



Lifestyle



Business



Weddings

M A G A Z I N E S

Subscriber Newsletters

Lynchburg Scene
Lynchburg Taste
Lynchburg Be Well
Lynchburg Home & Garden

Branded
Digital



Custom
Digital



Events

MEDIA KIT 2025

LYNCHBURG LIVING

LynchburgSales@vgnet.com
757-422-8979, ext 156



**PUBLISHED 6 TIMES
THROUGHOUT THE YEAR**

JANUARY—Space Deadline: 11/26 Ad Approval: 12/6

MARCH—Space Deadline: 1/31 Ad Approval: 2/7

MAY—Space Deadline: 3/28 Ad Approval: 4/4

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: 10/11



Mission

Lynchburg Living is devoted exclusively to reflecting and enhancing the lifestyle of our regional audience. Living in the Lynchburg area 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. *Lynchburg Living* celebrates all that is special about our region.

We engage the richness of Lynchburg and honor the engagement of our audience.

Lynchburg's Lifestyle Authority.

Pillars

Food & Drink

Bringing the unique flavors and culinary offerings of Lynchburg to life

Culture & Events

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

People & Community

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

Home & Garden

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

Places & Destinations

Celebrating new and unique locations and worthy weekend getaways

Life & Wellness

Exploring wellness, healthy living, lifestyles and experiences in the Lynchburg area



Content

DEPARTMENTS

UP FRONT

Artist Profile—Brief profile on a local artist

Living Out Loud—Comments from *Lynchburg Living* readers

Pick of the Litter—An adorable, adoptable pet in collaboration with Lynchburg Humane Society

Snapshot—A look at Lynchburg past courtesy of the Lynchburg Museum

Events—Highlights *Lynchburg Living* magazine events

TASTE

Coming Right Up—A foodie focus on a particular local culinary offering or restaurant

Taste—A rotation of indulgent recipes, community food news, and restaurants to visit

LIFE

Arts & Culture—A celebration of the creative community

Be Well—Stories about health and fitness and tips for an active lifestyle

Lynchburg Business Life—A focus on our local business community and its entrepreneurs

Garden—Ideas and inspiration for your home and garden

This City—People, organizations, and initiatives who define our community

Home—Fascinating homes and interior spaces in Central Virginia

Travel—Celebrating exciting destinations in Virginia and beyond

CALENDAR

Selected upcoming local event listings

PERSPECTIVES

A lasting image captured from a local photographer

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 Central Virginia

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

The Food Issue—We select a new food theme each year to delve into for our readers to learn more about. We also highlight our annual *Lynchburg Living* Restaurant Week

The Holiday Issue—A reason to celebrate our region's best gift-giving ideas and where to get them locally. Also highlighting local nonprofits and businesses that give back to the community.

The Art Issue—Rich in culture and a stage for any audience, Central Virginia is home to world-class and notable artists, musicians, performers, and creatives

Home & Garden Issue—Everything our readership needs to make the most of their home and space

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

Community Champions—Recognition of community members making a lasting impact

Special Topics

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

Retirement—Focused topics on retirement in our region by local experts

Business—Meetings and Banquets

Dental—A guide to the top dentists in our area



A dedicated
community
of readers look to
*Lynchburg
Living*
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
*Lynchburg
Living*.

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

Reader

TOTAL AUDIENCE:

More than **120,000 copies** hit stands with
six full-color glossy issues printed
throughout the year.

Featured in more than **175 high-traffic
locations** throughout Central Virginia that
include Lynchburg, Forest, Smith Mountain Lake,
as well as Amherst, Appomattox, Bedford, and
Campbell counties.

**Reaches over 85,000 of the most affluent
consumers each issue.** In addition, *Lynchburg
Living* offers advertisers a premium-quality,
bi-monthly presence in the market.

