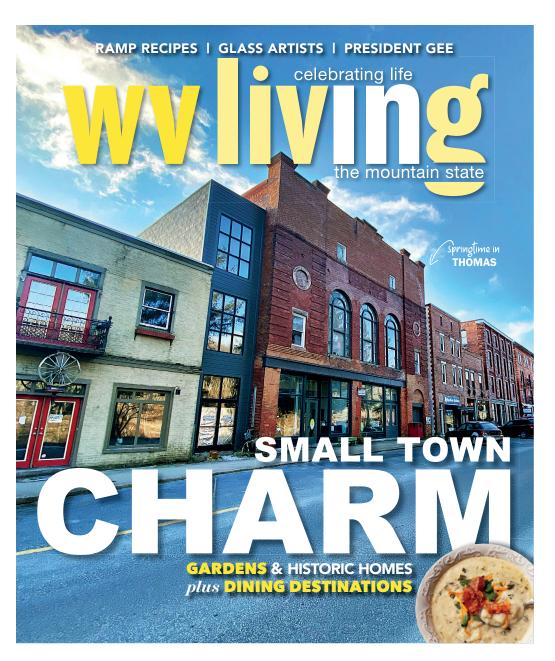


CONTENT OVERVIEW



WV LIVING

Quarterly

West Virginia's only statewide travel and lifestyle magazine.

average readership per issue

68,000

with the industry average pass-along rate of 4*

+ 53,500

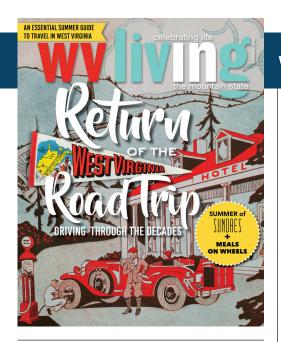
average digital edition views per issue

121,500

total average readership (combined digital & print)

*INDUSTRY STANDARD CALCULATION OF PASS-ALONG RATE.

SOURCE: FOLIOMAG.COM/REGIONAL-MAGAZINE-READERS-STILL-INFLUENCED-PRINT-ADS



READERSHIP GENDER

22% MALE

78% FEMALE

SOCIAL MEDIA HABITS



42,155



42,861 Facebook followers



12,053 Instagram followers since January 2016

WV LIVING READER STATS

50%

OF OUR READERS ARE SUBSCRIBERS wvliving.com had

370,000

users from June 2019 through June 2020

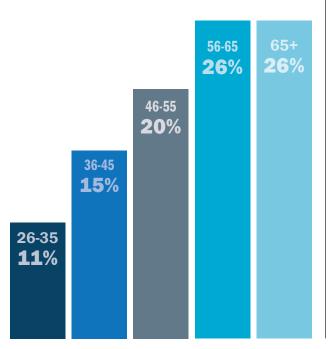
WV Living is sold on newsstands in

states and Canada

8,700+ copies are in WV hotels and resorts with a readership of

half a millio per

READERSHIP AGE RANGE



DIGITAL EDITIONS

214,100 VIEWS

from Spring 2019-Summer 2020

WV WEEKENDER E-NEWSLETTER

20,000+

WV LIVING IS PREDICTED TO REACH OVER

WV LIVING **2020 EDITORIAL CALENDAR PREVIEW**



SPRING

2020

Ads due Feb. 11, 2020 Issue on sale Mar. 10, 2020



SUMMER

2020

Ads due Apr. 28, 2020 Issue on sale May 26, 2020



FALL

2020

Ads due Aug. 11, 2020 Issue on sale Sept. 8, 2020



WINTER

2020

Ads due Nov. 5, 2020 Issue on sale Dec. 3, 2020

EDITORIAL SAMPLING

- FEATURE Growing Better Together—Three profiles of people giving back in transformative ways
- FEATURE Splendor in the Glass—A pictorial featuring West Virginia glass makers
- FEATURE Spring Forward—Stuff to do with your extra hour of daylight
- Allegheny Wood Products
- Hurricane
- · Reed's Mill, Second Creek
- Tilting at Windmills—A profile of Charlie Peters
- Mountain State Spirits Distillery, Bridgeport
- . North End Tavern & Brewing, Parkersburg
- Ramp recipes
- . The Market in Huntington

