

A photograph of a wet, light-brown dog sitting in tall grass next to a person's leg in equestrian attire. The dog is looking to the right. The person's leg is on the left, wearing a brown leather riding boot and a tan burlap gaiter. The background is a blurred outdoor setting with trees and a blue sky.

# THE VIRGINIA SPORTSMAN

MAGAZINE

2019 MEDIA KIT



## OUR MISSION

■ *The Virginia Sportsman* is a lifestyle magazine that celebrates sporting life and culture. Since 2003, the magazine has been the authentic voice of British sporting traditions and conveys a distinct lifestyle that is not limited to geography. This unique heritage is enjoyed by our loyal readers in the Commonwealth and beyond.

## CONTENT

■ Our magazine's content supports broad sporting interests, from fly fishing, hunting and shooting sports, to land preservation and recreational land management. We write about fox hunting and equestrian activities, historic homes and gardens and destination travel. *The Virginia Sportsman* also features food, wine and spirits, sailing, gear, book reviews and more.

Stories include sporting life and culture from all parts of the globe: fly fishing in Alaska, Patagonia and Iceland, horseback-riding in Transylvania, hunting in Africa and sailing from the United States to Bermuda.

## CIRCULATION

■ *The Virginia Sportsman's* circulation is approximately 7,500. Subscribers are represented in 50 states. Our most recent survey indicates that 70% of our readers are over the age of 40. Many are high-net-worth individuals who own multiple residences and travel extensively. Eighty percent of our subscribers live in Virginia. The remaining subscribers live in the Mid-Atlantic region and in other parts of the country.

## DISTRIBUTION

■ *The Virginia Sportsman* is distributed by American News Company (formerly TNG/Ingram) to major bookstore chains, including Barnes & Noble, and independent outlets that are mostly located in Virginia. A few book stores carry the magazine in Maryland and North Carolina. *The Virginia Sportsman* is also available through Amazon.com. Digital versions are available online at [www.TheVirginiaSportsman.com](http://www.TheVirginiaSportsman.com) and through Magzter, a digital newsstand with more than one million users in the United States and more than 22 million users worldwide. It is accessible to owners of iPhones, iPads, Android and Windows mobile devices.

*The Virginia Sportsman* is being placed in the rooms and common areas of exclusive resorts and boutique hotels. These include the Homestead, Primland, Keswick Hall and Boar's Head Resort. In addition to the Homestead's 450 guest rooms, the magazine is available at the 33 cottages in the homeowners' club, which sees 1,200 guests per year. It is also distributed to members of The Homestead's shooting club. The magazine is found in common areas throughout the Greenbrier and in fly fishing lodges in and outside the United States. It is also found in luxury car dealerships, yacht clubs, country clubs and hunting lodges.

## CO-SPONSORSHIP & EVENTS

■ *The Virginia Sportsman* co-sponsors or participates in events such as fishing tournaments, sailing regattas, clay and skeet-shooting events, polo matches, steeplechases and food and wine shows. Most recently, it was the First Mate Sponsor of the Leukemia & Lymphoma Society's 2018 Southern Chesapeake Leukemia Cup Regatta.



## SPECS

**SPREAD**

Bleed: 17.875w x 11.25h  
 Trim: 17.5w x 10.875h  
 Live Area:  
 16.635x 10.0h

**FULL**

Bleed: 9.125w x 11.25h  
 Trim: 8.75w x 10.875h  
 Live Area:  
 7.875x 10.0h

**1/2**

1/2 Horizontal:  
 7.875w x 4.875h

**1/2**

1/2  
 Vertical:  
 3.875w  
 x  
 10.0h

**1/4**

1/4 Horizontal:  
 3.875w x 4.875h  
 1/4 Vertical:  
 1.875w x 10.0h

## RATES

STANDARD PLACEMENTS	1X	4X
2-PAGE SPREAD	\$3,780	\$3,024
FULL	\$2,100	\$1,680
1/2	\$1,300	\$1,105
1/4	\$850	\$765
PREMIUM PLACEMENT		
BACK COVER	\$3,200	

## DEADLINES

Spring 2019 Space Reservation: 02/13/19 Materials Due: 02/15/19	Fall 2019 Space Reservation: 07/15/19 Materials Due: 08/01/19
Summer 2019 Space Reservation: 04/15/19 Materials Due: 05/01/19	Winter 2019 Space Reservation: 10/15/19 Materials Due: 11/01/19

## AD SUBMISSION

Ads should be submitted as high-resolution CMYK PDFS. All PDF files must meet PDF/X-1A standards. Images must be 300 DPI. Fonts must be embedded or converted to outlines. All files must be CMYK only. Do not use RGB or spot colors.

Ads should be submitted to:  
[amcconnell@thevirginiasportsman.com](mailto:amcconnell@thevirginiasportsman.com)

"The Virginia Sportsman magazine has been a great partner to Bath County tourism. Their readership is our target market. The quality of publication, the depth and breadth of its content is synonymous with the interests of our typical guest. The advertising and editorial team works closely to help us craft our message and assists us in making sure that each ad we create 'hits the mark' and resonates with the content of each issue. It is a great partnership and we value both the style and sophistication of the publication and the care we receive from *The Virginia Sportsman* team!"

**Maggie Anderson**  
Former Director of Tourism and Economic  
Development of the County of Bath

"We've worked with *The Virginia Sportsman* for a number of years and have always been delighted with the professionalism of the advertising and editorial staffs. Their articles are written with the utmost of care to provide accurate, inspiring information. We love to hear from our visitors who have read about us in *The Virginia Sportsman*."

**Jenny Burghardt**  
City of Aiken Tourism Supervisor

"We got a more fruitful response in jobs acquired from our coverage in *The Virginia Sportsman* than in any other publication, so we're bullish on their audience for sure."

**Julie Kline Dixon**  
Architect

"Our advertising through *The Virginia Sportsman* has expanded our reach into an affluent and interested target market. By the promotion of the magazine in venues such as B&B's, historic inns, high-end lodging and tourist areas, we have been able to let potential boat owners and buyers know about our marina and yacht sales offerings. The staff makes the advertising process easy for me as a business owner."

**Onna A. Grimm**  
Owner / Manager of Chesapeake Yacht Sales &  
Deltaville Yachting Center

"We are thrilled with the article on PriestView. We're getting more calls for huts already!"

**LaVerne Castillo**  
Priestview Hunting Preserver

"I have been advertising with *The Virginia Sportsman* for many years and have always enjoyed their professionalism in both sales and content of articles. Furthermore, as a hunter and fisherman, it's a true pleasure to have my wines advertised in this magazine along with the great stories."

**Luca Paschina**  
Winemaker at Barboursville Vineyards

"We've found *The Virginia Sportsman* to be an ideal place to advertise because of their great reputation, loyal readership and ability to capture the hunt country lifestyle. We've benefited from increased exposure as well as general association with the magazine."

**Alex Webel**  
Hillard Estate & Land Management, LLC



## THE VIRGINIA MAGAZINE SPORTSMAN

The Virginia Sportsman is published quarterly by Virginia Outdoor Media, LLC, at 116 West Jefferson Street, Charlottesville, VA 22902. The magazine is a proud member of the Outdoor Adventure Media (OAM) network of outdoor sporting and travel magazines—collectively reaching more than 1 million active readers across the country.

