Capturing the personality of Hampton Roads

A Key Focus on Locally Based Businesses!
In an engaging magazine format that drives social media & web searches

57 minutes
the average amount of time a reader spends per magazine.*
*Facts from Media Factbook 2012

69%
of magazine readers posted contents of magazine articles/ads on Facebook & 6 out of 10 readers have shared content while chatting online
*Facts from Media Factbook 2012

68%
consider magazine reading as “my time.” Magazine reading offers pure pleasure, control and escape.*
*Facts from Media Factbook 2012

43%
of magazine readers make online purchases vs. 21% of non-readers.
*Facts from Media Factbook 2012

*Facts from Media Factbook 2012
Coastal Virginia Magazine is a quality city and lifestyle magazine committed to informing, enlightening and entertaining its readers through a well-written, colorful format that showcases the quality of life in Hampton Roads and surrounding areas.

Its colorful and artful design sets the publication apart from anything else in the region. Editorial content addresses issues of importance to the entire Hampton Roads community and examines local trends and their effect on our lifestyle.
Why We Work

LOCALLY-OWNED AND -OPERATED
Since 2000, we have chronicled lifestyle in Hampton Roads with insightful, accurate and thorough content. We are a local publication with a focus that covers the cities and counties that make up our wonderful area.

A SMART, STYLISH, SOPHISTICATED GUIDE TO THE AREA
Coastal Virginia Magazine continues to capture the bliss surrounding the area’s most intriguing people, culture, restaurants and more. Our editorial content covers the types of lifestyle-oriented topics that matter most to our readers:

• Area Events
• Arts & Culture
• Authoritative Best-of Lists
• Culinary & Dining
• Fashion & Style
• Healthy Living & Medical
• Home & Garden Topics
• Education
• Travel
• Real Estate

MEMBER: CITY & REGIONAL MAGAZINE ASSOCIATION
CRMA is a network of magazines dedicated to bringing the very best coverage to their respective communities. CRMA members evoke a high level of reader involvement, and one CRMA report found that its publications fulfill a unique advertising niche that national magazines cannot reproduce. Readers agree CRMA magazines are:

• “Well respected in the community.”
• “Fair and objective.”
• “Influential.”

VERIFIABLE INFORMATION
We back up our readership facts with industry-standard research from CRMA statistics, Media Audit and previous reader profiles. Our circulation and distribution numbers are supported with our annual postal statement published at the end of each year.

MORE THAN JUST A MAGAZINE
In addition to reaching and building business relationships with our readers monthly, we also reach subscribers weekly with our e-weekly newsletters and daily with CoastalVirginiaMag.com.

Nearly 50% of magazine readers go online to find more information about the advertising in their printed magazines.*

*Source: Magazine Media Factbook
Coastal Virginia Magazine
Circulation & Distribution

CIRCULATION

Minimum per Issue Circulation: 40,000
Annual Circulation: 320,000

THE FACTS

• According to 2012 Postal Audit, 87% of total circulation is paid & verified.
• HRM averages 221,725 readers per issue.
• Each issue has an average shelf life of 3.54 months.

DISTRIBUTION

• Annual subscribers receiving mailed copies. This includes paid and trial subscriptions.
• Newsstand allocations. Over 500 outlets including grocery stores, drugstores, bookstores and more. Barnes & Noble, Walmart and Farm Fresh are several key outlets.
• Newcomer packages at area real estate offices and military family services.
• Area festivals and events. Wine festivals, art shows, home & garden events and large public events such as Harborfest.

AREAS OF COVERAGE

• Southside: Chesapeake, Norfolk, Portsmouth, Suffolk, Smithfield/Isle of Wight and Virginia Beach.
• Outside Hampton Roads: Richmond, Eastern Shore, Outer Banks and Northeast North Carolina.

