

Introducing **Property & Home** Luxury listings, interiors, market trends and more.

Virginia Living has long been the go-to publication for luxury living in the Commonwealth. From people and places to trends and fresh ideas, readers count on us to introduce them to the rich array of resources that combine to create the Virginia lifestyle.

And now, we turn our discerning eye toward the state's spectacular real estate and property offerings with a new special bound-in supplement, ***Virginia Living Property & Home***. From the expansive landscapes of ocean- and riverfront living, country estates and farms, to sophisticated urban spaces and inspiring mountain retreats, exclusive editorial will shine a spotlight on high-end property around the state. Through *Virginia Living's* signature stunning photography and thoughtful story telling, readers will be introduced to the state's top realtors, architects, home builders, designers and industry leaders and enjoy unprecedented access to some of Virginia's most exquisite homes.

Virginia Living Property & Home will be *the* guide to Virginia's finest properties.

Real estate professionals, put yourself in front of our more than 500,000 affluent readers—your potential clients—by purchasing an advertisement in ***Virginia Living Property & Home***. We deliver superior service, peerless content, and most importantly, robust advertising response.


Contact your
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Executive
today to be
part of this
exciting new
supplement.



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PACKAGE INCLUDES

- Extensive focused editorial on your industry of **Property & Home**
- Your display advertisement
- 75 word listing supplied by you, the individual who understands your business best. (Listing will be edited for clarity and conciseness)



ADVERTISING RATES

Sizes	Rates	Dimensions (width x height)
Full Page	\$4000	10" x 13"
(includes 3 portal listings)		
1/2 Page	\$2500	8 3/4" x 5 5/8" (horizontal) 4 1/4" x 11 1/2" (vertical)
(includes 2 portal listings)		
1/4 Page	\$1500	4 1/4" x 5 5/8"
(includes 1 portal listing)		
Additional Portal Listings	\$250	2 3/4" x 5 5/8"

Rates based on 3x consecutive issue commitment of camera-ready artwork. Artwork charges will apply to any advertisement not received camera-ready.

And, as part of this exciting supplement, we are pleased to introduce the new **Virginia Living Real Estate Portal**, an online listing on **VirginiaLiving.com** of properties featured in the print issue.

Expertly-designed, the portal will give home buyers a closer look at the properties you represent, multiplying your advertising response and driving sales. Searchable by lifestyle—waterfront, farms and estates, mountains, urban, suburban, equestrian, resort, and wine and vineyard—each listing will feature a photo, broker portrait, detailed property information and a click-through directly to your broker website. With tens of thousands of page views each month, your listing on our portal will reach the buyer you seek.

PROPERTY NAME/LOCATION Listing Price and MLS No.	FEATURES	COMPANY LOGO
	<ul style="list-style-type: none"> • Property acreage • Square footage • Room highlights • Property features • Dwelling features • Amenities 	 Broker/Agent name 1234 Main Street, City, ST 12345 800-123-4567 800-123-4567 broker.email@email.com
YourPropertyListingURL.com		

Portal Listing Dimensions: 940 pixels wide by 300 pixels tall

VIRGINIA LIVING REAL ESTATE PORTAL FEATURES

(provided by advertiser)

- Property Name/Location
- One property image
- Listing price and MLS#
- Property features
- Broker portrait (optional)
- Real Estate Company logo (optional)
- All pertinent contact information
- Property listing URL (website address)

SPACE RESERVATION DEADLINE: April 1

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

SALES MANAGER CENTRAL VIRGINIA Torrey Munford 804.343.0782	EASTERN VIRGINIA Jessica Pick 804.622.2614
CENTRAL VIRGINIA Courtney Johnson 804.622.2611	NORTHERN VIRGINIA Jeff Szypperski 804.622.2603
EASTERN VIRGINIA Julia Price 804.622.2602	NORTHERN VIRGINIA Elizabeth Barnes 804.622.2613
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