Scan here for a
distribution list of
all the stops



HOME

Own home: **93%**

Plan to buy/sell home, vacation home,
or real estate within the next 12-18 months: **27%**

Plan remodeling/home improvements
within the next 12-18 months: **61%**

Plan landscaping or lawn projects
within the next 12-18 months: **67%**

OCCUPATION

Professional/Managerial: **60.7%**

Technical/Clerical: **11.7%**

Other: **6.2%** • Retired: **21.4%**

EDUCATION

College Graduate: **57.2%** • Post Graduate: **25.1%**

CIRCULATION

Printed Circulation: **20,000** • Audience: **Over 85,000**

Online Flipbook: **Unlimited**

GENDER

Male: **45.9%** • Female: **54.1%**

AGE

25-40: **31.4%** • 41-55: **39.5%** • 60+: **29.1%**

MARITAL STATUS

Married: **66%** • Single: **34%**

Children under 18 at home: **43.1%**

HOUSEHOLD INCOME

\$20-\$35,000: **6.8%** • \$36-\$50,000: **12.8%**

\$50-\$99,000: **28.7%** • Over \$100,000: **51.7%**

Readership

Niche Publications

Lynchburg Living reaches beyond the pages of our bi-monthly publication. We have annual and bi-annual publications that reach niche markets and offer packages to participate in them.

Weddings



Central 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 Central Virginia weddings that won’t be found in the national magazines or websites. Target audience is anyone planning a Central Virginia wedding.

Event

Annual Central Virginia Wedding Showcase
Every year we present a WEDDING SHOWCASE offering vendors an opportunity to be front and center to their customers.

Business



Lynchburg Business
Valued content that both reflects and enhances the business community in Greater Lynchburg area 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 bi-annually, distributed stand-alone and mailed to area subscribers.

Events

Top 20 Under 40, Best Places to Work, Women in Business
Area professionals and local businesses are honored at Lynchburg Business magazine’s annual events.

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.

Lynchburg Branded Digital



Lynchburg Subscriber Newsletters

- Lynchburg *Scene*
- Lynchburg *Taste*
- Lynchburg *Be Well*
- Lynchburg *Home & Garden*

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

Lynchburg Living proprietary digital products provide additional exposure with our core audience and allow the brand to engage new audience segments. LynchburgLiving.com is a reliable resource for all audience segments seeking the best of Lynchburg... 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

Lynchburg Scene + BeWell E-Newsletter Program

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

SPECS & PRICES:

Featured Content	\$250
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	

This newsletter goes out the third Thursday of every month.



Featured Content

Banner Ads

Lynchburg 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	\$250
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	

This newsletter goes out the third Wednesday of every month.



Featured Content

Banner Ad

Lynchburg Scene + Living Taste E-Newsletter Program

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

SPECS & PRICES:

Featured Content \$250
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**

This newsletter goes out on the first Wednesdays of every month



Featured Content

Featured Event

Banner Ad

Lynchburg Scene E-Newsletter Program

Short, Sweet and Easy to Read

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

Published every Wednesday, the Lynchburg Living Magazine Lynchburg Scene newsletter is sent out weekly to 24,000+ subscribers. Every edition will showcase the area's most anticipated upcoming events.

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



SPECS & PRICES:

Featured Event: \$210 *

Includes 40 words of copy, one image (384w x 275h) and a link.

Banner Ad: \$50 *

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: \$650

Custom email promoting your events, services and/or special announcements. Produced to your approval.

Banner Ad

Lynchburg Living Social Media Followers

Facebook:
9.5K page likes,
11K page followers

Instagram:
4,931 followers

Custom Digital



VISTA DIGITAL
A G E N C Y

1 Programmatic Advertising

Businesses are currently utilizing VistaGraphics' 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 **\$12 CPM**
Non-Advertiser **\$14 CPM**

Minimum 50,000 impressions

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.

BE IN THE TOP 3!

