



Whether it's taking in the budding blooms at Historic Garden Week, exploring the latest in food and fitness, or wading in the waters of an exotic vacation destination, *Virginia Living's* readers are ready to shed the winter cold and shower themselves in all of the exciting new purchases and experiences that spring has to offer.

Loyal and discerning, these readers know that the products and services advertised in our pages are of the highest quality. Why not take this opportunity to

start the spring season with a splash by reaching out to them with an advertisement in our April issue?

*Virginia Living* is the premier magazine in the Commonwealth and one of the most respected state and regional magazines in the country. So add a few more eggs to your basket and call your *Virginia Living* Advertising Executive today; before long, you'll be counting plenty of chickens!

SPACE  
RESERVATION  
DEADLINE:  
February 19

## Coming up in the APRIL 2016 issue:

SUPPLEMENTAL ISSUE  
Health & Wellness

SPECIAL  
ADVERTISING  
SECTIONS

Summer Camps & Programs  
Meeting in Virginia  
Planned Communities  
Travel Virginia

### READERSHIP

504,000 readers per issue\*

### READER TIME PER ISSUE

*VIRGINIA LIVING* readers spend lots of time with our magazine – on average, 2.3 hours per issue compared to a national average of 45 minutes. That is one of the highest reader engagement rates in the industry.

### DISTRIBUTION

*VIRGINIA LIVING* is mailed to our 15,000 subscribers and is available at:

- All major newsstands across Virginia
- Selected newsstands throughout the Mid-Atlantic
- Corporate and real estate relocation kits
- Visitor centers, charter aircraft and airline clubs
- Medical and dental offices throughout Virginia
- Select high-end resorts and hotels

109 East Cary Street, Richmond, VA 23219  
TEL 804.343.7539 FAX 804.649.0306

### DISTRIBUTION

*VIRGINIA LIVING* is also available at many high-profile events across the state, including the Montpelier Hunt Races, the Commonwealth Cup, the Sand Soccer Tournament, the Virginia Fly Fishing Festival, the Upperville Colt and Horse Show, the Leukemia Cup Regatta and others.

### READER STATISTICS

Female 55% Male 45%  
Average Age 46  
Average Household Income \$150K

\* SOURCE: The AudienceLab™ Study of Public Place  
Distribution measures readership as an average of 3.5 readers per single copy sale combined with an average of 40 readers per public place copy.

### ADVERTISING EXECUTIVES

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