

# THE VIRGINIA SPORTSMAN

MAGAZINE

*Celebrating the Sporting Life*



2021 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.

## 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.

## 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.

## 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, North Carolina, and Alabama. 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.

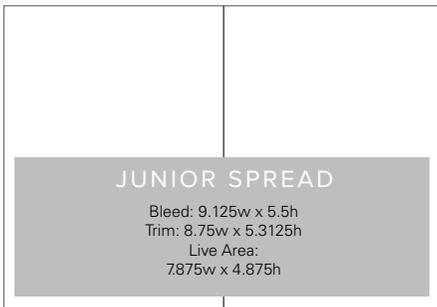
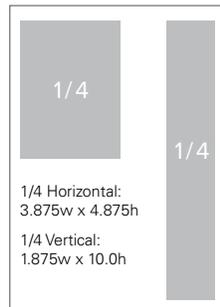
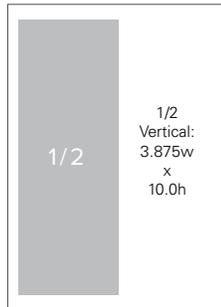
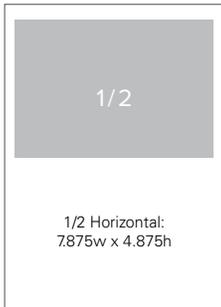
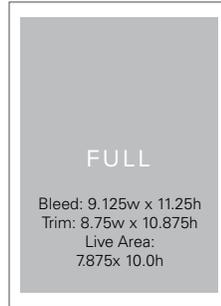
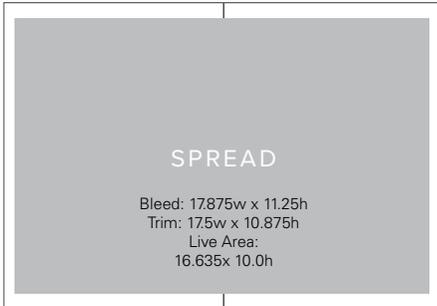
The Virginia Sportsman is being placed in the rooms and common areas of exclusive resorts and boutique

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.

## SPECS



## 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:  
[lworth@thevirginiasportsman.com](mailto:lworth@thevirginiasportsman.com)

## DEADLINES

### Spring 2021 (Mar, Apr, May)

Space Reservation:  
**2/3/21**  
 Materials Due:  
**2/3/21**  
 Street: **3/12/21**

### Summer 2021 (Jun, Jul, Aug)

Space Reservation:  
**4/28/21**  
 Materials Due:  
**4/28/21**  
 Street: **6/4/21**

### Fall 2021 (Sept, Oct, Nov)

Space Reservation:  
**8/4/21**  
 Materials Due:  
**8/4/21**  
 Street: **9/10/21**

### Winter 2021 (Dec, Jan, Feb)

Space Reservation:  
**11/3/21**  
 Materials Due:  
**11/3/21**  
 Street: **12/9/21**

## RATES

STANDARD PLACEMENTS	1X	4X
2-PAGE SPREAD	\$3,780	\$3,024
JUNIOR SPREAD	\$2,395	\$1,925
FULL	\$2,100	\$1,680
1/2	\$1,300	\$1,105
1/4	\$850	\$765
PREMIUM PLACEMENT		
BACK COVER	\$3,200	



"We were introduced to *The Virginia Sportsman* in the last year. Their increased focus on dog as well as the quality of the magazine content made it an appealing fit for advertising our brand. The staff has been wonderful to work with, which has made for a beneficial partnership."

**Gretchen Goodson**  
SportDOG® Brand Marketing Manager

"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 Sportsman* has been a great partner with Green Top Sporting Goods. We started offering the magazine in store for our customers in early 2019. The staff at *Virginia Sportsman* has a deep commitment to aligning gear, lifestyle, and outfitting to Virginia's outdoors that creates a rich experience that keeps our customers looking forward to the next edition. They also seem to find a way to seek out great stories about companies, products, and people around our state that you have never heard of. A true surprise and delightful moment for me as I open each edition. I personally find myself reminded as I read each edition that our state and region offers us all so much to be thankful for."

**Blaine Altaffer, President/CEO Green Top Sporting Goods**

"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 of Chesapeake Yacht Sales & Deltaville Yachting Center**

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

**LaVerne Castillo**  
Priestview Hunting Preserve



## THE VIRGINIA MAGAZINE SPORTSMAN

The Virginia Sportsman is published quarterly by Virginia Outdoor Media, LLC. 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.

