

OUR NEWSLETTER PROGRAM



PUBLISHED EVERY WEDNESDAY the *Lynchburg Living Magazine*
Lynchburg Scene newsletter is sent out weekly to approximately 24,000+ subscribers.
Every edition will showcase the area's most anticipated upcoming events.

SHORT, SWEET AND EASY TO READ

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



**LEARN ABOUT SPECIAL
SEGMENTS INSIDE FOR
BE WELL, TASTE
AND HOME & GARDEN.**



Specs:

Featured Content + Social Media Push (Facebook)*

1 image sized at 384 x 275 pixels, 20-40 words of copy and a link.

1x	3x	6x	12x
\$350/issue	\$300/issue	\$280/issue	\$265/issue

Featured Content

1 image sized at 384 x 275 pixels, 20-40 words of copy and a link.

1x	3x	6x	12x
\$250/issue	\$200/issue	\$185/issue	\$165/issue

Native Banner Ads

300 pixels (w) x 250 pixels (h) and link. 1 Image (same dimensions), 7-10 words and a link.

1x	3x	6x	12x
\$125/issue	\$100/issue	\$75/issue	\$50/issue

Promoting your events, services, and/or special announcements with a Customized
email to subscribers 1x rate = \$750 (Produced to your approval)

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

YOUR GUIDE TO LOCAL EVENTS AND MORE

Featured Event

Your quick roundup of the best things happening in the area

FEATURED
July 3rd | America's 250th in Appomattox

America's 250th in Appomattox is a free event that includes a 300-drone light show, fireworks, a patriotic program, and more. It's happening at Appomattox County High School, with overflow parking across from Liberty Baptist Church. July 3rd 8pm - 10:30pm.

[Learn More](#)

Featured Getaway of the Week

July 11th | Chairlift Sunset Sessions at Wintergreen Resort

Experience the return of Chairlift Sunset Sessions at Wintergreen Resort, featuring scenic chairlift rides through the Blue Ridge Mountains, live local music, campfires, and mountain sunsets. Guests can bring chairs or blankets, enjoy food, drinks, and s'mores, while relaxing outdoors. Coolers are not allowed onsite.

[Learn More](#)

Blood Sugar Reset

For years, the language of wellness has centered around the idea of "clean eating." We have been encouraged to avoid processed foods, choose organic when possible, and swap refined grains for whole grains. Those habits are not inherently misguided. In fact, many of them are wise.

But there is a quieter health conversation happening beneath the surface—one that shifts the focus away from food labels and toward something more foundational: blood sugar stability.

It turns out you can eat an entirely "clean" diet and still feel exhausted by mid-morning. You can make thoughtful, whole-food choices and still find yourself reaching for caffeine at 3 p.m. or searching for something sweet after dinner. The missing piece is often not the quality of the food itself, but how that food interacts with your body.

[Read More](#)

2 to Try

James River Lantern House

James River Lantern House is a cozy downtown Lynchburg dining spot overlooking the riverfront, offering seasonal Appalachian-inspired cuisine, craft cocktails, and locally sourced ingredients. Guests enjoy warm industrial decor, acoustic evenings, and a rotating chef's tasting menu highlighting regional flavors and Virginia hospitality experience.

[Learn More](#)

Acupuncture Works

Acupuncture Works is a local business that provides acupuncture services. They are currently accepting new patients and offer a free initial consultation.

BATES

Bates is a local business that provides various services. They are currently accepting new patients and offer a free initial consultation.

He is living life well at Heritage Green

Heritage Green is a local business that provides various services. They are currently accepting new patients and offer a free initial consultation.

What wellness trend have you been interested in lately?

[Biohacking](#)

[Rebounding and lymphatic drainage](#)

Featured Event

Banner Ad

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?

This newsletter goes out on the first Wednesday of every month.