SPECIAL HEALTHY LIVING ISSUE

- FEATURE Summer Simplified—A return to the basics. The Greenbrier—then and now, the history of whitewater, summer camps around the state, and drive-ins
- Panther Primitive tentmaker
- · Wardensville Garden Market
- · Easy hikes
- · Vail Furniture, Ripley
- . West Virginia Music Hall of Fame
- Sustain U
- Retro Resting—Cute and kitschy motels around the state
- Beer's to You-Summer beer brewing
- Cool Off-Ice cream treats around the state

SPECIAL TRAVEL ISSUE

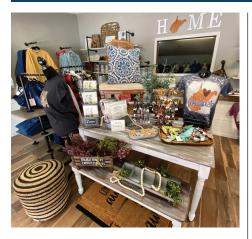
- FEATURE West Virginia's Wonder Women
- FEATURE Falling for Mountain Vistas—Fall aerial pictorial feature
- . 15 frightful things to do this fall
- Quiet happenings in Spencer
- Artstober in Parkersburg
- . SMART Centre Market, Wheeling
- Buffalo Creek Rail Rides, Clay
- · The Transformation of West Virginia Train Heritage
- Hatfield-McCoy Trails-Beginner's guide
- · Cool schools and inspirational spaces
- . Brunello Restaurant & Bar, Parkersburg
- · Wild Nettle Apothecary, Wardensville

WONDER WOMEN ISSUE

- Feature Best of West Virginia
- Feature West Virginian of the Year
- · Feature Murals around the state
- · Best places in West Virginia to retire
- Shepherdstown's Holiday Church Tour
- Cabin Living
- Top 10 restaurants to try in 2021
- · Pedalin Pints, Martinsburg
- . Memorable Meals at Ski Resorts
- Cheap Escapes
- Fireside Favorites—Collection of products to keep you feeling warm and bright

BEST OF WEST VIRGINA ISSUE

WV LIVING **2021 EDITORIAL CALENDAR PREVIEW**



SPRING

2021

Ads due Feb. 11, 2021 Issue on sale Mar. 10, 2021



SUMMER

2021

Ads due Apr. 28, 2021 Issue on sale May 26, 2021



FALL

2021

Ads due Aug. 11, 2021 Issue on sale Sept. 8, 2021



WINTER

2021

Ads due Nov. 5, 2021 Issue on sale Dec. 3, 2021

EDITORIAL SAMPLING

In this issue, we'll marvel at Mountains of Murals, consider life in a small town, combat spring fever, appreciate all the Madison and Danville have to offer, and explore more exciting dishes, people, and places that make the Mountain State the best place to be.

Join us as we explore residential lake communities, suggest an ultimate summer bucket list, travel to exotic locales without leaving West Virginia, appreciate natural surroundings, celebrate talented makers, and head south for the off-road adventure of a lifetime.

Each fall we celebrate a new group of West Virginia Wonder Women striving to make the world around them a better place. We'll also answer the age-old question of why that big thing was named after that person, and suggest restaurants around the state worth driving for.

Help us celebrate the Best of West Virginia—the annual awards that showcase the very best of what our state has to offer. We'll also reveal our West Virginian of the year, and explore what it means to hail from the Mountain State.