173
The average miles an HRM reader drives in 1 week.*

*Source: Media Audit 2012
About Our Coveted Readers

ACTIVE. AFFLUENT. RESPONSIVE.
Coastal Virginia Magazine caters to intelligent, sophisticated readers who share an enthusiasm for living well, feeling and looking good and appreciating the best Hampton Roads has to offer. Advertisers have found the magazine is an excellent way to build relationships with these readers that have desired propensity to become long term customers.

LOYAL AND ENGAGED READERS.
Readers want hometown publications they can personally connect with rather than national titles according to an Associated Press report on a study by the Readership Institute at Northwestern University. Our readers are the best selling tool we have. They are loyal to our magazine and its advertisers and they eagerly await each issue.

HRM READER LIKELIHOODS COMPARED TO OTHER AREA MEDIA*:

General
- 152% more likely to be Art Patrons
- 105% more likely to have income levels $150,000+
- 83% more likely to have homes valued $500,000-$999,999
- 74% more likely to purchase a home in 2 years and currently own home
- 70% more likely to be affluent working women with $75,000+ income
- 39% more likely to be frequent restaurant diner (4x past 2 weeks)

Readers with Income Above $100,000
- 48% more likely to have Lasik eye surgery in the next 12 months
- 41% more likely to plan a cosmetic surgery or procedure over the next 12 months
- 60% more likely to buy a home in the next 12 months
- 43% more likely to plan to remodel home in the next 12 months

With loyal readers who know what they like, and want to know where to find it, Hampton Roads Magazine is the perfect marketing partner for companies that want to create an awareness and tap into readers’ interest.

*Source: 2012 Media Audit Survey Hampton Roads Market.

94% of our readers indicated they are likely to renew their subscription.*

*Source: Subscriber study.
Embracing an Idea and Stepping Ahead

With over 300 selections located in the temperature-controlled event space, planning your next meeting has never been easier. Once your budget is established, we will take the time to educate our staff on all aspects of our menu so that we can ensure our guests feel comfortable and well taken care of. We also offer off-premise catering to make the process even easier for you. Our menu is designed to cater to your needs, whether it be a light-hearted celebration or a very busy festival that could potentially attract attendees not on the boardwalk, " says Waddell. "If you need to be near something, it's usually not an issue." Attendees are encouraged to plan in advance, and Waddell advises planning with flexibility in mind. "Know your audience/know your goals and objectives. Pick an organization reflective of your appeal. Pick an organization reflective of your appeal. Pick an organization reflective of your appeal." In addition to displaying your menu, you can also highlight products within our Spree product section. Additional business profiles are also available at discounted prices; however, these are exclusive to one run during campaigns.

Virginia College Guide:

Annually as part of our May/June issues is our Virginia College Guide. This section gives our readership a reference when planning college visits for their rising seniors. Additionally, we cover topics such as higher education and technical schools.

Meeting Planner:

Hampton Roads has a large amount of accommodations and attractions for group meetings. Each October issue we include our Meeting Planner for area businesses to showcase their facilities to our coveted readers. This is positioned ideal for local businesses planning meetings and holiday parties.

Retirement:

Positioned for our active readers 55+. The section explores why to retire in this wonderful area. Additionally, we tackle topics that deal with aging parents and elder care options with a positive spin to educate our readers.
## Editorial Calendar

