

# NEW RIVER VALLEY

## M A G A Z I N E

### MEDIA KIT 2017

The premier lifestyle magazine of the NRV region including Floyd, Giles, Montgomery and Pulaski counties and the City of Radford.

This popular, **bi-monthly** publication, now in its **10th year**, spotlights homes, people, arts and culture, sports, food, adventure, business, retirement, healthcare and travel.

Nestled between the Blue Ridge and Appalachian mountain ranges, the New River Valley encompasses natural rolling hills, mountains, valleys and national forest land, 37 miles of the well-known New River and the college towns of **Blacksburg** and **Radford** and wonderful small towns. Bounded by the **Blue Ridge Parkway** and West Virginia border, the region is exciting for its business and technology climate, Interstate highway access and cutting edge healthcare services.

**Virginia Tech**, the state's largest university and a leading research center, along with **Radford University**, New River Community College, Virginia-Maryland College of Veterinary Medicine and Edward Via Virginia College of Osteopathic Medicine, graduates thousands of students each year who work and serve in **local communities** and around the globe.



## EDITORIAL CALENDAR

Every issue profiles interesting **homes, talented people, adventure and travel, arts and culture, food and drink** ~ a variety of articles crafted by local, experienced writers and award-winning photographers and enjoyed by readers from teens to octogenarians (and up!).

### Jan-Feb

Weddings  
Bridal fashions  
Winter adventure

### May-June

Fairs and festivals  
Natural lifestyles  
Restaurant Week

### Sept-Oct

Football  
Arts and culture  
Retirement

### Mar-Apr

Home Improvement  
Green energy  
Gardening/landscaping

### July-Aug

Back to school  
Healthcare  
Summer fun

### Nov-Dec

Gift guide  
Holiday homes and traditions  
Small business/entrepreneurship

## THE MARKET

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

The region and the Town of Blacksburg have received numerous awards and accolades for best place to start a business, pursue a career, raise a family and simply enjoy a high quality lifestyle. Levels of education and incomes in the New River Valley surpass national averages, and literacy is higher than 85% of the population.

New River Valley Magazine's demographics range from teen to octogenarian. Some people have lived here all their lives, while others have relocated from points all over the world – enticed by jobs, schools, family friendly environment and natural beauty. The magazines are known to linger for months in living rooms and waiting rooms and enjoy multiple readers in nearly every place.

## 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, banks, retail stores, salons, restaurants, and more. You will also find us in many of the dentist and doctor offices across the region.

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

### Distribution Zip Codes:

Blacksburg - 24060, 24061, 24062, 24063  
Christiansburg – 24068, 24073, 24149, 24138  
Radford City - 24141  
Giles County – 24147, 24134, 24124, 24136, 24150  
Pulaski County – 24084, 24301  
Floyd County – 24380, 24079, 24091

# NEW RIVER VALLEY

M A G A Z I N E

nrvmagazine.com

## Advertising Contract

Country Media, Inc.

P.O. Box 11816 | Blacksburg, VA 24062

540-961-2015 | nrvmagazine@msn.com

Advertiser: \_\_\_\_\_

Phone: \_\_\_\_\_

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Email: \_\_\_\_\_

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Fax: \_\_\_\_\_

City: \_\_\_\_\_

State/Zip: \_\_\_\_\_

Ad Size	Dimensions Width x Height	1x Rate	3x Rate *price per issue	6x Rate *price per issue
1/8 Page	3.5" x 2.24"	\$440	\$370	\$270
1/4 Page	3.5" x 4.68"	\$595	\$525	\$460
1/2 Page	7.5" x 4.68" H 3.5" x 9.875" V	\$840	\$765	\$695
Full Page	7.5" x 9.875"	\$1520	\$1375	\$1250
Cover Spot Inside or Back as available	8.75" x 11.126" <small>Bleed Size</small> 7.5" x 9.875" <small>Live Area</small>	\$1880	\$1705	\$1555

### 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.

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Authorizing Signature

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### Special Instructions / Conditions

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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.

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540-961-2015 | nrvmagazine@msn.com

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