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**

YOUR GUIDE TO LOCAL EVENTS AND EXPANDED DINING UPDATES

Featured Event

Your quick roundup of the best things happening in the area

August 8th | Chairlift Sunset Sessions at Wintergreen Resort

Experience the return of Chairlift Sunset Sessions at Wintergreen Resort, featuring scenic chairlift rides through the Blue Ridge Mountains, live local music, campfires, and mountain sunsets. Guests can bring chairs or blankets, enjoy food, drinks, and s'mores, while relaxing outdoors. Coolers are not allowed onsite.

[Learn More](#)

Lynchburg Living Eats Content

Local Dining Updates

Boozeleggers

Boozeleggers is a local business that provides various services. They are currently accepting new patients and offer a free initial consultation.

Fleming Mountain Grill

Fleming Mountain Grill is a local business that provides various services. They are currently accepting new patients and offer a free initial consultation.

Market at Main

Market at Main is a local business that provides various services. They are currently accepting new patients and offer a free initial consultation.

JOIN US - JUNE 9
2nd Tuesday of Every Month at 10pm

Memory Care Support Group

Memory Care Support Group is a local business that provides various services. They are currently accepting new patients and offer a free initial consultation.

Which summer snack recipe are you eager to try?

Lynchburg Scene + Home & Garden E-Newsletter Program

*Promote Towards a
Home & Garden Audience!
Share Expert Advice,
Design Tips & Trends to Build
Your Brand Authority!*

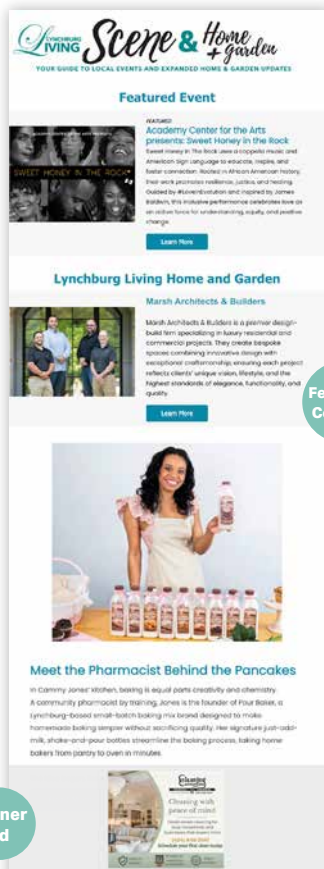
This newsletter goes out the
second Wednesday of every month.

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Featured
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Banner
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Lynchburg Scene + BeWell E-Newsletter Program

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

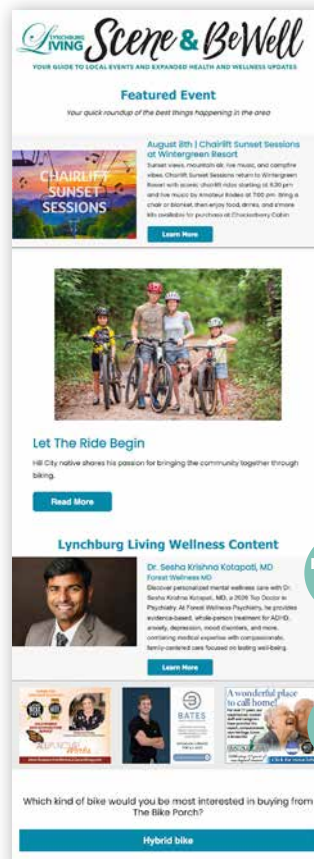
This newsletter goes out the
third Wednesday of every month.

SPECS & PRICES:

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Banner Ads \$125
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***First-Come, First-Served Advertiser
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*Lynchburg
Living
Social Media
Followers*

Facebook:
13,000 page
followers

Instagram:
5,900 followers

Newsletters

presents

Lynchburg Scene



Example Report: Your AE will be able to share with you

Emails Sent
XXX

Total Opens
XXX

Total Clicks
XXX

[insert advertiser] Clicks
XXX

Ad Size	Sends	Opens	Open Rate	Overall Clicks	[advertiser] Clicks
Featured Event	X	X	X	X	X
Banner Ad	X	X	X	X	X
Combined Data	0	0		0	0

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