



Lifestyle

M A G A Z I N E S



Business

M A G A Z I N E S



Weddings

M A G A Z I N E S

Subscriber Newsletters

CoVa Scene
CoVa Eats
CoVa Be Well
CoVa Home & Garden

Branded

Digital



Custom

Digital



Events

PRINT | DIGITAL | SOCIAL | EVENTS

Media Kit 2027

*Celebrating Life In
Coastal Virginia For
More Than 25 Years*

Coastal VIRGINIA Magazine

**PUBLISHED 6 TIMES
THROUGHOUT THE YEAR**

JANUARY—Space Deadline: 12/4 Ad Approval: 12/11

MARCH—Space Deadline: 1/28 Ad Approval: 2/4

MAY—Space Deadline: 3/27 Ad Approval: 4/3

JULY—Space Deadline: 5/29 Ad Approval: 6/5

SEPTEMBER—Space Deadline: 7/28 Ad Approval: 8/5

NOVEMBER—Space Deadline: 10/2 Ad Approval: 10/9

A Division Of



sales@vistamediainc.com

757-422-8979, ext 156



Mission

Coastal Virginia Magazine is the only magazine devoted exclusively to reflecting and enhancing the lifestyle of our regional audience. Living in Coastal Virginia is a unique privilege and the Magazine celebrates that privilege with every page.

It is about special people, special places, special food, drinks and something special happening daily.

It is about our health and wellness, how we live and how we play. *Coastal Virginia Magazine* celebrates all that is special about our region.

We engage the richness of Coastal Virginia and honor the engagement of our audience.

Coastal Virginia's lifestyle authority.



SWEET SUCCESS

Maksim and Iryna
Kremenchugskiy
pictured at Krem
Bakery & Cafe in
Virginia Beach

Pillars

Food & Drink

Bringing the unique flavors and culinary offerings of Coastal Virginia to life

People & Community

Profiling the notable personalities and organizations that impact life in the region

Places & Destinations

Celebrating new and unique locations and worthy weekend getaways

Culture & Events

Highlighting local, visual and performing arts, books, style, festivals and events

Home & Garden

Featuring remarkable homes, interior design, décor and gardens in the area

Life & Wellness

Exploring wellness, healthy living, lifestyles and experiences in Coastal Virginia

Content

DEPARTMENTS

CURRENT

- Close Up**—Brief profile on a local person of interest
- Conditions**—Newsy topics, opinions, area happenings
- Bites**—Food, drinks, dining and local restaurants
- Culture**—Arts, entertainment, events and museums
- Events**—Highlights *Coastal Virginia Magazine* events
- Scene**—Openings, cultural trends, special events
- 5 Best**—Five foods, drinks, items or activities we love
- In Store**—A look inside unique locally owned shops
- Releases**—New books, music, films, art and more

LIFE

- Arts**—Visual and performing arts previews, experiences and stories
- Be Well**—Stories about health and fitness and tips for an active lifestyle
- Home & Garden**—Ideas and inspiration for your home and garden
- Community**—People, organizations and initiatives making a difference
- Launched**—Success story of a native who is still connected to the area
- Spaces**—Fascinating homes, gardens and interior spaces in Coastal Virginia
- Travel**—Celebrating exciting destinations in Virginia and beyond

DISH

- Local Flavor**—A foodie focus on a particular local culinary offering or restaurant
- Nosh News**—Tasty tidbits from Coastal Virginia's cuisine scene
- To Dine For**—A local outstanding dish worth trying
- Cook's Corner**—Cooking, tips, ideas, recipes and trends with a local twist

DATEBOOK

Selected upcoming local event listings

A LOOK BACK

A flashback to previous featured personalities and stories from past issues.



FEATURES

Annual Topics

These are topics found each year within our six issues of the magazine

Best Of—Our Annual Best Of Readers' Choice for everything Coastal Virginia

Summer Fun—Highlighting our year's favorite activities, attractions and more in Coastal Virginia

The Food Issue—We select a new food theme each year to delve into for our readers to learn more about. Also we shine a spotlight on new restaurants to try, plus restaurant weeks.