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

Rates

PRINT

Ad Size	Width x Height	1x*	3x*	6x*
1/4 Page	3.75" x 4.625"	\$800	\$755	\$710
1/2 Page Horizontal or Vertical	7.75" x 4.625" (horiz) 3.75" x 9.75" (vert)	\$1,280	\$1,160	\$1,090
Full Page**	8.375" x 10.875" (plus .125" bleed around)	\$2,320	\$2,165	\$2,030
Double Page**	16.75" x 10.875" (plus .125" bleed around)	\$4,175	\$3,900	\$3,650
Pages 4, 5, 6, 7, 8, 9, 10, 13, 15, 17, 18, 23**	8.375" x 10.875" (plus .125" bleed around)	N/A	\$2,370	\$2,215
Inside Front Cover (Page 3)** Inside Back Cover**	8.375" x 10.875" (plus .125" bleed around)	N/A	\$2,770	\$2,475
Back Cover**	8.375" x 10.875" (plus .125" bleed around)	N/A	\$3,070	\$2,815
Pick of the Litter	7.75" x 2.5"	\$955	\$845	\$755

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

All premiums require consecutive issue placement. They also receive first right of refusal up until 30 days prior to renewal posted sales deadline.

** Full page and double page add .125" all around for bleed, live area (all text, logos, etc.) is safe within .25" of trim.



January/February "The Best Of Issue"

Issue Highlights:

"Best Of" Readers' Choice Awards
Top Lawyers of Greater Lynchburg

Space Deadline: 11/26
Ad Approval: 12/6



March/April "The Home & Garden Issue"

Issue Highlights:

Expanded Home & Garden

Space Deadline: 1/31
Ad Approval: 2/7



May/June "The Food Issue"

Issue Highlights:

Lynchburg Restaurant Week
LL Fun Guide

Space Deadline: 3/28
Ad Approval: 4/4



July/August "The Summer Issue"

Issue Highlights:

Faces of Lynchburg
Hall of Fame Awards

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



September/October "The Art Issue"

Issue Highlights:

Best of Central Virginia
Weddings Awards
Expanded Home & Garden
Lynchburg Area Dental Guide

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



November/December "The Holiday Issue"

Issue Highlights:

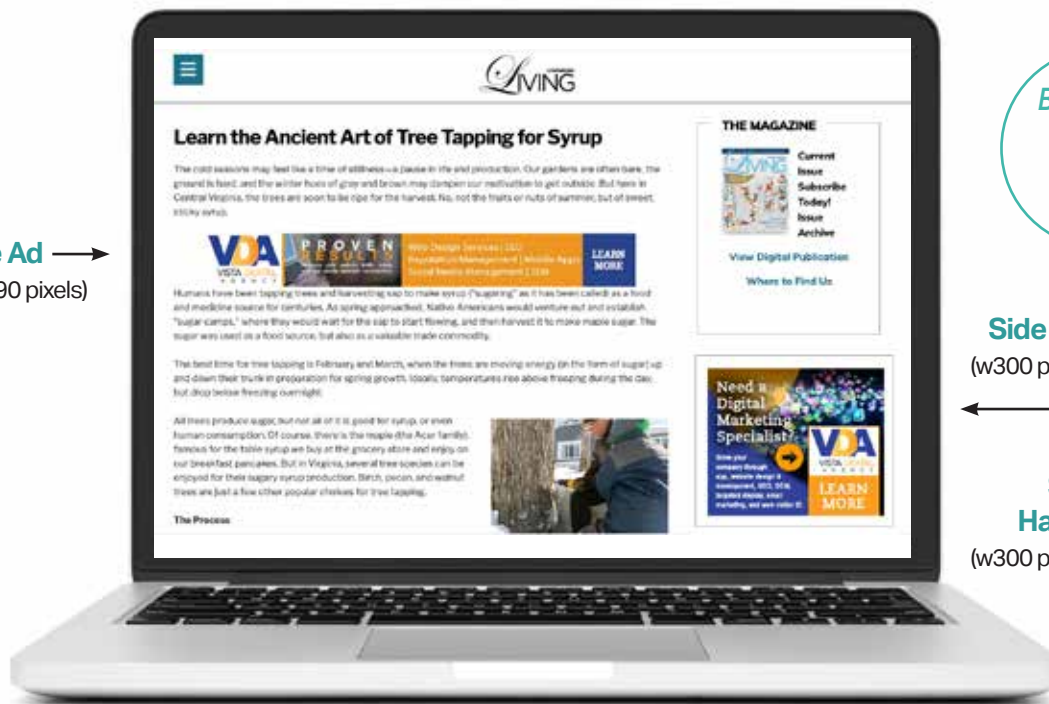
Community Champions
Holiday Gift Guide
Senior Planning Guide