**2014**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deadline</th>
<th>Editorial Features</th>
<th>Special Advertising Section</th>
<th>Web Contest/HRM Events</th>
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<tbody>
<tr>
<td>January 2014</td>
<td>11/29/2013</td>
<td>• &quot;Famous&quot; Restaurant Platinum Plate Awards</td>
<td>• Medical: Weight Loss&lt;br&gt;- Platinum Plates Winners Packages&lt;br&gt;- Retirement - Financial Aspects&lt;br&gt;- Top Dentist Profiles&lt;br&gt;- Web: Behind the scenes of Top Restaurants</td>
<td>“Best of 757”&lt;br&gt;(voting begins)&lt;br&gt;Coastal Virginia Wine Fest Jan 25-26 (expected attendance 5,000)&lt;br&gt;Winter Bridal Showcase Jan. 12 (Founders Inn)</td>
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<td>• Advice on Elder Care: Respite Care - What is it and when is it an option?&lt;br&gt;- COVA Winefest preview &amp; program&lt;br&gt;- Top Dentist List &amp; editorial&lt;br&gt;- Travel: Waynesboro&lt;br&gt;- Web: Behind the scenes of Top Restaurants</td>
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<tr>
<td>February/March 2014</td>
<td>12/31/2013</td>
<td>• The Education Issue&lt;br&gt;- Advice on Elder Care: Geriatric Care Managers&lt;br&gt;- Alternate Education Programs&lt;br&gt;- Best High Schools&lt;br&gt;- Coastal Virginia's Top Teachers (results from on-line contest)&lt;br&gt;- Travel: Fredericksburg&lt;br&gt;- Web: Online school chart &amp; Top Teacher videos</td>
<td>• Medical: Orthopedic&lt;br&gt;- American Heart Association Sponsorship Section&lt;br&gt;- Chesapeake Visitors Guide&lt;br&gt;- Expanded Outer Banks Travel Section&lt;br&gt;- Graduate &amp; Higher Education options&lt;br&gt;- Private Schools Education Section&lt;br&gt;- Virginia's Eastern Shore Section&lt;br&gt;- Vote For Us...&quot;Best of 757&quot; Ad Package</td>
<td>Festival Jan. 25-26&lt;br&gt;“Best of 757” (contest con’t)&lt;br&gt;HRM Scholarship essay contest</td>
</tr>
<tr>
<td>April 2014</td>
<td>2/28/2014</td>
<td>• HR Comprehensive Real Estate and Neighborhood Guide&lt;br&gt;- Advice on Elder Care&lt;br&gt;- Chrysler Museum&lt;br&gt;- Web: Real Estate market overview&lt;br&gt;- Inside look at Chrysler Museum&lt;br&gt;- Travel: RVing - renting/camping</td>
<td>• Medical: Veins, Cancer&lt;br&gt;- Expanded Outer Banks Travel Section&lt;br&gt;- Real Estate Packages&lt;br&gt;- Retirement</td>
<td>“Best of 757” contest (Contest ends Apr 1)&lt;br&gt;HRM Scholarship essay (Contest ends Mar 15)</td>
</tr>
<tr>
<td>May/June 2014</td>
<td>3/31/2014</td>
<td>• Guide to Summer Fun&lt;br&gt;- Hospitals...An inside look at the regions hospitals&lt;br&gt;- Sustainable Seafood&lt;br&gt;- Virginia College Guide</td>
<td>• Medical: Orthopedic, Eye Care&lt;br&gt;- American Stroke Association (sponsorship section)&lt;br&gt;- Expanded Outer Banks Travel Section&lt;br&gt;- Farmer’s Market Co-Op&lt;br&gt;- Summer Fun Advertisements to highlight programs/activities&lt;br&gt;- Travel: TBD&lt;br&gt;- York County Section/Visitors Guide</td>
<td>Giving Back Awards Nominations&lt;br&gt;“Sensational Singles” (nominations begin)</td>
</tr>
<tr>
<td>July 2014</td>
<td>5/30/2014</td>
<td>* &quot;Best of 757&quot;&lt;br&gt;(results from on-line contest)</td>
<td>• Medical: Plastic Surgery, Pain Management&lt;br&gt;- &quot;Best of 757&quot; Thank you packages&lt;br&gt;- Expanded Outer Banks Travel Section&lt;br&gt;- Farmer’s Market Co-Op&lt;br&gt;- Retirement</td>
<td>Giving Back Awards Nominations&lt;br&gt;Top Docs Reception July 2014</td>
</tr>
</tbody>
</table>
| Nov/Dec 2014           | 9/30/2014     | • A local issue focusing on charities and local items         | • Medical: Orthopedic, Eye Care, Education "Open Houses"
-HR Giving Guide For Non-Profits
-Holidays in Williamsburg Section
-Retirement | Sensational Singles Auction |

