

DIGITALPRODUCTS
mediakit

**VIRGINIA
BUSINESS**

overview

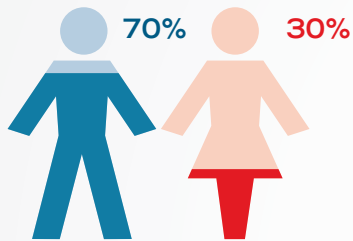
Virginia Business has gone digital, and thousands of readers approve. Building on the success of our awarding-winning magazine, we've developed popular electronic products to meet an ever-expanding demand for reliable business news. In addition to our print products, subscribers now can enjoy Virginia Business online and through mobile applications. Our electronic newsletters — Daily e-News and CRE Intel — have a loyal and growing subscriber base. Plus, we're engaging readers via Twitter, Facebook and online videos that feature unique content.

Thanks to our large range of digital products, advertisers now can reach a high-quality audience not found anywhere else. So, anybody engaged in business-to-business promotion needs to consider our digital offerings.

Look through this media kit to discover more about our digital readers and products. Then, call our advertising representatives. They'll help you find the perfect way to reach the people who need to learn about your company.

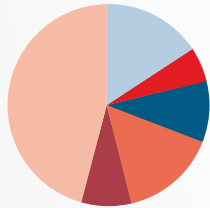
WHO READS VIRGINIA BUSINESS DIGITAL PRODUCTS?

readerprofile



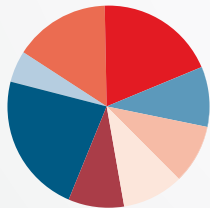
Median Age 57
 Education – Bachelor’s Degree+ 82%
 Median household income \$164,900
 Median household net worth \$934,200
 Median home value \$396,400
 Own e-reader or tablet 62%

companysize



GROSS COMPANY REVENUES/SALES

- Under \$250,000 15.2%
- \$250,000 - \$499,999 6.1%
- \$500,000 - \$999,999 9.4%
- \$1 million - \$4.9 million 16.7%
- \$5 million- \$9.9 million 9.7%
- + \$10 million 43.0%

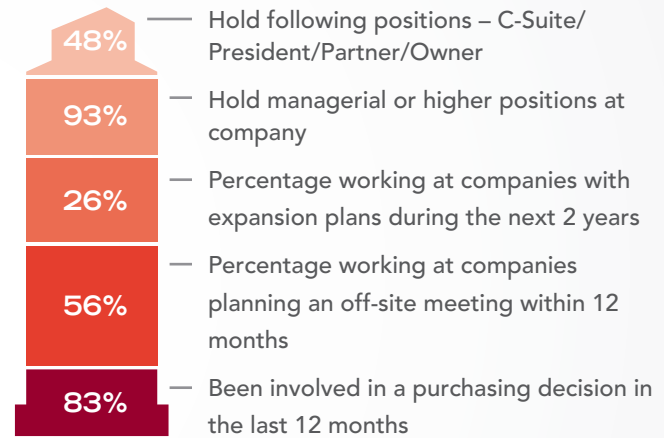


NUMBER OF EMPLOYEES

- Under 5 18.2%
- 5 – 9 10.6%
- 10-24 10.0%
- 25-49 8.5%
- 50 – 99 8.5%
- 100 – 499 21.2%
- 500 – 999 5.8%
- +1,000 17.0%

businessprofile

\$6.4 million Median gross revenue of corporation where they work



TOP AREAS INVOLVED IN PURCHASING DECISION IN THE LAST 12 MONTHS:

- IT/Telecom
- Financial Services
- Meetings/Travel Arrangements
- Advertising & Promotion
- Office Furnishings & Equipment
- Consulting Services
- Real Estate/Site Selection

* All data based on survey of Virginia Business readers.

