

# VIRGINIA COLLEGE GUIDE



PRINT



Covering your target audience in Virginia, utilizing the 3 premier Virginia lifestyle magazines and a custom-curated digital program targeting the right households in Virginia

DIGITAL

Presented by: The Roanoker Magazine, Coastal Virginia Magazine, & Lynchburg Living Magazine

## VIRGINIA COLLEGE GUIDE



College life comes with new freedom—and new safety challenges. Our blog breaks down what every parent and student should know about campus security, online safety, and staying prepared. Read now to ensure your student's college experience is safe, smart, and worry-free.

[READ MORE](#)



### Your Future Starts at Christopher Newport

Tour Christopher Newport University and see where tradition meets opportunity. Walk the beautiful campus, sit in bright classrooms, and feel the close-knit community. With small class sizes, strong academics, and hands-on learning, CNU empowers students to grow, lead, and thrive in and beyond college.

[Learn More](#)

**Chart Your Path at RADFORD UNIVERSITY**  
www.radford.edu

**Earn a Master of Business Administration**

Designed for You:

- 100% Online
- 100% Accredited
- 100% Hands-On Learning
- 100% Career-Focused

**MA IN BUSINESS ADMINISTRATION**



### University that Fits Your Goals and Your

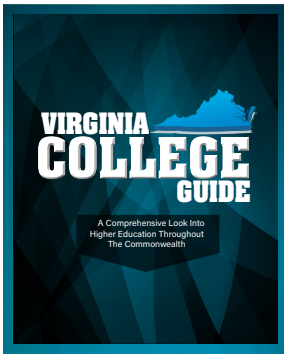
Our focused degree programs designed to help students enter the workforce with its industry-tailored curriculum, small classes, strong academic support, and hands-on learning. In Coastal Virginia prepare graduates for success in the workforce.



Published in July/August Issues—All 3 Publications

# THE PERFECT PRINT COMBINATION

- Nearly 70% of our combined readership received college or post-graduate degree, making them the most likely to seek the same for their children.
- The majority of our readership (approximately 2/3) have children at home.
- Our lifestyle publications rank #1 in print for reaching households with incomes of \$150,000 or more.
- Special Combo Rates for all 3 Publications.



~ Sample editorial section with half-page and full-page ad placement ~



## Coastal VIRGINIA Magazine

Covering Coastal Virginia Area from Williamsburg to Virginia Beach

**Coastal Virginia Magazine:**  
110,000 readers per issue  
25,000 Mailed and 50 Local Distribution Outlets.  
Covering Williamsburg, Newport News, Hampton, Norfolk, Portsmouth, Chesapeake and Virginia Beach areas.  
HHI 71% above \$100k  
71% Keep & read each issue 1 month or longer



## LIVING LYNCHBURG

Covering the greater Lynchburg area & surrounding cities & counties

**Lynchburg Living Magazine:**  
85,000 readers per issue  
Available at 110 Local Distribution Outlets.  
Covering Greater Lynchburg and Bedford areas.  
HHI \$100k +  
College Graduate 57.2% Post Grad 25.1%



## The ROANOKER

Covering the Roanoke Valley area

**The Roanoker Magazine:**  
55,000 readers per issue  
Available at 120 Local Distribution Outlets.  
Covering The Greater Roanoke Valley - including Roanoke City and County, Salem, Franklin, and Botetourt  
HHI \$139k - \$174k  
Net Worth \$1.15 Million

## PLANNED 2026 VIRGINIA COLLEGE GUIDE EDITORIAL OUTLINE

- **Academic Programs and Majors by University** (listing/chart).
- **Cost** - What to count on and how to maximize Financial Aid.
- **Student Life and University Culture** - Matching your student with the right culture.
- **Housing & Dining** - Know your options and preferences to make the best choice.
- **Safety & Security** - What very parent will want to know.
- **Career Services & Job Placement** - How Your University Can Help Your Student To The Next Level.



### All Publications have

A passionate, highly educated and well-connected audience throughout their readership areas.

- **Handy Rating Sheet** to score the colleges and universities being considered.

# Digital Reach of 6 Issues Over 3 Months (July-September)

Digital Guide

## Digital Program:

Six monthly E-newsletters to be deployed, twice monthly from July through September. A guaranteed minimum total of 1.5 million emails to be deployed

Each participant will be featured in 2 of the 6 emails deployed and their ad will appear in all 6 emails. Additional content to be included will be consistent with the content appearing in the print issues.

Detailed reporting on each email deployment with opens, clicks, etc.

Opportunities for custom follow-up programs targeting those opens that demonstrate interest by utilizing follow-up email, programmatic, and direct mail.

To protect each participant's share of voice, there will be a limit of 6 participants in the newsletter on a first-come, first-served basis.

## E-NEWSLETTER MAILED TO VIRGINIA RESIDENTS WITH THE FOLLOWING ATTRIBUTES:

- \$150,000 and up HHI
- Children in the household 13 – 17 years.
- Parents of high school age students.

**TOTAL AUDIENCE**  
283,000 email addresses.



Presented by: The Roanoker Magazine, Coastal Virginia Magazine, & Lynchburg Living Magazine

### VIRGINIA COLLEGE GUIDE

*College Safety:*  
**What Every Parent Needs to Know**



College life comes with new freedoms—and new safety challenges. Our blog breaks down what every parent and student should know about campus security, online safety, and staying prepared. Read now to ensure your student's college experience is safe, smart, and worry-free.

[READ MORE](#)

**Sample Featured Content**  
(IN 2 ISSUES)



Your Future Starts at Christopher Newport

Tour Christopher Newport University and see where tradition meets opportunity. Walk the beautiful campus, sit in bright classrooms, and feel the close-knit community. With small class sizes, strong academics, and hands-on learning, CNU empowers students to grow, lead, and thrive in and beyond college.

[Learn More](#)

**Sample Ads**  
(IN ALL 6 ISSUES)

**Chart Your Path at RADFORD UNIVERSITY**  
www.radford.edu

**Earn a Master of Business Administration**

**Earn a Degree from ECU University that Fits Your Goals and Your Life!**

ECU University offers accelerated, career-focused degree programs designed to help students enter the workforce quickly with practical skills. Its industry-aligned curriculum, small classes, strong career services, and local business connections in Coastal Virginia prepare graduates for success in fields like technology, healthcare, business, and cybersecurity.

[Learn More](#)

**Earn a Master of Business Administration**

**Hirley Now Health and Tech Graduates? Take 2 Minutes**

# VIRGINIA COLLEGE GUIDE

## Special Discounted Ad Sizes & Rates

AD SIZE	NORMAL PRINT RATE	DISCOUNTED RATE WITH 3 PUBLICATIONS	6 ISSUES OF VIRGINIA COLLEGE GUIDE NEWSLETTER	TOTAL
Full Page	\$10,694	\$6,420	+\$5,600	\$12,020
1/2 Page	\$7,302	\$4,380	+\$5,600	\$9,980
1/4 Page	\$4,415	\$2,650	+\$5,600	\$8,250

Reserve your 2026 ad space, Sales Close May 20, Ad Material May 28, 2026

### CUSTOM DIGITAL QUOTE UPON REQUEST

**"A LA CARTE"  
OPTION  
AVAILABLE**

- Print can be purchased at the discount rate without the digital
- The E-newsletter can be purchased without the print purchase
- E-newsletter can also be purchased by individual deployments at \$1,100/deployment for a block ad. *A minimum of 3 deployments are required to have feature content included in one of them.*