

NEW RIVER VALLEY

M A G A Z I N E

2026 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 20th year, spotlights homes, people, arts and culture, sports, food, adventure, business, retirement, healthcare and travel.

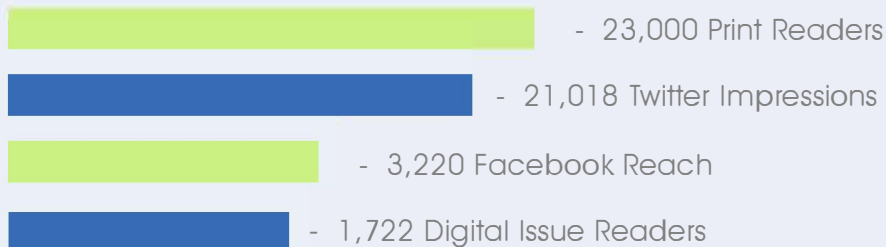
The New River Valley's population tops 180,000. The region is ranked 8th in the nation as one of the fastest emerging metropolitan areas.



Want to reach the NRV?

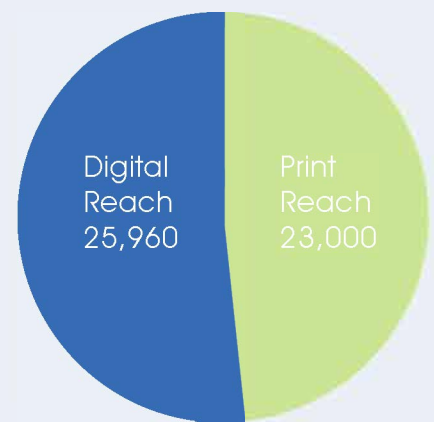
Leave the work to us!

Reach per Issue



Total Reach per Issue - 48,960

Annual Total Reach - 293,760



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2026 EDITORIAL CALENDAR

JANUARY / FEBRUARY

Weddings
Arts and Culture
Ad Deadline: December 10th

MARCH / APRIL

Home Improvement
Animals
Ad Deadline: February 10th

MAY / JUNE

Fairs and Festivals
Kids
Ad Deadline: April 10th

JULY / AUGUST

Healthcare
Education
Ad Deadline: June 10th

SEPTEMBER / OCTOBER

Football
Retirement
Ad Deadline: August 10th

NOVEMBER / DECEMBER

Holidays
Small Business/Entrepreneurship
Ad Deadline: October 10th

DISTRIBUTION

60,000 NRV Magazines are distributed to more than 200 locations across the New River Valley annually.

You can find NRV Magazine in places that most of us go every day:

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

For a complete list of all our locations visit our website at: nrvmagazine.com



In Every Issue

- NRV Home
- NRV Rides
- Food Fare

More Content

- Travel
- Technology
- Non-profit news
- People
- Family life / Parenting
- Outdoor adventure
- Wineries and craft brews
- History

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nrvmagazine.com

Advertising Contract

Country Media, Inc.

P.O. Box 11816 | Blacksburg, VA 24062

540-961-2015 | nrvmagazine@msn.com

Advertiser: _____

Phone: _____

Contact: _____

Email: _____

Address: _____ City: _____ State: _____ Zip: _____

* 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)

Ad Size	Dimensions Width x Height	1x Rate	3x Rate *price per issue	6x Rate *price per issue
1/8 Page	3.44" x 2.08"	\$440	\$370	\$270
1/4 Page	3.44" x 4.68"	\$595	\$525	\$460
1/2 Page	7.38" x 4.68" H 3.44" x 9.87" V	\$840	\$765	\$695
Full Page	7.38" x 9.87"	\$1520	\$1375	\$1250
Cover Spot Inside or Back as available	7.38" x 9.87" Text Area 8.62" x 11.12" Live Area	\$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.

Authorizing Signature

Print Name

Date

Special Instructions / Conditions

Size / Rate: _____ Total Due: _____

Preferred Payment Method

☐ Check ☐ Credit Card ☐ Recurring Payments
1 Payment

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

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