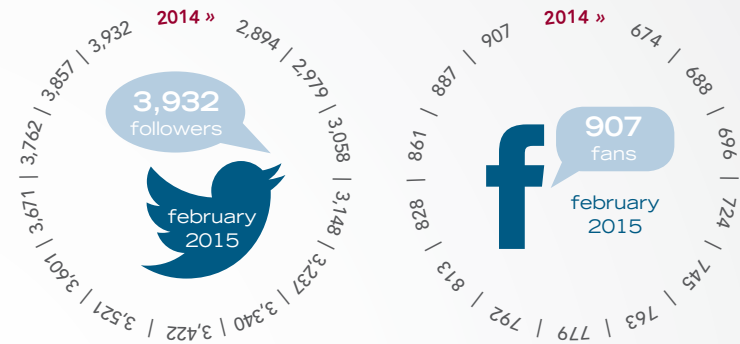
virginiabusiness.com

VirginiaBusiness.com is the Internet version of Virginia Business.

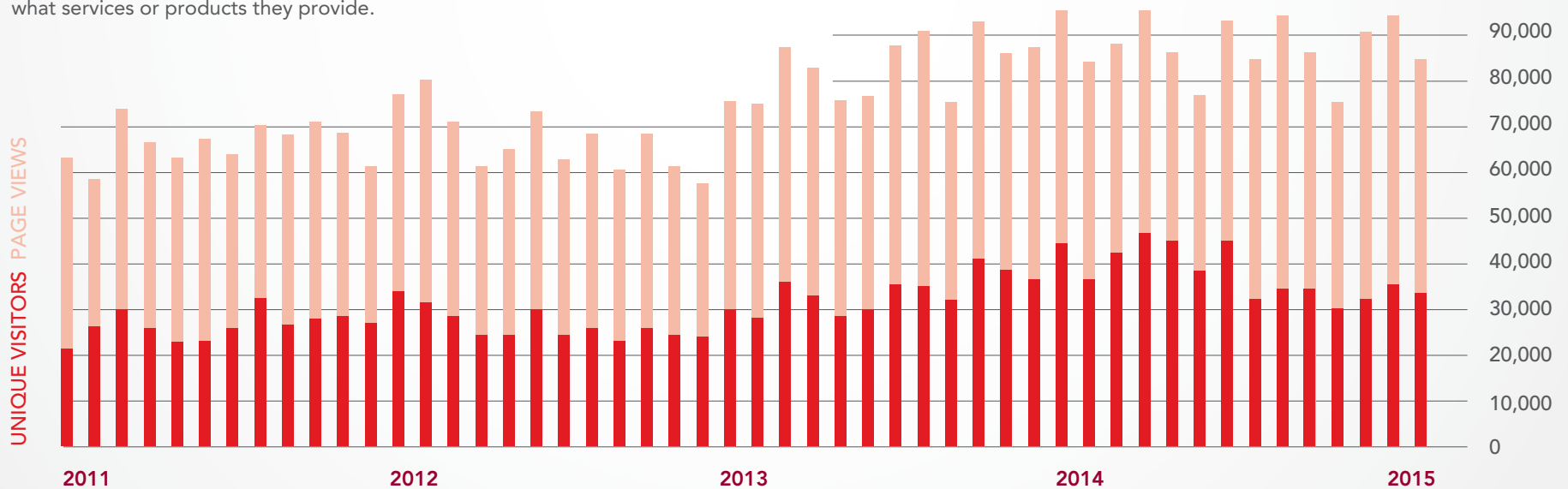
The site contains all the copy found in the magazine's print edition, magazine archives and breaking news stories written by our staff. Also available are online versions of our: Site Selection Guide, Meeting Planner, Best Places to Work, Fantastic 50, Super CPAs and Legal Elite. Access to the site is free.