The Holiday Issue—A reason to celebrate our region's best gift-giving ideas and where to get them locally

Seasonal Arts Preview—Rich in culture and a stage for any audience, Coastal Virginia hosts world-class performances each year

Giving Back Issue—We recognize the region's nonprofits and businesses who give back to the community

Top Lawyers—Results from our peer-to-peer top ranking of Lawyers in Coastal Virginia, sorted by specialty

Top Docs—Results from our peer to peer top ranking of Doctors in Coastal Virginia, sorted by specialty

Location-Specific

Eastern Shore / York County

Special Topics

Real Estate—Local real estate; the best neighborhoods and agents to help get you into your new home

Health & Medical—Focused topics on health in our region by local experts

Education—Early education, college guide and summer camps

Business—Meetings and Banquets

A dedicated
community
of readers look to
*Coastal Virginia
Magazine*
to enhance the
lifestyle
we all enjoy.

They are
passionate
consumers of
all things local,
knowing that no
one brings “local”
to life better than
*Coastal Virginia
Magazine*.

Highly relevant
to all locals...
and those who
want to be.

Reader

TOTAL AUDIENCE:

71,000

Print;

121,000+

Print & Web

Rate Base:

20,000

Age:

63% are 37+

Gender:

61% Female; 39% Male

Household Income:

71% over \$100,000

Coastal Virginia Magazine readers
have the desire and means to live well.

253% more likely to have a
household income above **\$100,000**
than consumers of other local media.
68% plan to purchase furniture/home
furnishings in the next 12 months.

63% are planning a vacation in
the next 12 months.

The *Coastal Virginia Magazine* audience is
passionate about connecting to the region.

Over 76% say they are likely to purchase
products or services from ads they've
seen in *Coastal Virginia Magazine*.

71% keep and read each issue of
Coastal Virginia Magazine for one
month or longer.

SOURCES:

*Circulation Verification Council Reader
Audit Media Audit from February 2020 Survey*

Readership

Niche Publications

Coastal Virginia Magazine reaches beyond the pages of our bimonthly publication. We have annual and bimonthly publications that reach niche markets and offer packages to participate in them.

Weddings



Coastal Virginia Weddings

Everything about the “Big Day”. Content runs the gamut, spanning from fashion and food to flowers and more with a hyper-local focus on Coastal Virginia weddings that won’t be found in the national magazines or websites. Target audience is anyone planning a Coastal Virginia wedding.

Event

Annual Coastal Virginia Wedding Showcase

Every winter we present a WEDDING SHOWCASE offering vendors an opportunity to be front and center to their customers.

Business



CoVa BIZ

Valued content that both reflects and enhances the business community in Coastal Virginia and the lifestyles of those who drive the success of these businesses. Target audience is top-level managers and business owners throughout the region. Published every other month, distributed stand-alone and polybagged with select subscriptions of CoVa Magazine.

Events

Top Lawyers

Giving Back

NextGen

BOB Awards

(in conjunction with CoVa Best Of Party)

Why Print

Magazine Media reaches

eyeballs, minds and wallets in a safe, validated environment.

All impressions are not created equal.

Magazine readers have the highest recall of content.

While other platforms have declined, **trust in journalism is on the rise.**

Magazine readers are the **strongest**

everyday influencers in multiple product categories. Paper-based reading creates **more focused**

attention, less distraction, stimulates emotions and desires, and drives sensory involvement, which contributes to **reader impact** and is preferred by the majority (including millennials).

Affluent **magazine readers spend big**

on home remodeling, lead in home improvement and spend heavy on luxury goods.

Affluent magazine readers are the **most frequent travelers** and spend the most on travel.

Advertising in **magazines raises brand awareness** and purchase intent.

Magazines show the highest return on advertising spend—the ultimate KPI.

CoVa Branded Digital



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. CoVaMag.com is a reliable resource for all audience segments seeking the best of Coastal Virginia... from the best doctors 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

CoVa Scene + BeWell E-Newsletter Program

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

SPECS & PRICES:

Featured Content \$375*
20-40 Words & 1 Photo (600x600) and link
Featured Content purchases will include a share on social media (Facebook: @coastalvomag)

Banner Ads \$175*
300 pixels (w) x 250 pixels (h) and link

This newsletter goes out the first Thursday of every month.



Featured Content

Banner Ads

CoVa Scene + Home & Garden E-Newsletter Program

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

SPECS & PRICES:

Featured Content \$375*
20-40 Words & 1 Photo (600x600) and link
Featured Content purchases will include a share on social media (Facebook: @coastalvomag)

Banner Ads \$175*
300 pixels (w) x 250 pixels (h) and link

This newsletter goes out the second Thursday of every month.



