



**Advertise within
Retire VA and receive a
discount on
Senior Guide purchase.**

IMPORTANT DATES

Editorial Inclusion Deadline:
9/26/26

Ad Space Deadline:
10/2/26

Ad Approval Deadline:
10/9/26

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RETIRE-VA

SALES
CLOSE
JULY 17

SPONSORED CONTENT OPPORTUNITY

Community Spotlight

Tell your story in your words

OPTION 1: 2-PAGE SPREAD

- Full page formatted sponsored content (up to 400 words of text and one large image with 30 word caption)
- Full page display ad placed on the left hand page

OPTION 2: FULL PAGE

- Half page formatted sponsored content (up to 200 words of text and one image with 20 word caption)
- Half page horizontal display ad placed on the lower half of the page

ADDED VALUE

- Enhanced listing in Community & Services Directory (\$350 value)
- Ad replicated in digital edition with 12 month live link (\$120 value)

This year's edition will be inserted in the Sept/Oct 2026 issue of *The Roanoke* magazine, expanding your reach to a total of **98,000 highly engaged readers** through paid subscribers, newsstands, and targeted distribution across the region.

HIGHLIGHTED
ON THE COVER!



2-PAGE SPREAD EXAMPLE
\$3,995 (\$332.92/month)



FULL PAGE EXAMPLE
\$3,295 (\$274.58/month)

PLUS:
Option to
participate
the Retire-VA
Digital Co-
op Program

Advertise within
Retire VA and receive a
discount on Senior Guide
purchase.

Place 2 Full pages-it's OK if
both are the same page.

RETIRE-VA

RETIREMENT GUIDE TARGETING SOUTHWEST & CENTRAL VIRGINIA

Total audience: 98,000

Releases: Late Summer

Coverage area: Roanoke, Lynchburg,
Blacksburg, Lexington, Martinsville

Includes: Retirement Communities | Financial Planner
Travel Service | Rehab Service | Home Health Provider
Estate Planner | Relocation Service | Afterlife Service

SALES
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FULL PAGE \$2,650

DISPLAY RATES

HALF PAGE \$1,650

QUARTER PAGE \$708

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WHAT'S INSIDE?

- Community Spotlights
- Insight and Advice from the Experts
- Healthcare and Wellness

WHY ADVERTISE IN RETIRE-VA?

- Distributed at Virginia Welcome Centers in Bristol, Clear Brook, and Lumburg
- Reaches active retirees and relocation prospects traveling I-81 and I-64
- Positions your business early in the retirement decision-making process
- Targets consumers actively considering Virginia as a retirement destination

TARGETED DISTRIBUTION

- Complimentary copies will be available throughout Southwest & Central Virginia
- **NEW!** Expanded distribution in Greater Lynchburg
- Retirement communities
- Senior expos and retirement events
- Hospitals and doctor's offices
- YMCA and health clubs
- Libraries and grocery stores

TARGETED DIGITAL OPTION:
Participate in the Retire-VA
Digital Co-op Program
(for full page advertisers)

PUT YOUR MESSAGE IN FRONT OF A TARGETED AUDIENCE

Retire-VA is promoted all year
long with ads in Blue Ridge
Country magazine.

STRONG DIGITAL PRESENCE

The digital edition of Retire-VA
will be promoted on
BlueRidgeCountry.com and
TheRoanoke.com.

VALUE ADDED

- Ads are replicated in the digital edition with a live hotlink at no cost (\$120 value)
- Enhanced listing
- Ask The Experts Q&A: Position your business as a trusted authority with a customized Q&A feature. You choose the question and provide the answer, delivering valuable insights while showcasing your expertise to an engaged audience.

SPACE RESERVATION DEADLINE: JULY 17 | AD MATERIAL DEADLINE: JULY 22

VISTA MEDIA

For More Information

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