

- Retail -

MIDDLEBURG LIFE

:: ADVERTISING RATES

EFFECTIVE DATE: JAN. 1, 2017

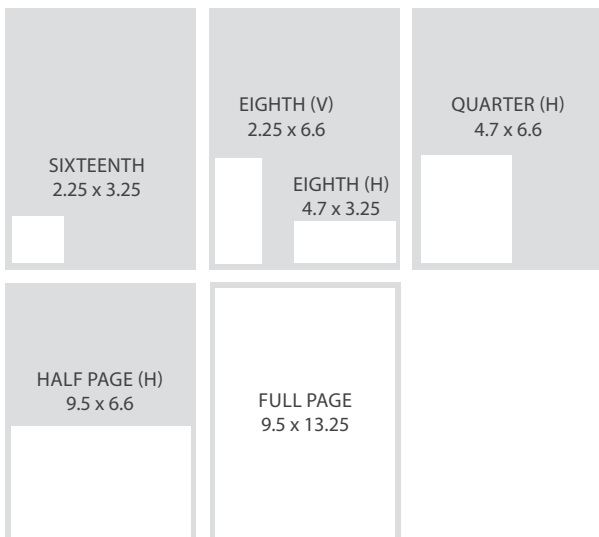
LIMITED TIME ONLY PROMOTION:

- Commit for 3 months or more and receive 10% off monthly
- Commit for 3 months to include print, digital and social media and receive 30% off monthly

		SIZE	RATE
SIXTEENTH PAGE		2.25" x 3.25"	\$180
EIGHTH PAGE	H	4.7" x 3.25"	\$280
	V	2.25" x 6.6"	
QUARTER PAGE	H	4.7" x 6.6"	\$415
HALF PAGE	H	9.5" x 6.6"	\$700
FULL PAGE		9.5" x 13.25"	\$990
DIGITAL AND SOCIAL MEDIA AD PACKAGE			\$200



:: SIZES (Inches WxH)



PUBLISHED THE FIRST WEEK OF EVERY MONTH, MIDDLEBURG LIFE HAS A CIRCULATION APPROACHING 30,000. DISTRIBUTED IN ALDIE, ALEXANDRIA, ASHBURN, BOYCE, CHARLOTTESVILLE, DELAPLANE, DULLES, FRONT ROYAL, HAYMARKET, LEESBURG, MANASSAS, MARSHALL, MIDDLEBURG, MILLWOOD, PARIS, THE PLAINS, RECTORTOWN, UPPERVILLE, WARRENTON, WASHINGTON, D.C., AND WINCHESTER.

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PLEASE CALL 434. 242.2295 OR EMAIL INFO@MIDDLEBURGLIFE.COM



MIDDLEBURG'S MONTHLY MAGAZINE

ABOUT

Established in 1982, Middleburg Life is one of the oldest publications in Middleburg, Virginia. Locally owned and operated by Greenhill Media, the content highlights people, lifestyles, and trends in and around the country's horse and hunt capital. Since last spring, Middleburg's only monthly magazine has undergone an exciting re-brand, including a glossy cover and feature-style content.

CONTENT

Our content captures the essence of the village's unique lifestyle, from notable people, historic fixtures, to established and developing businesses. Middleburg Life's features cover Equestrian Culture, History, Fashion & Style, Health, Home & Garden, Loudoun Wineries & Vineyards, Environment & Land Preservation, Local Events, Dining & Locally Sourced Food, The Arts, Destinations, Shopping —everything that represents the Middleburg lifestyle. Every issue includes Society photo pages, the Mosby Heritage Area, Real Estate listings, and features and photos that capture the community's rich past.

WHY ADVERTISE WITH US?

Middleburg Life's key readership includes luxury distribution locations, high income neighborhoods, and readers with a median income of \$500k or more in the Northern Virginia, DC-Metro area. Since 2015, Middleburg Life has doubled its printing, its distribution outlets, and household mailings. Middleburg Life is currently conducting market research in the Northern Shenandoah as an additional region for expansion.

DISTRIBUTION

Published the first week of every month, Middleburg Life has a circulation approaching 30,000, with a goal of reaching 50,000 by the fall of 2017.

Middleburg	Sterling	Upperville	Dulles	Delaplane	Herndon
Manassas	Leesburg	Marshall	Purcellville	The Plains	Hamilton
Warrenton	DC	Haymarket	Alexandria	Reston	Georgetown
Ashburn	McLean	Manassas	Gainesville	Chantilly	South Riding

DIGITAL MEDIA

The expansion includes a stunning website and Digital Media Program, including online advertising, sponsored posts, videos and ongoing social media promotion for advertisers. With Instagram, Facebook, and Twitter combined, Middleburg Life has close to 4,000 "real" dedicated followers, with a growth of over 30 followers per account per week. With Middleburg Life's website launch last summer, it was visited by over 3,000 unique users in the first 30 days.



PUBLICATION DATES AND DEADLINES *for* MIDDLEBURG LIFE

JANUARY ISSUE - Celebration Venues

Jan. 11 pub date: space reservation by Jan. 2, copy by Jan. 3

FEBRUARY ISSUE - Valentine's Day & Cabin Fever

Feb. 1 pub date: space reservation by Jan. 23, copy by Jan. 24

MARCH ISSUE - Side Saddle

March 8 pub date: space reservation by Feb. 27, copy by Feb. 28

APRIL ISSUE - Sporting Life

April 5 pub date: space reservation by March 27, copy by March 28

MAY ISSUE - Gardening

May 3 pub date: space reservation by April 24, copy by April 25

JUNE ISSUE - Food

June 7 pub date: space reservation by May 26, copy by May 30

JULY ISSUE - Pets & Animals

July 5 pub date: space reservation by June 26, copy by June 27

AUGUST ISSUE - Arts & Style

Aug. 2 pub date: space reservation by July 24, copy by July 25

SEPTEMBER ISSUE - Polo

Sept. 6 pub date: space reservation by Aug. 28, copy by Aug. 29

OCTOBER ISSUE - Virginia Wine Month

Oct. 4 pub date: space reservation by Sept. 25, copy by Sept. 26

NOVEMBER ISSUE - Thanksgiving

Nov. 8 pub date: space reservation by Oct. 30, copy by Oct. 31

DECEMBER ISSUE - Christmas in Middleburg

Dec. 1 pub date: space reservation by Nov. 20, copy by Nov. 21

