

OUR NEWSLETTER PROGRAM

Coastal
VIRGINIA
Magazine

presents

CoVa *Scene*

YOUR GUIDE TO LOCAL EVENTS AND MORE

PUBLISHED EVERY THURSDAY the *Coastal Virginia Magazine*

CoVa Scene newsletter is sent out weekly to approximately 87,000+ subscribers.

Every edition will showcase the area's most anticipated upcoming events.

SHORT, SWEET AND EASY TO READ

with a highly loyal following of *Coastal Virginia Magazine* readers,

the CoVa Scene reaches the perfect audience

to promote your event, getaway or business.

**LEARN ABOUT SPECIAL
SEGMENTS INSIDE FOR
BE WELL, EATS
AND HOME & GARDEN.**



Specs:

Featured Content + Social Media Push (Facebook)*

1 image sized at 384 x 275 pixels, 20-40 words of copy and a link.

1x

\$500/issue

3x

\$425/issue

6x

\$400/issue

12x

\$375/issue

Featured Content

1 image sized at 384 x 275 pixels, 20-40 words of copy and a link.

1x

\$375/issue

3x

\$300/issue

6x

\$275/issue

12x

\$250/issue

Native Banner Ads

300 pixels (w) x 250 pixels (h) and link. 1 Image (same dimensions), 7-10 words and a link.

1x

\$125/issue

3x

\$100/issue

6x

\$75/issue

12x

\$50/issue

*add custom email to subscribers 1x rate = \$750

CoVa Branded Digital



CoVa

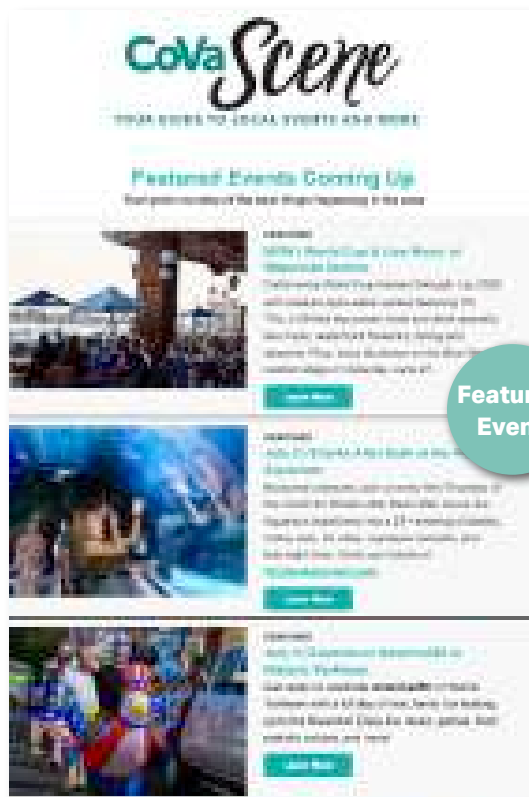
Subscriber Newsletters

- CoVa Scene
- CoVa Eats
- CoVa Be Well
- CoVa Home & Garden

Comprehensive annual and semi-annual packages available. Each includes print/digital/social media.

Coastal Virginia Magazine proprietary digital products provide additional exposure with our core audience and allow the brand to engage new audience segments. CoastalVirginiaMag.com is a reliable resource for all audience segments seeking the best of Coastal Virginia... from the best medical care to the best places to eat. Our e-newsletters and social media are valuable and use content to target the most receptive audiences.

Customized reports delivered to each advertiser



Featured Event



Banner Ad



Featured Content

CoVa Scene + Eats

E-Newsletter Program

Promote Towards a Dining Audience! New Menu? Themed Nights/Events? New Chef? Happy Hour or Specials? New Signature Drinks?

This newsletter goes out on the first Thursday of every month.

SPECS & PRICES:

Featured Content \$375
40 Words & 1 Photo (384x275) and link
Featured Content purchases will include a share on social media (Facebook: @lynchburgliving)

Banner Ads \$125
300 pixels (w) x 250 pixels (h) and link

***First-Come, First-Served Advertiser Specialty Category Exclusivity per Issue**



Banner Ad

CoVa Scene + Home & Garden E-Newsletter Program

*Promote Towards a
Home & Garden Audience!
Share Expert Advice,
Design Tips & Trends to Build
Your Brand Authority!*

This newsletter goes out the
second Thursday of every month.

SPECS & PRICES:

Featured Content \$375
40 Words & 1 Photo (384x275) and link
Featured Content purchases will include a share
on social media (Facebook: @lynchburgliving)

Banner Ads \$125
300 pixels (w) x 250 pixels (h) and link

***First-Come, First-Served Advertiser
Specialty Category
Exclusivity per Issue**



CoVa Scene + BeWell E-Newsletter Program

*Share Expert Advice,
New Products and Trending
Items to Build Your
Brand Authority!*

This newsletter goes out the
third Thursday of every month.

SPECS & PRICES:

Featured Content \$375
40 Words & 1 Photo (384x275) and link
Featured Content purchases will include a share
on social media (Facebook: @lynchburgliving)

Banner Ads \$125
300 pixels (w) x 250 pixels (h) and link

***First-Come, First-Served Advertiser
Specialty Category
Exclusivity per Issue**



Coastal Virginia
Magazine
Social Media
Followers

Facebook:
13,000 page
followers

Instagram:
5,900 followers

Newsletters

Coastal VIRGINIA *presents*

Magazine

CoVa Scene

YOUR GUIDE TO LOCAL EVENTS AND MORE

Example Report: Your AE will be able to share with you



Emails Sent
XXX

Total Opens
XXX

Total Clicks
XXX

[insert advertiser] Clicks
XXX

Ad Size	Sends	Opens	Open Rate	Overall Clicks	[advertiser] Clicks
Featured Event	X	X	X	X	X
Banner Ad	X	X	X	X	X
Combined Data	0	0		0	0



sales@vistamediainc.com • www.coastalvirginiamag.com