Featured Content

Banner Ads

CoVa Scene + Eats

E-Newsletter Program

Promote Towards a Dining Audience!

**New Menu? New Chef?
Themed Nights/Events?
Happy Hour or Specials?
New Signature Drinks?**

SPECS & PRICES:

Featured Content \$375
20-40 Words & 1 Photo
(600x600) and link
Featured Content purchases will include a share on social media (Facebook: @coastalvmag)

Banner Ads \$175
300 pixels (w) x 250 pixels (h) and link

This newsletter goes out the third Thursday of every month.

CoVa Scene E-Newsletter Program

**Short, sweet and
easy to read**

With a highly loyal following of Coastal Virginia Magazine readers, CoVa Scene reaches the perfect audience to promote your event, getaway or business.

Published every Thursday, the Coastal Virginia Magazine CoVa Scene newsletter is sent out weekly to 70,000+ subscribers. Every edition will showcase the area's most anticipated upcoming events.

CoVa Scene is a stand-alone purchase; no print is associated with this program.

SPECS & PRICES:

Featured Event: \$400 *
Includes 40 words of copy, one image (384w x 275h) and a link.

Banner Ad: \$200 *
Banner size is 300(w) x 250(h) and links directly to your website.

**Produced based upon client supplied copy, image and client provided link.*

Customized Email to Subscribers: \$1,200
Custom email promoting your events, services and/or special announcements. Produced to your approval.



Featured Content



Banner Ads

Featured Event



Banner Ads

**CoVa
Social Media
Followers**

Facebook:
21K page likes,
25K page followers

Instagram:
30.8K followers

Newsletters

1 Programmatic Advertising Businesses are currently utilizing VistaMedia' cutting-edge digital targeting. Tactics include: Geo-Fencing/lookback, Site Retargeting, Search/Contextual Targeting & Geo-Targeting. Advertisers track click-throughs, website visits and precise numbers of walk-in traffic generated from ads targeting visitors' phones!	Display Advertiser Rate \$12 CPM Non-Advertiser Rate \$14 CPM Geo-Fencing (Microproximity) Advertiser Rate \$18 CPM Non-Advertiser Rate \$20 CPM Geo-Fencing (Device ID) Advertiser Rate \$19 CPM Non-Advertiser Rate \$21 CPM Minimum 50,000 impressions per tactic, per month
2 Vista Ad Messenger It is the easiest and most effective tool for local advertisers to engage with their customers on mobile devices. Target the right audience at the right time! Build an AdMessage in under a minute and get live today!	Rates Begin At Advertiser \$13 CPM Non-Advertiser \$15 CPM Minimum 50,000 impressions
Custom Digital 3 Email Marketing Permission-based highly targeted email marketing campaigns that deliver results! ▪ Guaranteed higher click-through ▪ In-Depth Reporting ▪ 100% CAN-SPAM Compliant ▪ Hundreds of targeting options	CONSUMER Advertiser Rate \$19 CPM Non-Advertiser Rate \$21 CPM BUSINESS Advertiser Rate \$50 CPM Non-Advertiser Rate \$60 CPM Minimum 50,000 Email Deployment
4 LOCALONE SEO will increase your local footprint and visibility with LocalOne SEO. Helps your business stand out against competition. Automatically updates business info across multiple listings.	Rates Begin At \$300/Month Advertiser, Minimum 6 months \$400/Month Non-Advertiser, Minimum 6 months
5 VDA Web Visitor ID captures the contact information of 25% to 45% of your website visitors with no web form required. You also get the exact pages they visited on the website and how long they spent on each of those pages.	Rates Begin At Advertiser \$400/Month Non-Advertiser \$600/Month *(Up to 5000 email addresses per month)
6 Web Marketing Services Professional Website design, Search Engine optimization, Search Engine Marketing, Google AdWords, Custom App Development	Custom Rates

Up To 25X

The leads using Web ID compared
to your current methods

130 million

We have access to over 130 million valid
consumer and business email addresses

Over 80%

of mobile display ads in the U.S.
are purchased programmatically

85%

of households watch content via OTT/CTV

58%

of adults wake up and
immediately check their email

Over 60

VDA has built and supports over 60
websites and over 20 mobile Apps

2X

Mobile Ad Messenger performs
on average 2x better than
standard mobile banners

Geo-fencing

Addressable geo-fencing allows you to reach individuals
at their specific home or business address

Digital

BE ON TOP FOR THE ENTIRE YEAR!!