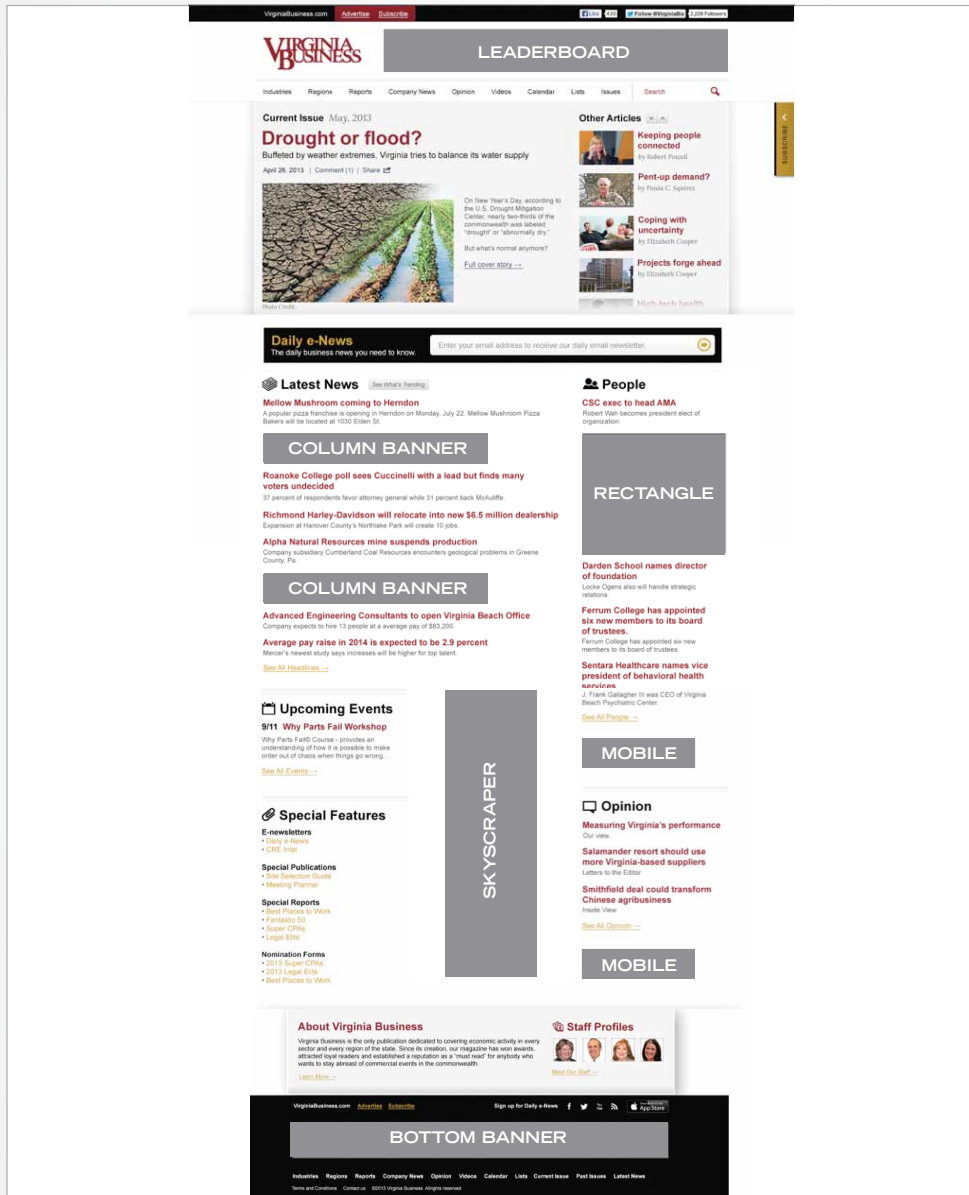
Our site's visitors are people who are comfortable with technology and the Internet. Readers primarily come from Virginia, especially its major metropolitan areas, but some are from elsewhere in the United States and abroad.

Our website is an excellent location for advertising. VirginiaBusiness.com accommodates a wide variety of ads that are linked to advertisers' sites, giving potential customers a quick, easy way to connect with advertisers and to learn more about who they are and what services or products they provide.



▲ SOCIAL MEDIA CONNECTIONS
WEBSITE VIEWS AND PAGE VISITS ▼





VIRGINIABUSINESS.COM adspecs/positions

Averaging over 90,000 page views per month.
Averaging over 38,000 unique visitors per month.

