2019 MEDIA KIT

The premier lifestyle magazine of the NRV region including Blacksburg, Christiansburg, Radford, Floyd, Giles County, Montgomery County and Pulaski county.

This popular, bi-monthly publication, now in its 13th year, spotlights homes, people, arts and culture, sports, food, adventure, business, retirement, healthcare and travel.

The New River Valley, population 175,000, is ranked 8th in the nation as one of the fastest emerging metropolitan areas.

Want to reach the NRV? Leave the work to us!

Reach per Issue

- 23,000 Print Readers
- 21,018 Twitter Impressions
- 3,220 Facebook Reach
- 1,722 Digital Issue Readers

Total Reach per Issue - 48,960
Annual Total Reach - 293,760

Publisher
Phillip Vaught
540.599.2002
nrvmagazine@msn.com

Managing Editor
Joanne Anderson
540.951.0809
jmwriter1@gmail.com

Account Manager
Sabrina Sexton
540.961.2015
sabrina@nrvmagazine.com

Account Executive
Kim Walsh
540.230.7092
vabooklady@gmail.com

PO Box 11816, Blacksburg, VA 24062
nrvmagazine.com | 540.961.2015 | 540.599.2002
## 2019 Editorial Calendar

### January/February
- Weddings
- Arts and Culture
  Ad Deadline: December 10th

### March/April
- Home Improvement
- Education
  Ad Deadline: February 10th

### May/June
- Fairs and Festivals
- Cars 'n Trucks
  Ad Deadline: April 10th

### July/August
- Healthcare
- Pets and Animal Care
  Ad Deadline: June 10th

### September/October
- Football
- Retirement
  Ad Deadline: August 10th

### November/December
- Holidays
- Small Business/Entrepreneurship
  Ad Deadline: October 10th

## More Content

- NRV Home
- NRV Rides
- NRV Pages
- Food Fare
- Travel
- Technology
- Non-profit news
- People
- Family life / Parenting
- Outdoor adventure
- Wineries and craft brews
- History

---

### Distribution

60,000 NRV Magazines are distributed to more than 300 locations across the New River Valley annually.

You can find NRV Magazine in places that most of us go everyday.

- Grocery Stores
- Dentist Offices
- Medical Offices
- Banks
- Retail Stores
- Salons
- Restaurants
- and more

For a complete list of all our locations visit our web site at: [www.nrvmagazine.com](http://www.nrvmagazine.com)
### Advertising Contract

**Country Media, Inc.**
P.O. Box 11816 | Blacksburg, VA 24062
540-961-2015 | nrvmagazine@msn.com

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
<th>1x Rate</th>
<th>3x Rate</th>
<th>6x Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 Page</td>
<td>3.44” x 2.08”</td>
<td>$440</td>
<td>$370</td>
<td>$270</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.44” x 4.68”</td>
<td>$595</td>
<td>$525</td>
<td>$460</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>7.38” x 4.68” H 3.44” x 9.87” V</td>
<td>$840</td>
<td>$765</td>
<td>$695</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.38” x 9.87”</td>
<td>$1520</td>
<td>$1375</td>
<td>$1250</td>
</tr>
<tr>
<td>Cover Spot Inside or Back as available</td>
<td>7.38” x 9.87” 8.62” x 11.12”</td>
<td>$1880</td>
<td>$1705</td>
<td>$1555</td>
</tr>
</tbody>
</table>

* 1 Issue contracts must be paid in full prior to publishing.
* 3 and 6 Issue contracts may receive a 30 day payment term.  
  (Subject to credit approval)

### Advertising Terms and Conditions:

Advertisers will be provided with up to two rounds of proofs with no charge. Additional proofs will be provided at a cost of $75 each. All advertising must be paid in full within 30 days of art approval. Payments not made in advance must be guaranteed by credit card regardless of payment method. After 30 days if payment has not been made in full by the preferred payment method, the provided card will be charged for the full amount plus late fees.

Ad rates on this Contract are per issue and subject to change. A 5% fee will apply for accounts outstanding after the 30 day period.

By signing below, the advertiser / representative authorizes publication of the advertising specified based on the mutual Terms and Conditions of this Contract and agrees to pay for all such advertising. In addition, this signature authorizes Country Media, Inc. to withdraw funds using the credit card information provided on this form based on the terms of this Contract.

**Authorizing Signature**

Print Name    Date

Country Media, Inc. will not knowingly publish any advertisement that is illegal or misleading to its readers. Neither the advertiser nor Country Media, Inc. will be responsible or liable for misinformation, misprints, or typographical errors. The publisher assumes no financial liability for copy omissions by Country Media, Inc. other than the cost of the space occupied by the error. Corrections or cancellations to be made by an advertiser shall be received no later than 5 p.m. the 20th of each publishing month. No claim shall be allowed for errors not affecting the value of the advertisement. Paid advertising does not represent an endorsement. Content cannot be reproduced without written consent from Country Media, Inc. Real Estate advertising is subject to the Federal Fair Housing Act of 1968.

Country Media, Inc.
P.O. Box 11816 | Blacksburg, VA 24062
540-961-2015 | nrvmagazine@msn.com

---

**Special Instructions / Conditions**

________________________________________

Size / Rate: ____________  Total Due: ____________

**Preferred Payment Method**

☐ Check  ☐ Credit Card  ☐ Recurring Payments

The Credit Card 1 Payment authorization allows us to charge your card for the full amount unless otherwise stated in this Contract.

The Recurring Payments allow us to charge your card when each new invoice is due. All payments are charged on the 1st of each month.

Name on Card

Account Number

Expiration Date    Billing Zip    3-Digit Code

Please send Contract and payments to:

Country Media, Inc.
P.O. Box 11816 | Blacksburg, VA 24062
540-961-2015 | nrvmagazine@msn.com