



Lifestyle



Business



Weddings

Subscriber Newsletters

Lynchburg Scene
Lynchburg Taste
Lynchburg Be Well
Lynchburg Home & Garden

Branded
Digital



Custom
Digital



Events

MEDIA KIT 2027

LYNCHBURG LIVING

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



PUBLISHED 6 TIMES THROUGHOUT THE YEAR

JANUARY/FEBRUARY

Space Deadline: 12/4 Ad Approval: 12/11

MARCH/APRIL

Space Deadline: 1/28 Ad Approval: 2/4

MAY/JUNE

Space Deadline: 4/2 Ad Approval: 4/9

JULY/AUGUST

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

SEPTEMBER/OCTOBER

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

NOVEMBER/DECEMBER

Space Deadline: 10/2 Ad Approval: 10/9



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

People & Community

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

Places & Destinations

Celebrating new and unique locations and worthy weekend getaways

Culture & Events

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

Home & Garden

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

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

Make/Do—Seasonal recipes, crafts and inspiration that are family-friendly and fun.

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

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 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 with 20,000 printed copies and average 1,000 virtual readership per 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 lifestyle publication. We have annual and bi-monthly publications that reach niche markets and offer packages to participate in them.

Central + Southwest Virginia Weddings



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

Event

Annual Central + Southwest Virginia Wedding Showcase

Every year we present a WEDDING SHOWCASE offering vendors an opportunity to be front and center to their customers.

Lynchburg 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-monthly, distributed stand-alone and mailed to area subscribers.

Events

Top 20 Under 40, Best Places to Work, Women in Business, Legacy Awards

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 \$350
40 Words & 1 Photo (384x275) and link
Featured Content purchases will include a share on social media (Facebook: @lynchburgliving)

Banner Ads \$200
300 pixels (w) x 250 pixels (h) and link

This newsletter goes out the third Wednesday of every month.



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 \$350
40 Words & 1 Photo (384x275) and link
Featured Content purchases will include a share on social media (Facebook: @lynchburgliving)

Banner Ads \$200
300 pixels (w) x 250 pixels (h) and link

This newsletter goes out the second Wednesday of every month.



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 \$350
40 Words & 1 Photo (384x275) and link
Featured Content purchases will include a share
on social media (Facebook: @lynchburgliving)

Banner Ads \$200
300 pixels (w) x 250 pixels (h) and link

This newsletter goes out on the
first Wednesday 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 27,500+ 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:
\$350 ***