TYPE	SIZE	POSITIONS	PRICING*
LEADERBOARD	728 x 90 pixels	1	\$1,200
COLUMN BANNER	468 x 60 pixels	2	\$810
RECTANGLE	300 x 250 pixels	1	\$900
SKYSCRAPER	160 x 600 pixels	1	\$960
MOBILE	234 x 60 pixels	2	\$720
BOTTOM BANNER	970 x 90 pixels	1	\$600

* Monthly Rate

NOTE

Three ads rotate through each page position. One ad is visible in a specific position on any given time. Other ads for that position may be seen in subsequent visits or by refreshing the page.

AD SPECS

FORMATS: JPG, GIF, animated GIF, SWF

SWF: Destination URL must be built into Flash ad units

URL: All ad units must be submitted with a destination URL

MAX FILE SIZE: 200 K

◀ VIRGINIABUSINESS.COM LAYOUT & AD POSITIONS

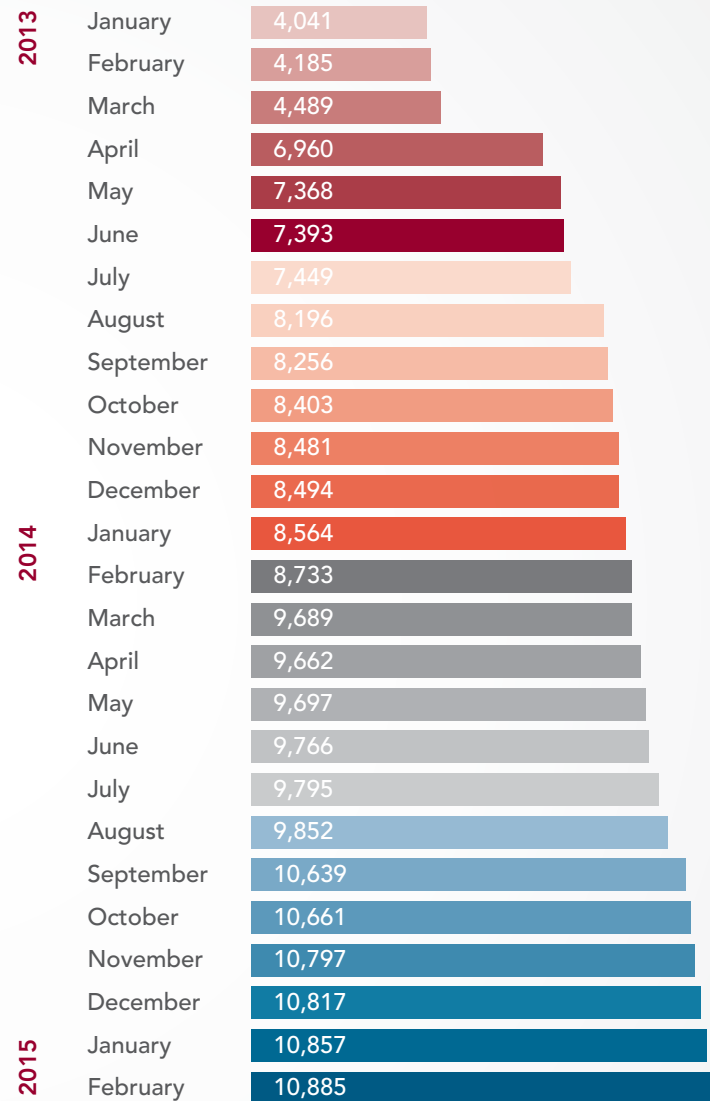
dailye-news

Daily e-News is an online news service owned and operated by Virginia Business.

Daily e-News arrives via email and enjoys a robust open rate. We provide staff-generated copy as well as links to important articles in leading Virginia publications. Copy is clear, concise and lively, and focuses on commercial activities across the state. Subscriptions are free. Advertising is embedded in the email with links to advertisers' Internet sites.

Daily e-News subscribers are people who want the latest information on the most important economic events in Virginia. They are comfortable with Internet technology and communications. The number of subscribers has more than doubled in the past year. Our readership is more than 10,000 and is growing daily. Readers work in every sector and include executives, elected officials, educators, accountants, attorneys and financiers.

