NEW RIVER VALLEY MAGAZINE

2027 MEDIA KIT

The premier lifestyle magazine of the New River Valley including Blacksburg, Christiansburg, Radford, and Floyd, Giles, Montgomery and Pulaski counties.

This popular, bi-monthly publication, now in its 21st 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

- **23,000** Print Readers
- **21,018** X 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

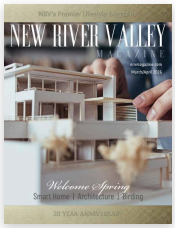
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NEW RIVER VALLEY MAGAZINE

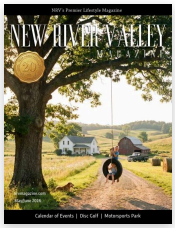
2027 EDITORIAL CALENDAR



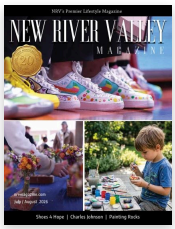
JANUARY / FEBRUARY
Food and Nutrition
Weddings
AD DEADLINE: DECEMBER 10TH



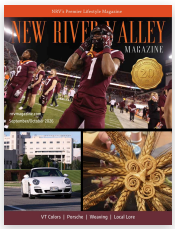
MARCH / APRIL
Home Improvement
Animals
AD DEADLINE: FEBRUARY 10TH



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
- Non-profit news
- Family life
- Wineries, craft brews
- Technology
- People
- Outdoor adventure
- History

NEW RIVER VALLEY
MAGAZINE

DIGITAL ADVERTISING · 2027

Reach the New River Valley *online.*

Now entering its 21st year, NRV Magazine brings the trusted local voice readers know from print to nrvmagazine.com, Facebook and Instagram. Put your business in front of our engaged local audience between issues — on its own, or paired with your print campaign at a reduced rate.

DIGITAL AUDIENCE

2,400+
Monthly website visits
nrvmagazine.com

3,100+
Social followers
Facebook 1,516 · Instagram 1,597

20,000+
Readers reached
by NRV Magazine Facebook posts

Who you reach: about 75% women, mostly ages 35–64, concentrated in Blacksburg, Christiansburg, Radford, Dublin and Pulaski.

2027 DIGITAL RATES

Website & social placements

Placement	Digital Only	Print Advertiser Price with a 3- or 6-issue print contract
Top Banner 728x90 · every page · exclusive	**$200**/month	**$150**/month
Top Banner, Shared Rotation up to 3 advertisers	**$125**/month	**$100**/month
Sidebar Ad 300x250 · rotating	**$100**/month	**$75**/month
Sponsored Post one post on Facebook + Instagram	**$150** each	**$100** each
Monthly Sponsored Post one per month · 2-month minimum	**$100**/month	**$75**/month
Banner + Monthly Sponsored Post package	**$275**/month	**$225**/month

Ad specs: 728x90 banner and 300x250 sidebar, in JPG, PNG or GIF format, with a click-through link.

Terms: monthly placements (banners, sidebar ads, monthly sponsored posts and packages) run on the calendar month with a 2-month minimum — one magazine issue cycle, so your ad runs for the life of the issue. Commitments of 6 months or more receive 10% off. One-time sponsored posts have no minimum. Print Advertiser Price applies to advertisers on a 3- or 6-issue print contract.

Ready to go digital? *Let's talk.*

PUBLISHER
Phillip Vaught
540-599-2002 | info@nrvmagazine.com

NEW RIVER VALLEY MAGAZINE

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

Digital Advertising

nrvmagazine.com · Facebook · Instagram

Digital Only / Print Advertiser

- ☐ **Top Banner** (exclusive) — **$200 / $150**/mo
- ☐ **Top Banner** (shared rotation) — **$125 / $100**/mo
- ☐ **Sidebar Ad** — **$100 / $75**/mo
- ☐ **Sponsored Post** (one-time) — **$150 / $100** each
- ☐ **Monthly Sponsored Post** — **$100 / $75**/mo
- ☐ **Banner + Monthly Sponsored Post** — **$275 / $225**/mo

Start Month: _____ No. of Months: ____ (2-month minimum; 6+ months get 10% off) Digital Total: _____

Print Advertiser price applies to advertisers on a 3- or 6-issue print contract. Monthly placements run on the calendar month. One-time sponsored posts have no minimum.

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.

Special Instructions / Conditions

_____

_____

_____

Size / Rate: _____ Total Due: _____

Preferred Payment Method

◯ Check ◯ Credit Card 1 Payment ◯ 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