SPECIAL HEALTHY LIVING ISSUE

SPECIAL TRAVEL ISSUE

WONDER WOMEN ISSUE

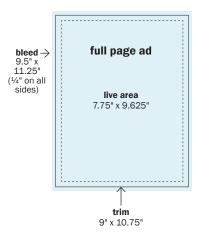
BEST OF WEST VIRGINA ISSUE

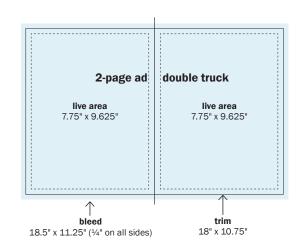
WV LIVING AD SIZES AVAILABLE

- ★ Cover wrap
- ★ Back cover (full page)
- ★ Inside front cover (full page)
- ★ Inside back cover (full page)
- ★ Page 1 (full page)
- Full page

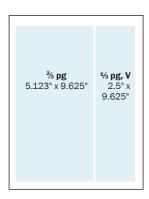
- 2-page spread (double truck)
- ²/₃ page, vertical
- ½ page, vertical or horizontal
- 1/3 page, vertical or block
- 1/6 page, vertical

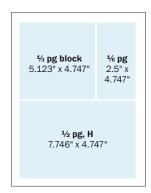
AD SIZE SPECIFICATIONS

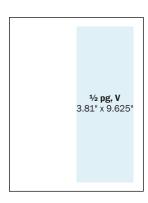




* Images can be full bleed, but all text must stay within the "Live Area" margins in order not to fall into the gutter or accidentally get trimmed off at the edges when the final magazine is bound.







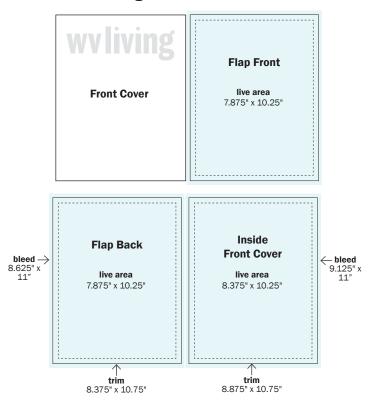
IMPORTANT NOTES

- Title ad file with the advertiser and the issue as follows: "Company_WVLivingFall20_ad."
- All ads must be submitted as high-res (300 dpi) tifs or PDFs.
- All fonts must be outlined/flattened.
 We will not accept ads with live or embedded fonts.
- Images can be full bleed, but all text must stay within the "Live Area" margins, as applicable. We will not be held responsible for text that is trimmed or bound into the gutter.
- Do not include crop marks.
- Advertisers will receive two opportunities to edit their ads before final placement, after which an excessive proof fee of \$75 will be applied.