DAILY E-NEWS SUBSCRIBER GROWTH





LEADERBOARD

TOP BANNER

NEWS OPINION PEOPLE MULTIMEDIA CALENDAR LISTS CURRENT ISSUE

Latest News

U.Va. offering business institute program online

McIntire Business Institute will be available in January 2014.

Richmond restaurant again wins national craft beer vote

Mekong Restaurant ranked first in 'Great American Beer Bar' list.

Four Virginians make Forbes list of richest Americans

Group includes heirs of Mars Inc. and SC Johnson fortunes and top officers at The Carlyle Group.

Virginia receives \$57.3 million 'bonus' for transportation

VDOT to recommend using the money for paving operations.

International Paper plant sold

International Paper Co. has sold its former paper converting facility to Severn Peanut Company for \$2.4 million.

Column Banner

SKYSCRAPER

RECTANGLE

SPECIAL PUBLICATIONS

- Profiles in Business
- Site Selection Guide
- Meeting Planner

SPECIAL REPORTS

- Best Places to Work
- Fantastic 50
- Super CFOs
- Legal Elite
- CEO Pay Survey

DAILY E-NEWS

adspecs/positions

The daily business news you need to know, sent out first thing every morning to approximately 11,000 subscribers and growing daily!

TYPE	SIZE	POSITIONS	PRICE*
LEADERBOARD	600 x 75 pixels	1	\$1,440
TOP BANNER	330 x 60 pixels	1	\$1,200
SKYSCRAPER	180 x 300 pixels	Up to 3	\$1,200
COLUMN BANNER	330 x 60 pixels	Up to 4	\$1,080
RECTANGLE	180 x 150 pixels	Up to 5	\$840

* Monthly Rate

AD SPECS

FORMATS: JPG, GIF, animated GIF

URL: All ad units must be submitted with a destination url

MAX FILE SIZE: 100 K



NOTE: All positions run 5 days per week, Monday through Friday

creintel

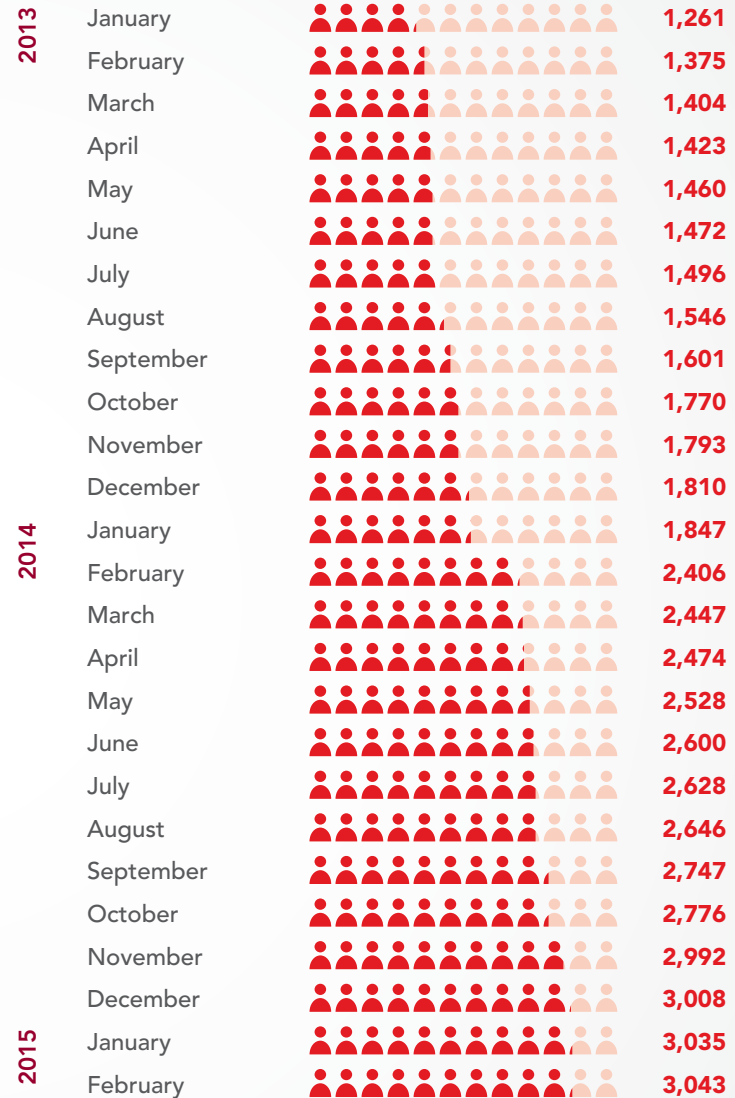
CRE Intel is the most focused of all Virginia Business' products. This weekly newsletter covers the entire state's commercial real estate sector in depth. Our staff reports on activities in every part of Virginia, and readers are based in large, medium and small markets. Subscriptions are free.

