

2.3 million African Americans visit Virginia each year, popular for its blend of history, traditions, and modern day attractions. The state has a rich mix of citizens, having varied demographic make-ups and interests that are appealing to advertisers. According to Selig Research, Virginia ranks among the top ten states nationwide with the largest African American markets [\$30.4 billion in 2004].

READERSHIP PROFILE*

Active Adults: 30+
Average Family Size :3
Travel by Auto: 91%
Travel Through Virginia: 77%
Vacation: 2.5 wks
Average Planning Time : 2.0 wks
Real Estate Value: \$98,977

OCCUPATIONS:

Professional or Managerial: 63%
Retired: 19%
College Educated: 77%
Average Income: \$43,451

INCOME:

\$60,000 +: 25.61%
\$35,000 >: 18.48%
\$20,000 >: 11.77%

TOP HOBBIES:

Travel
Outdoor Recreation
Crafts
Antiquing
Shopping
Photography
Gardening
Cooking
Music
Travel Habits
Cultural Sites

*Reader Demographics:
Virginia Tourism Corporation

SOUL OF VIRGINIA MAGAZINE EDITORIAL THEMES

JANUARY ISSUE

Ad Closing: November 25
Days for Celebration & Remembrance, Regional Policy Leadership & Black History Month

MARCH ISSUE

Ad Closing: January 25
Horticultural, Orchards and Rivers, Wealth Preservation, Taxes & Spring Cleaning

MAY ISSUE

Ad Closing: March 25
Employers & Successful Entrepreneurs, Trips, Tours & Trails

JULY ISSUE

Ad Closing: May 25
Business of Sports & Summer Camp, Tourism, Environment & Stewardship

SEPTEMBER ISSUE

Ad Closing: July 25
Gardens, Education & Hispanic Heritage Month, Trade Show, Conferences, Festivals and Fairs

NOVEMBER ISSUE

Ad Closing: September 25
Health, Harvest & Holidays, Celebrations, Gifts & Family Gatherings

ADVERTISING POLICIES

Publisher covenants that published rates are uniform to all advertisers.

Agency Commissions 15% agency commission when negatives are provided. No cash discount.

Advertisers will be charged for composition of ads, stripping and film negative production.

MECHANICAL SPECIFICATIONS

Cover and Body printed web offset on 36# coated stock. Saddle stitch binding. Bleed page allow 1/8" additional top, bottom and outside edge for trim. Keep live copy 1/4" inside trim edge. Halftone Screen for the cover and inside is 133 line screen.

ACCEPTABLE ELECTRONIC FILES

- A. Media: CD
- B. Adobe Acrobat PDF
- C. Photoshop tiff, eps or jpg

INSERT REQUIREMENTS

All inserts must meet postal regulations. For publications of second-class entry contact publisher. Maximum acceptable stock weight 80# book. Two-page Inserts (one sheet): 8 3/8" x 11 1/8" trims to 8 1/8" x 10 7/8". Other inserts, consult publisher.

REGULATIONS AND TERMS

All advertising is subject to the publisher's approval and agreement by the advertiser and agency to indemnify and protect the publisher from any claims, loss, liability or expense, including reasonable attorney's fees, arising out of publication of such advertisement.

PAYMENT TERMS

Invoices are due and payable upon receipt. Invoices will be considered delinquent after 30 days from the invoice date and will be subject to a monthly 1.5% finance charge (18% per annum). Bills are rendered within one week after the issue has been mailed.

For more detailed information consult Soul of Virginia's website: www.soulofvirginia.com

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SOUL
OF VIRGINIA

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2.3 Million
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every year

SOURCE: THE VIRGINIA TOURISM CORPORATION



PUBLISHER'S LETTER

Virginia is rich in legacy and tradition. Bounded by its history, and fueled by the promise of a future that makes use of its past, Virginia has its own unique flavor that is second to none. Soul of Virginia, is a bi-monthly magazine that portrays Virginia's multicultural heritage, from 1492 to present, with striking images and thought provoking articles. Soul of Virginia's depiction of beautiful landscapes, citizens and their lifestyles, art, local trends, and other compelling topics speak to why Virginia is a great place to live and visit.

Because Soul of Virginia shows Virginia at its best, with brilliant photography and equally colorful story telling, it is a must read for Virginians and tourists alike. By providing insight on the fascinating impact that Virginia has had on families who reside here, depart and return, the magazine reveals the essence of passion, love of family, personal responsibility, and triumphs over tragedy that is at the Soul of Virginia.

As readers thumb through the pages of each issue, they will discover what was always present: popular attractions, from colonial, revolutionary, and pre-civil war days, to modern events in varying forms, including music, visual art, and walking trails. Each activity, shown in the magazine's events calendar, gives reasons to embrace those shared values that advanced Virginia to where it is today.

We hope you will enjoy reading Soul of Virginia and that you will share the magazine with your family and friends. Visitors, we pledge that each issue will have you in mind, from story concept to production, and will give you more than one reason to enjoy the graciousness, warmth, and abundance found in the lovely people and geography that is Virginia. Residents, we invite you to contribute with pride and determination to all, the spirit of Virginia, now and for generations to come. Virginia is America's home, come stay with us.

Kind regards,

Publisher
Soul of Virginia

About

Soul of Virginia

Soul of Virginia is published six times a year and is given away free by advertisers and at selected locations statewide. The magazine covers a diversity of topics ranging from travel to cultural heritage, entertainment to attractions, and history and happenings in the Commonwealth of Virginia. We are the essential source for the African American and Multicultural experience in Virginia.

Soul of Virginia Magazine distributes 50,000 copies every other month, in 10 Virginia Welcome Centers, 50 Convention and Visitors Bureaus, as well as in museums, libraries, civic organizations, colleges, popular attractions, restaurants and specialty shops.



DISTRIBUTION: 50,000

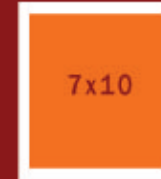
- 20,000 Capital/Central Region
- 10,000 Northern Virginia Region
- 10,000 Hampton Roads Region
- 5,000 Roanoke/Shenandoah Valley Region
- 5,000 Southwest Region

READERS:

Readers per copy: 3

RATE CARD INFORMATION

FULL PAGE



(BW) \$1,200 / (COLOR) \$1,500

PAGE W/ BLEED*



(BW) \$1,200 / (COLOR) \$1,600

HALF VERT.



(BW) \$650 / (COLOR) \$875

HALF HORIZ.



(BW) \$650 / (COLOR) \$875

QUARTER VERT.



(BW) \$350 / (COLOR) \$550

QUARTER HORIZ.



(BW) \$350 / (COLOR) \$550

EIGHTH VERT.



(BW) \$175 / (COLOR) \$375

EIGHTH HORIZ.



(BW) \$175 / (COLOR) \$375

*Covers and preferred position rates: cover 2: \$2,000, cover 3: \$1,800, cover 4: \$1,900. *All cover rates include 4-color and bleed. All other specified positions are 15% discount. All stated advertising rates are net and there are no cash discounts.