Leaderboard Ad
(w728 pixels x h90 pixels)

Side Bar Block Ad
(w300 pixels x h250 pixels)

Side Bar Half-Page Ad
(w300 pixels x h600 pixels)

In-Article Ad
(w728 pixels x h90 pixels)

CoastalVirginiaMag.com / Exclusive Web Advertising	Annual
An exclusive opportunity is available for advertising on the CoastalVirginiaMag.com website. Only six exclusive categories are available for 12 months on the website. Advertisers have full run of the entire website, which would be banner ads, in-article ads and leaderboard ads. *SAMPLE CATEGORIES WITH EXCLUSIVITY TO: Banking • Real Estate • Dining • Legal • Home • Health & Wellness • Attractions • Retail <i>*Note: These are sample categories, however many others available but they must be exclusive.</i>	\$4,500 (per year) <i>Billed at \$375 per month.</i>

Be Well / Home & Garden / Eats — CoVa Branded (e-newsletters)	Price
Featured Content Includes 20-40 words of copy and one image (600x600) in the newsletter with a link to a dedicated event listing (Featured content purchases will include a share on social media (Facebook: @coastalvmag))	\$375
Banner Banner size is 300 x 250 and links directly to your website	\$175

CoVa Scene — CoVa Branded (weekly e-newsletter)	Price
Featured Event Includes 40 words of copy and one image (384 x 275) in the newsletter with a link to a dedicated event listing	\$300
Banner Banner size is 300 x 250 and links directly to your website	\$100
Email Customized Email to subscribers	\$1,240

Social Media	Price
Tagged Post 20-40 words of copy, one image (940 x 788), a direct link to either your website or sponsored content on CoVaMag.com and tagged with appropriate Facebook handle	\$250
Add a featured post on @coastalvmag Instagram story Up to 10 words of copy, one image (1080 x 1920), a direct link to your website and tagged with appropriate Instagram handle	\$150

See pages 6 & 7 for example.

See page 7 for example.

Rates & Special Packages

Rates	PRINT			PRINT + DIGITAL		
	1x	3x	6x	1x	3x	6x
Double Page Display	\$9,670	\$8,600	\$8,220	\$9,970	\$8,900	\$8,520
Full Page Display	\$5,370	\$4,830	\$4,575	\$5,670	\$5,130	\$4,870
1/2 Page Display	\$3,760	\$3,390	\$3,200	\$4,060	\$3,690	\$3,500
1/4 Page Display	\$2,260	\$2,030	\$1,920	\$2,560	\$2,330	\$2,220
Premium Back Cover	\$6,850	\$6,160	\$5,820	\$7,150	\$6,460	\$6,120
Premium Inside Front Cover, Inside Back Cover & Facing Pages	\$6,320	\$5,690	\$5,365	\$6,620	\$5,990	\$5,665
Premium Page 4, 5, 7, 9, 11, 13	\$5,685	\$5,125	\$4,830	\$5,985	\$5,425	\$5,130

* Size is before adding necessary .125" bleed on all sides

** Price per issue. Rates are subject to change.
For multiple issue discounts, ads must run consecutively.

*** Print + Digital: Includes print size **PLUS**
Sponsored Content within CoVa Scene
Newsletter. This can include Be Well,
Home & Garden, Taste issues.
1 placement per insertion.

Scan For Digital
File Specs &
More Advertising
Information



RATES

SPECIAL PACKAGES

Grand Opening Packages

Promote the grand opening of your business or
new location opening in both print and digital!

FULL PAGE PACKAGE

- Full page display ad
- Dedicated email to our CoVa Scene e-newsletter 1st party audience
- Social media highlight
- Mobile Ad Messenger (50,000 Impressions)

Normal Rate: \$7,520

Special Rate: \$5,880

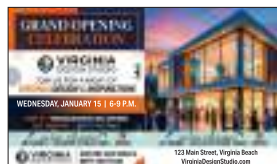


1/2 PAGE PACKAGE

- 1/2 page display ad
- Dedicated email to our CoVa Scene e-newsletter 1st party audience
- Social media highlight
- Mobile Ad Messenger (50,000 Impressions)

Normal Rate: \$5,910

Special Rate: \$4,670



Business Anniversary Packages

Promote milestone anniversaries of your
business in both print and digital!