CRE Intel is delivered mid-day on Mondays via email. Advertising is embedded in the email, and links embedded in the email take readers to the advertiser's site.

CRE Intel readers are actively engaged in commercial real estate. They want immediate, reliable news about activities in their home markets as well as elsewhere in Virginia. Subscribers are involved in every aspect of real estate and work as attorneys, executives, investors, realtors, suppliers, economic development officials and owners of construction firms.

Reaching every part of the commonwealth, the newsletter has more than 3,000 subscribers, and readership is growing weekly.

CRE INTEL SUBSCRIBER GROWTH



 = 300 subscribers

The screenshot shows the Virginia Business website layout. At the top, there are navigation links for HOME, ABOUT, SERVICES, COMPANIES, REGIONS, CALENDAR, LISTS, and CURRENT ISSUE. Below this is the 'CRE Intel' logo and a 'The Big Picture' section with a headline: 'Hitt Contracting Inc. finishes a new community center in Arlington, while a peanut company buys a former International Paper facility. This and other intel from around the state:'. There are also sections for 'Northern Virginia', 'Central Virginia', and 'Other Regions'. The page is filled with various news snippets and advertisements, including one for 'DALLAN construction inc.' and another for 'Keiter Real Estate Industry CPAs'.

LEADERBOARD

TOP BANNER

NEWS | OPINION | REPORTS | COMPANIES | REGIONS | CALENDAR | LISTS | CURRENT ISSUE

CRE Intel

The Big Picture

Hitt Contracting Inc. finishes a new community center in Arlington, while a peanut company buys a former International Paper facility. This and other intel from around the state:

Northern Virginia

[Department of Homeland Security division expands space in Arlington](#)

National Protection and Programs Directorate (NPPD) takes additional 18,815 square feet.

[Alexandria schools will move headquarters to Braddock Metro Center](#)

The system signs 84,000 square-foot lease.

REACH OUT

[Contact Us](#)

[Advertise](#)

[Subscribe to magazine](#)

[Send us news ideas](#)

SKYSCRAPER

family construction.

[Read more from Central Virginia](#)

COLUMN BANNER

Hampton Roads

[International Paper plant sold](#)

RECTANGLE

CREINTEL adspecs/positions

Weekly commercial real estate roundup, sent out every Monday afternoon to more than 3,000 subscribers and growing weekly!

TYPE	SIZE	POSITIONS	PRICE*
LEADERBOARD	600 x 75 pixels	1	\$1,080
TOP BANNER	330 x 60 pixels	1	\$840
SKYSCRAPER	180 x 300 pixels	Up to 3	\$840
COLUMN BANNER	330 x 60 pixels	Up to 4	\$420
RECTANGLE	180 x 150 pixels	Up to 5	\$360

* Monthly Rate

AD SPECS

FORMATS: JPG, GIF, animated GIF
 URL: All ad units must be submitted with a destination url
 MAX FILE SIZE: 100 K



mobile

Readers now can enjoy Virginia Business on their tablets and mobile phones, thanks to a free application available in the Apple, Google Play and Kindle stores. Digital versions of individual issues and annual subscriptions are available. Using the application, mobile device users can view a page-turning version of the magazine on their screens.