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

**Banner Ad:
\$200 ***

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:
\$750**

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

Banner
Ad

*Lynchburg
Living
Social Media
Followers*

Facebook:
13,000 page
followers

Instagram:
5,900 followers

Newsletters

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

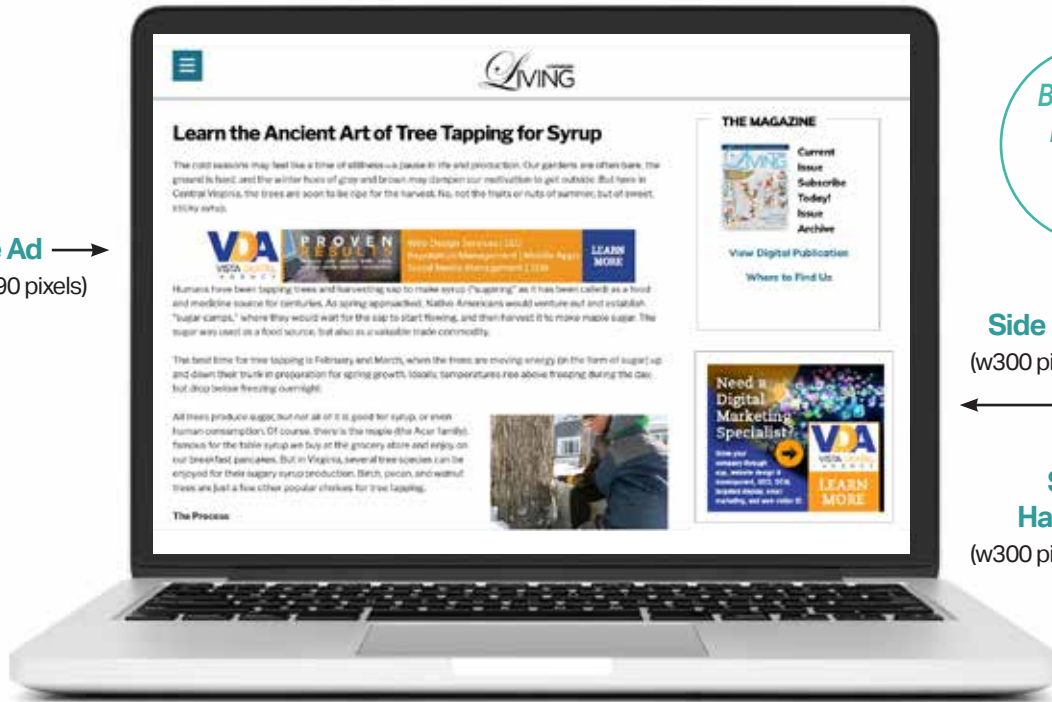
2x

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

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 *Note: These are sample categories, however many others available but they must be exclusive.	\$3,500 (per year) Billed at \$292 per month.

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	\$350
Banner Banner size is 300 x 250 and links directly to your website	\$200
Email Customized Email to subscribers	\$750

See pages 6 & 7 for example.

See page 7 for example.

Ad Size	Width x Height	Print 1x**	Print 3x**	Print 6x**	Print + Digital 1x***	Print + Digital 3x***	Print + Digital 6x***
1/4 Page	3.75" x 4.625"	\$860	\$810	\$760	\$1,160	\$1,110	\$1,060
1/2 Page Horizontal or Vertical	7.75" x 4.625" (horiz) 3.75" x 9.75" (vert)	\$1,380	\$1,240	\$1,170	\$1,680	\$1,540	\$1,470
Full Page*	8.375" x 10.875" (plus .125" bleed around)	\$2,480	\$2,320	\$2,170	\$2,780	\$2,620	\$2,470
Double Page*	16.75" x 10.875" (plus .125" bleed around)	\$4,460	\$4,170	\$3,900	\$4,760	\$4,470	\$4,200
Pages 4, 5, 6, 7, 8, 9, 10, 13, 15, 17, 18, 23*	8.375" x 10.875" (plus .125" bleed around)	N/A	\$2,540	\$2,370	N/A	\$2,840	\$2,670
Inside Front Cover (Page 3)* Inside Back Cover**	8.375" x 10.875" (plus .125" bleed around)	N/A	\$2,890	\$2,650	N/A	\$3,190	\$2,950
Back Cover*	8.375" x 10.875" (plus .125" bleed around)	N/A	\$3,290	\$3,010	N/A	\$3,590	\$3,310
Pick of the Litter	7.75" x 2.5"	\$1,030	\$910	\$810	\$1,330	\$1,210	\$1,110

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

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

***Print + Digital: Includes print size **PLUS** Sponsored Content within Lynchburg Scene Newsletter.

Excellent for recruiting, company accolades, employee recognition, event & more. 1 placement per insertion.

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

Grand Opening Packages

Promote the grand opening of your business or new location opening in both print and digital!

FULL PAGE PACKAGE

- Full page display ad
 - Dedicated email to our Lynchburg Scene e-newsletter 1st party audience
 - Social media highlight
 - Mobile Ad Messenger (50,000 Impressions)
- Normal Rate:** \$3,380
Special Rate: \$3,000



1/2 PAGE PACKAGE

- 1/2 page display ad
 - Dedicated email to our Lynchburg Scene e-newsletter 1st party audience
 - Social media highlight
 - Mobile Ad Messenger (50,000 Impressions)
- Normal Rate:** \$2,780
Special Rate: \$2,185

Business Anniversary Packages

Promote milestone anniversaries of your business in both print and digital!