Space Deadline: 10/2
Ad Approval: 10/11



Ad Packages & More Detailed Information

- Annual Editorial and Special Ad Calendar
- Special Sections with Specific Rates
- Home & Garden, Be Well, and Taste Programs
- Contests, Events, and Sponsorship Opportunities



In-Article Ad →
(w728 pixels x h90 pixels)

**BE ON TOP
FOR THE
ENTIRE
YEAR!!**

Side Bar Block Ad
(w300 pixels x h250 pixels)

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

LynchburgLiving.com / Exclusive Web Advertising	Annual
An exclusive opportunity is available for advertising on the LynchburgLiving.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 sidebar 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>	\$3,500 (per year) <i>Billed at \$292 per month.</i>

Be Well / Home & Garden / Taste — Lynchburg Living 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: @lynchburgliving))	\$250
Banner Banner size is 300 x 250 and links directly to your website	\$125

Lynchburg Scene — Lynchburg Living 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	\$210
Banner Banner size is 300 x 250 and links directly to your website	\$50
Email Customized Email to subscribers	\$650

See pages 6 & 7 for example.

See page 7 for example.



Events & Packages

Note: a 10% discount applies to multiple event sponsor for either Lynchburg Business or Lynchburg Living magazine.



Gold Sponsor:

- Full page ad in 1 issue of magazine.
- Logo placement as Gold level sponsor on all promotions and recaps.
- Opportunity for presence at event. Limit 2 available per event.

Silver Sponsor:

- 1/2 page ad in 1 issue of magazine.
- Logo placement as Silver level sponsor on all promotions and recaps.
- Opportunity for presence at event.

Bronze Sponsor:

- 1/4 page ad in 1 issue of magazine.
- Logo placement as Bronze level sponsor on all promotions and recaps.
- Opportunity for presence at event.

Planned 2025 Events

Lynchburg Living Best Of Party

Celebration of *Lynchburg Living* Best Of Winners. Food samplings, live entertainment, your favorite libations and more.
Open to the public.
Expected attendance: 200
Date: February 1, 2025
Location: The Virginian Hotel
Special Pricing on Best Of Package

Central Virginia Wedding Showcase

Vendors and exhibitors (40) showcase bridal trends and services to over 250 guests.
Date: February 23, 2025
Location: Tresca on 8th
Sponsorship Pricing Package:
Gold: \$2,530 | Silver: \$1,685
Booths: \$320 / \$475

Lynchburg Restaurant Week

Local restaurants promoting prix fixe menu items for lunch and dinner.
Dates: June 14-21, 2025
Locations: All participating restaurants
Sponsorship Pricing Package:
Gold: \$3,370 | Silver: \$2,130 | Bronze: \$1,290

Lynchburg Business

Top 20 Under 40 Celebration

Area young professionals are honored at this annual awards event.
Expected Attendance: 130
Date: July 2025
Location: TBD
Sponsorship Pricing Package:
Gold: \$3,370 | Silver: \$2,130
Bronze: \$1,290

Lynchburg Living

Community Champions &

Lynchburg Business

Best Places to Work Celebration

Recognizing outstanding individuals who give back to the local community and local businesses with excellent workplace culture.
Expected Attendance: 100
Date: November 2025
Location: TBD
Sponsorship Pricing Package:
Gold: \$3,370 | Silver: \$2,130
Bronze: \$1,290



Pricing: See below per event.
More detailed information available per event.
Ask your account executive.

RESERVE YOUR SPACE IN
LYNCHBURG LIVING MAGAZINE
lynchburgsales@vgnet.com
757-422-8979 ext. 156

EVENT SPONSORSHIP OPPORTUNITIES
Hayley Kindred
757-422-8979 ext. 257
hayley@vgnet.com