For advertisers, mobile readership is an excellent, value-added proposition. All ads in the print edition are also in the mobile edition at no extra charge. Plus, viewers can link to a company through its ad by simply tapping the mobile device's screen. This takes them directly to a web address designated by the advertiser.

Mobile readers of Virginia Business are people who are comfortable with technology and the Internet. They want the ease of access that our mobile application provides to the award-winning content of our magazine.

Ask your sales representative today about new mobile opportunities.

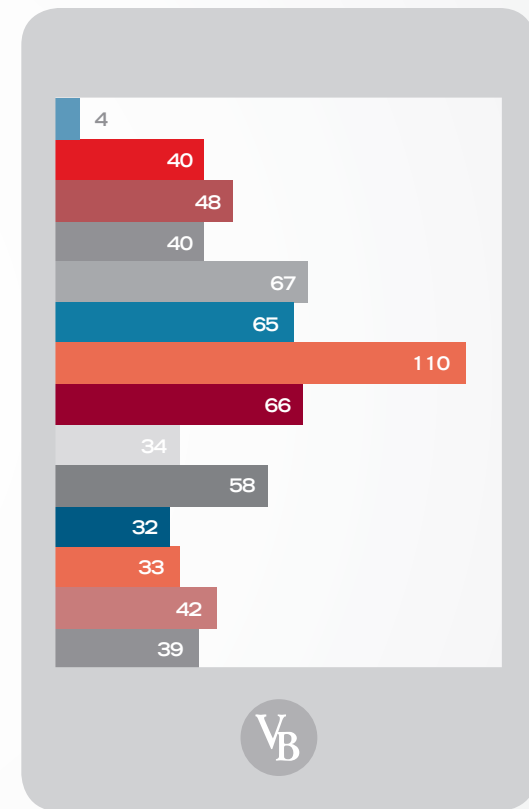
DOWNLOADED IPAD APPLICATIONS 

2014

January
February
March
April
May
June
July
August
September
October
November
December

2015

January
February



advertiser results

“I know you!” I hear that a lot, thanks to Virginia Business. We started advertising there more than 10 years ago. And our name recognition has soared. Corporate and government leaders often get an “aha” look on their faces when we first meet and say: “I know you! I saw your ad in Virginia Business.” That instant recognition is important to us at Dixon Hughes Goodman.

GARY THOMSON, CPA
Regional Managing Partner
Dixon Hughes Goodman, LLP

We know that Virginia Business is a great brand-building vehicle. It offers superior value and great access to top executives. For anybody pursuing a business-to-business marketing strategy, Virginia Business is one of the best partners you can have.

KRISTIN RICHARDSON
Chief Marketing Officer
Williams Mullen

Accountants can help not only with taxes but also in areas ranging from estate planning to financial analysis and corporate strategy. Getting these messages to the right audience is important. So, naturally we use Virginia Business. There, we know top decision-makers will see our ads.

TINA LAMBERT
Vice President, Member & Public Relations
Virginia Society of Certified Public Accountants

contact **virginia** business



RICHMOND

1207 E. MAIN STREET, SUITE 100 | RICHMOND, VA. 23219

Hunter Bendall

PHONE: (804) 212-4175

EMAIL: hbendall@va-business.com



HAMPTON ROADS

4211 MONARCH WAY, SUITE 104 | NORFOLK, VA. 23510

Susan Horton

PHONE: (757) 625-4233

EMAIL: shorton@va-business.com



ROANOKE

210 S. JEFFERSON STREET | ROANOKE, VA. 24011

Lynn Williams

PHONE: (540) 597-2499

EMAIL: lwilliams@roanoke-business.com



NORTHERN VIRGINIA

8300 GREENSBORO DRIVE, SUITE L1 | MCLEAN, VA 22102

Michele Weatherly

PHONE: (703) 599-5316

EMAIL: mweatherly@va-business.com