DOUBLE PAGE PACKAGE

- Full page display ad plus full page Q&A sponsored content to share your story
- Dedicated email to our CoVa Scene e-newsletter 1st party audience

Normal Rate: \$10,870

Special Rate: \$8,450



FULL PAGE PACKAGE

- 1/2 page display ad plus 1/2 page Q&A sponsored content to share your story
- Dedicated email to our CoVa Scene e-newsletter 1st party audience

Normal Rate: \$6,570

Special Rate: \$4,020

10% Discount Applies to 3x Inserts | 20% Discount Applies to 6x Inserts

For more information: sales@vistamediainc.com or call 757-422-8979 ext 156

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EVENTS & CONTESTS

2027

Coastal
VIRGINIA CoVaBIZ



CONTEST/VOTED/SURVEYED EVENTS

CONTEST NAME	SURVEY or VOTING POLL	ISSUE PUBLISHED (noted if it is COVA or COVABIZ)	EVENT DATE(s)
Best of Coastal Virginia Weddings	June 10 - July 21, 2026	2027 Coastal Virginia Weddings	No Event
Top Lawyers	July 14 - Sept 5, 2026	Dec/Jan 2027 CoVaBIZ & Jan/Feb 2027 COVA	Reception February 2027, Location TBA
Women on the Leading Edge	Editor's Choice	Feb/Mar 2027 CoVaBIZ	Luncheon March 2027, Harbor Club
Most Influential People	Editor's Choice	Apr/May 2027 CoVaBIZ	Celebrating in 2028
Top Real Estate Agents	Aug 20 - Dec 4, 2026	May/June 2027 COVA	May 2027, Location TBA
Best of Eastern Shore	Sept 14 - Oct 31, 2026	May/June 2027 COVA	No Event
Best of Readers' Choice	Jan 6 - March 21, 2027	July/Aug 2027 COVA	Southside Party July 2027 (TBA) & Peninsula Party July 2027 (TBA)
Healthcare Champions	Jan 18 - March 20, 2027	July/Aug 2027 COVA	August 2027, Location TBA
CoVaBIZ (BOB) Awards	Jan 4 - March 21, 2027	Aug/Sept 2027 CoVaBIZ	Combined Party with Best of Readers' Choice
Top Docs	March 2 - April 29, 2027	Sept/Oct 2027 COVA	September 2027, Location TBA
NEXTgen Awards	March 15 - May 16, 2027	Oct/Nov 2027 CoVaBIZ	October 2027, Date & Location TBA
Best Places to Work	May 17 - June 20, 2027	Oct/Nov 2027 CoVaBIZ	No Event
Legacy Awards	March 29 - May 16, 2027	Dec/Jan 2027/28 CoVaBIZ	No Event

STAND ALONE EVENTS

EVENT NAME	EVENT DATE(s)	LOCATION
CoVa Cocktails 2026	November 18, 2026	River's Casino Portsmouth
Coastal Virginia Wedding Showcase	January 10, 2027	The Founders Inn & Spa
Coastal Virginia Magazine Food & Wine Fest	January 16-17, 2027	Greater Williamsburg Sports & Events Center
CoVa Battle of the Burgers	May 1, 2027	Chesapeake City Park

MULTI-PUBLICATION INSERTS

Coastal VIRGINIA CoVaBIZ LIVING Business LYNCHBURG ROANOKE Blue Ridge Country

INSERT (Print + Digital Newsletter)	DATE(s)	Coastal Virginia Magazine	CoVaBIZ	Lynchburg Living	Lynchburg Business	The Roanoker	Blue Ridge Country
Mid-Atlantic Ski & Snowboard Guide	Nov./Dec.	✓		✓		✓	✓
Virginia College Guide	July/August	✓		✓		✓	
Virginia Cocktail Guide	Spring/Summer/Fall/Winter	✓		✓		✓	
Virginia Meeting & Banquet Guide	CoVaBiz & LB: April/May The Roanoker: May/June		✓		✓	✓	