DOUBLE PAGE PACKAGE

- Full page display ad plus full page Q&A sponsored content to share your story
 - Dedicated email to our Lynchburg Scene e-newsletter 1st party audience
- Normal Rate:** \$5,680
Special Rate: \$4,720



FULL PAGE PACKAGE

- 1/2 page display ad plus 1/2 page Q&A sponsored content to share your story
 - Dedicated email to our Lynchburg Scene e-newsletter 1st party audience
- Normal Rate:** \$3,880
Special Rate: \$3,235

10% Discount Applies to 3x Inserts | 20% Discount Applies to 6x Inserts



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

2027 CONTESTS, EVENTS & SUPPLEMENTS

CONTESTS (VOTED/SURVEYED)

CONTEST NAME	SURVEY or VOTING POLL	ISSUE PUBLISHED	EVENT DATE
2027 Top Lawyers of Greater Lynchburg & the Roanoke Valley	July 14 – September 5, 2026	<i>Lynchburg Living & The Roanoker</i> Jan/Feb 2027 and <i>Lynchburg Business</i> Dec/Jan 2026-2027	N/A for 2027 TBA for 2028 Awardees
Best Of Readers' Choice	July 25 – September 15, 2026	<i>Lynchburg Living</i> January/February 2027	January 30, 2027 The Virginian
Legacy Awards	Sept 28, 2026 - Nov 22, 2026	<i>Lynchburg Business</i> February/March 2027	March 2027
Top Real Estate Agents of Greater Lynchburg & the Roanoke Valley	Based on Transactions	<i>Lynchburg Living & The Roanoker</i> March/April 2027	N/A
Best Of Business	January 20 - March 20, 2027	<i>Lynchburg Business</i> June/July 2027	August 2027
Top 20 Under 40	February 3 – March 17, 2027	<i>Lynchburg Business</i> June/July 2027	July 2027
Top Docs of the Roanoke Valley & Greater Lynchburg	January 11 - February 28, 2027	<i>Lynchburg Living & The Roanoker</i> July/August 2027	August 2027
Best Of Hall of Fame	Results of Winning Gold Level for Majority of Years	<i>Lynchburg Living</i> July/August 2027	N/A
Best Of Central + Southwest Virginia Weddings	April 4 – May 27, 2027	<i>Lynchburg Living</i> September/October 2027 and <i>Central + Southwest Virginia Weddings</i> 2028	March 2027
Best Places to Work	June 2 – July 14, 2027	<i>Lynchburg Business</i> October/November 2027	November 2027
Lynchburg Living Giving Back Awards	June 9 – August 4, 2027	<i>Lynchburg Living</i> November/December 2027	November 2027

STAND ALONE EVENTS

EVENT NAME	EVENT DATE(s)	LOCATION
Central + Southwest Virginia Weddings Showcase	March 2027	TBA
Lynchburg Living Battle of the Burgers	April 2027	TBA
Powered by Women Luncheon	April 2027	TBA
Lynchburg Restaurant Week	June 12-19, 2027	Local Area Restaurants
Most Influential People	August 2027	TBA

SUPPLEMENT PUBLICATION

PUBLICATION	
2028 Central + Southwest Virginia Weddings	
PUBLISHED	
March 2028	

MULTI-PUBLICATION INSERTS



INSERT (Print + Digital Newsletter)	ISSUE PUBLISHED	<i>Lynchburg Living</i>	<i>Lynchburg Business</i>	<i>The Roanoker</i>	<i>Blue Ridge Country</i>	<i>Coastal Virginia Magazine</i>	<i>CoVaBiz Magazine</i>
Smith Mountain Lake Living	May/June	✓		✓			
Virginia College Guide	July/August	✓		✓		✓	
Mid-Atlantic Ski & Snowboard Guide	Nov/Dec	✓		✓	✓	✓	
RetireVA	Nov/Dec	✓		✓			
Virginia Cocktail Guide	Spring/Summer/ Fall/Winter	✓		✓		✓	
Virginia Meeting & Banquet Guide	LB & CoVaBiz: April/May <i>The Roanoker</i> : May/June		✓	✓			✓