the video must be hosted on a third-party site such as YouTube or Vimeo.

## Social Media Integration

Sharing buttons for Facebook, Twitter, and Pinterest allow our content to easily be shared by our readers across multiple platforms.

The Facebook comment plug-in allows readers to share their thoughts on wvliving.com and Facebook simultaneously.

These features promote sharing and bring thousands of page views.

# E-BLASTS

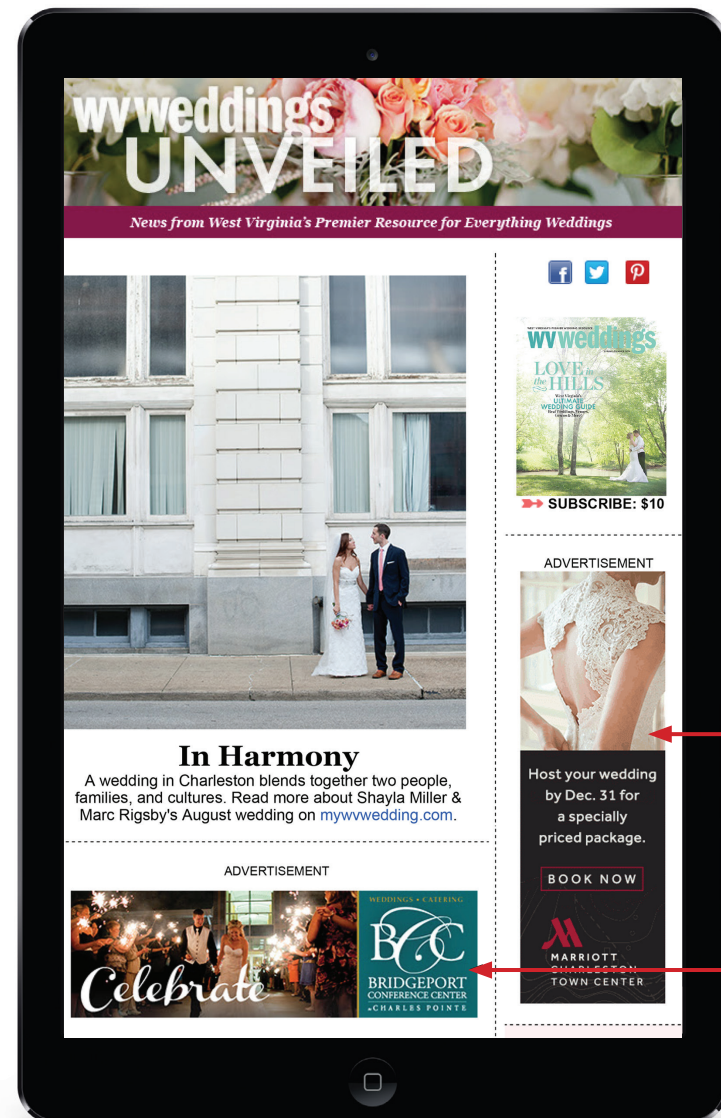
Reach an unparalleled audience of vested readers with our **weekly** and **monthly newsletters**.



**11,500**  
Weekly  
Subscribers

**Tower Ad**  
140w x 417h pixels  
\$30/month  
\$350/year (prepaid)

**Banner Ad**  
394w x 123h pixels  
\$20/month  
\$230/year (prepaid)



**8,000**  
Monthly  
Subscribers

**Tower Ad**  
140w x 417h pixels  
\$30/month  
\$350/year (prepaid)

**Banner Ad**  
394w x 123h pixels  
\$20/month  
\$230/year (prepaid)