indicates premium position

SPECIALTY FEATURE ADD-ON SIZES

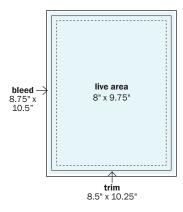
Single Gatefold Cover



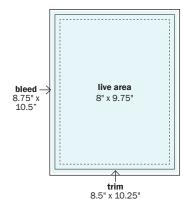
Cover Wrap / Belly Band



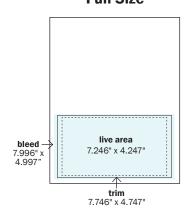
Tipping Full Size



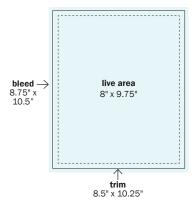
2-Page Cover Tip



Tipping Less Than Full Size

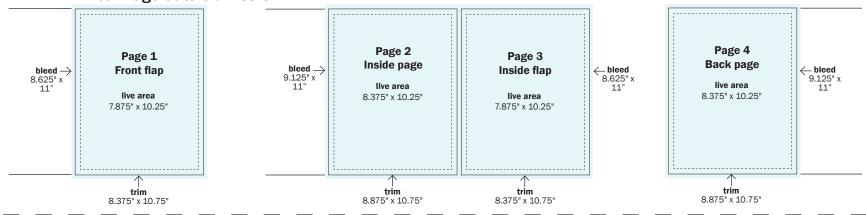


2-Page Insert Tip

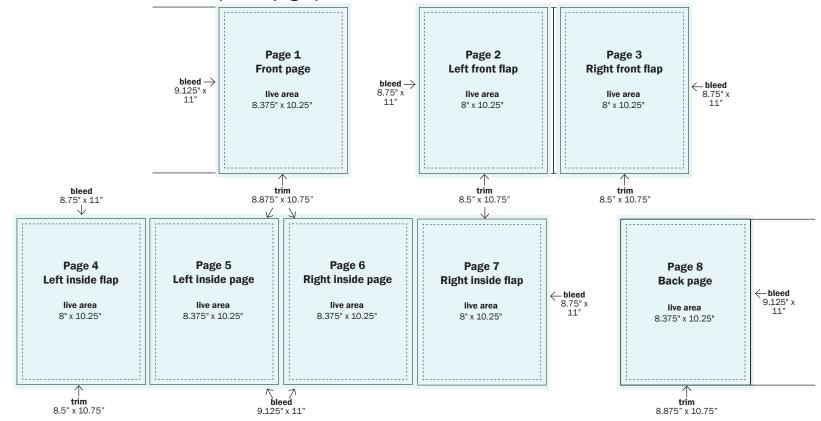


SPECIALTY FEATURE ADD-ON SIZES

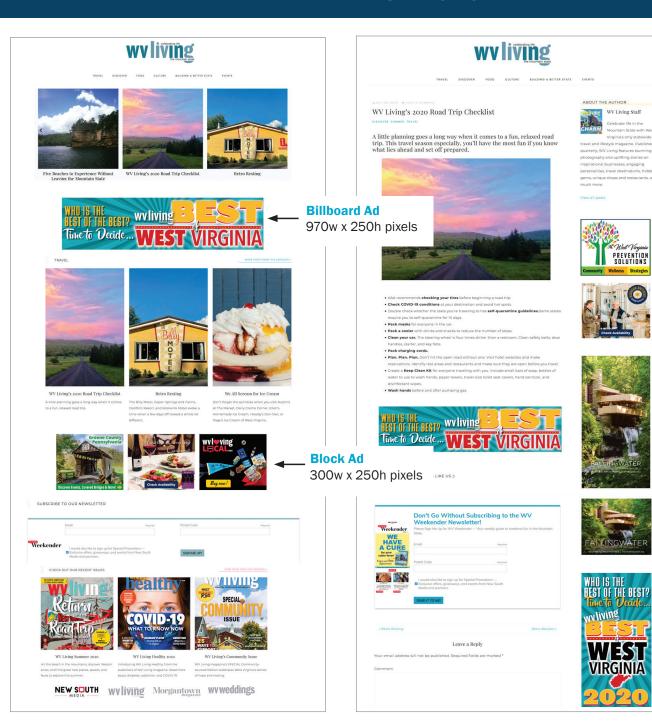
Four-Page Gatefold Insert



Double Gatefold Insert (8 total pages)



ADVERTISING ON WVLIVING.COM



Ad Specifications

Block Ads & Skyscraper Ads

Block and Skyscraper ads can be accepted in the following file formats: .jpg, .gif, animated .gif, and Flash. All files must be sized to the exact listed dimensions at 72 dpi. Advertisers must provide the URL to which the ad will link.

Video Ads

Video ads must be provided as a thirdparty tag. This means that the video must be hosted on a third-party site such as YouTube or Vimeo.

Content Ads

Video Ad

300w

x 250h

pixels

Client provides the content, minimum 350 to maximum 450 words. Content linked to wvliving.com where it lives for one month per branded content piece.

Social Media Integration

Sharing buttons for Facebook and Pinterest allow our content to easily be shared by our readers across multiple platforms.

The Facebook comment plug-in allows readers to share their thoughts on wvliving.com and Facebook simultaneously.

These features promote sharing and bring thousands of page views.

Skyscraper Ad 300w x 600h pixels

E-NEWSLETTERS

Reach an unparalleled audience of vested readers with our weekly and monthly newsletters.