## SUPPLEMENTS

<table>
<thead>
<tr>
<th>Name</th>
<th>Date</th>
<th>Description</th>
<th>Link</th>
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<tbody>
<tr>
<td>HR Bride Spring</td>
<td>12/6/2013</td>
<td>The region's trusted source for brides, wedding planners and families to be</td>
<td>Coastal Va Bridal Show Jan 12, 2014 Visit HRMBridalShows.com</td>
</tr>
<tr>
<td>HR Bride Summer</td>
<td>6/15/2014</td>
<td>The region's trusted source for brides, wedding planners and families to be</td>
<td>Coastal Va Engagement Show Info Visit HRMBridalShows.com</td>
</tr>
<tr>
<td>Dish/Menu Guide</td>
<td>8/25/2014</td>
<td>Area Restaurant Menus, profiles and display ads</td>
<td>Poly-Bagged with October issue</td>
</tr>
</tbody>
</table>
Think Outside The Page

The electronic “hub” of HRM’s brand, this is where our readers and followers are directed to interact with us and our advertisers. Here they enter contests, post results, find a past recipe, research weekend getaways, view videos of cooking demos and more!

CoastalVirginiaMag.com

Web Advertising packages include banner/sponsorship ads throughout the site or special business related pages. Additionally, dynamic video packages are available. All options are available in weekly pricing increments or part of discount packages with print campaigns.

Please note starting November 1st HamptonRoadsMag.com will convert to CoastalVirginiaMag.com

Resource Guide listings come with most campaigns. Each can be enhanced to become premium or featured listing packages. Prices range from $15 to $30 per month, and these can be initiated and updated by advertisers 24/7
COVA e-Weekly Newsletter
Each week (every Thursday) HRM's e-Weekly goes out to over 40,000 newsletter subscribers. Every edition includes an “Event of the Week,” a special weekend getaway, a seasonal recipe and a restaurant highlighted from the 50/50 dining program. Short, sweet and easy to read, with a highly loyal following of HRM readers making the perfect audience to promote your getaway, your event or your business. Ad packages are designed to make your marketing message the primary content.

50/50 MARKETPLACE
Available For Restaurants, Health, Beauty, Retail, Activity, or Accommodation Advertisers.

/marketspace
A Portion Of Your Ad Investment Is Used To Drive HRM Subscribers To Your Business By Purchasing Discounted Gift Vouchers.

Ask Your Account Executive For More Details On This Dynamic Program.
COVA Events

Hampton Roads Bridal Showcases: Twice a year in January and September HRM produces a Bridal Showcase with live entertainment and bridal-themed fashion shows. As a vendor you will get exposure and listing within event programs, along with a mailing list of all brides in attendance. These two Bridal Showcases excel with the quality of Bridal parties that attend.

Top Docs Reception: Coincides with our annual Top Docs issue. This event is limited to distinguished Top Doctors and guests that will be featured within Hampton Roads Magazine September issue. Each doctor in attendance receives a plaque for their office to showcase this accomplishment.

Other Planned Events:

Giving Back Awards: This event honors all non-profits that make it into the final voting round. October 24, 2013 at Ferguson Bath, Kitchen, and Lighting Gallery in Virginia Beach

Sensational Singles Live Auction: This event features singles that get auctioned off in an evening of fun, food, and entertainment. Early November 2013.

Coastal Virginia Wine Festival: January 25-26, 2014 at the Virginia Beach Convention Center. Paid Admission. Over 90 exhibitors with an expected attendance of 5,000+

Sponsorship packages are available for all above events.

LOOK FOR OUR VISITORS GUIDE MAGAZINES

Virginia:

North Carolina:
Boone, Brunswick Islands & Cape Fear Coast, North Carolina High Country and the Outer Banks

Maryland:
Ocean City

Delaware:
Delaware Beaches

Tennessee:
Tennessee Smokies

Published by VistaGraphics, Inc.
VistaGraphicsInc.com • 1264 Perimeter Parkway, Virginia Beach, VA, 23454 • 757-422-8979

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