



GREENBRIER

VALLEY QUARTERLY

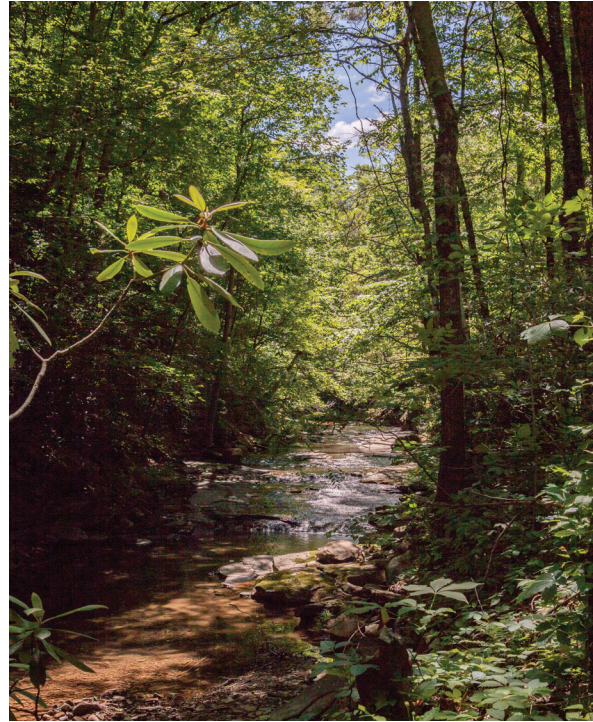
2022 MEDIA KIT



ABOUT US

Greenbrier Valley Quarterly began publishing in 2005 and is published by Havenbrook Media Inc., and award-winning creative agency in Lewisburg, WV. Havenbrook Media also publishes Greenbrier Living and regional chamber and travel guides. Our creative services range from website design and branding to nationally recognized film productions. Visit havenbrookmedia.com to learn more.





“I LOVE BEING A PART OF A MAGAZINE THAT CAPTURES THE TRUE ESSENCE OF THE GREENBRIER VALLEY! FROM THE BEAUTIFULLY WRITTEN ARTICLES AND PHOTOGRAPHY, TO SPOTLIGHTING THE HIDDEN GEMS OF OUR AREA.”

—DEVA WAGNER

Owner of Wolf Creek Gallery in Lewisburg, WV

EDITORIAL

Our editorial celebrates the culture and lifestyles of the Greenbrier Valley. Inasmuch we focus on a number of brand pillars, including:

OUTDOORS:

Adventure / Hiking / Biking / Water / Fish / Mountains

FOOD:

Restaurants / Chefs / Wine / Cocktails / "Best of" lists

LIVING:

Homes / Design / Fashion / Entertainment

ARTS:

Artists / Books / Music / Film / Craftsmanship / Essays

TRAVEL:

Regional / Destination / New Spots





DISTRIBUTION

Greenbrier Valley Quarterly is printed four times a year and distributed throughout the state of WV and beyond. The magazine is available for sale in Lewisburg, White Sulphur Springs, Beckley, Charleston, Huntington, and more. The cost of the magazine is \$4, with subscriptions at \$15/year. Distribution ranges from 4 - 5,000 depending on the issue, resulting in a net readership of 20,000 people.

FREE SAMPLING

The Greenbrier Valley Quarterly employs free sampling in high traffic and key areas in order to provide maximum exposure for your service or business: The Greenbrier Resort Hotel Rooms, Greenbrier Sporting Club, Greenbrier Valley Airport, Snowshoe Mountain, Lewisburg Hotels, Chamber members in Lewisburg, Beckley, Charleston, and Huntington, and many more places.

RATES

FREQUENCY DISCOUNTS

4 COLOR	1X	2X	4X
FULL PAGE	\$1430	\$1350	\$1280
2/3 PAGE	\$1050	\$990	\$930
1/2 PAGE	\$800	\$780	\$730
1/3 PAGE	\$680	\$650	\$595
1/6 PAGE	\$380	\$360	\$350
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INSIDE FRONT	\$1750	\$1625	\$1500
INSIDE BACK	\$1750	\$1625	\$1500
BACK	\$2000	\$1900	\$1725

AD SPECS

**ALL ADS PAID IN ADVANCE WILL
RECEIVE AN ADDITIONAL 5% OFF
OF TOTAL DUE PER PAID SPACE.**

Rates are net per issue and are based on print-ready digital files supplied to GVQ. If you are in need of ad design, we can happily supply a quote.

COMMISSIONS: All recognized agencies are eligible for a 15% discount if terms and deadlines of contract are met accordingly.

AD DIMENSIONS

TRIM SIZE: 9" X 10.875"

FULL PAGE: (with .25" Bleed): 9.25" X 11.125" (Live Area=.5" from trim)

2/3 PAGE: 5.25" X 9.875"

1/2 PAGE, HORIZONTAL: 8" X 4.8125"

1/3 PAGE, SQUARE: 5.25" X 4.8125"

1/3 PAGE, VERTICAL: 2.5625" X 9.875"

1/6 PAGE, HORIZONTAL: 5.25" X 2.3125"

1/6 PAGE, VERTICAL: 2.5625" X 4.8125"

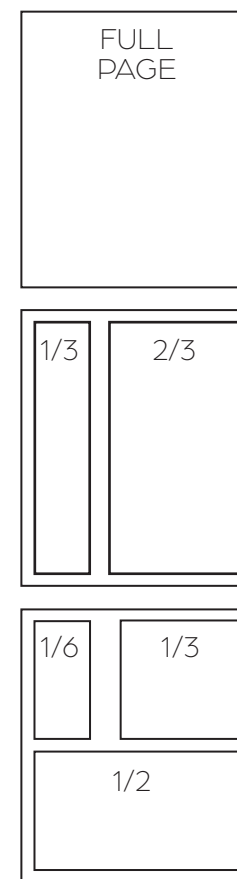
BLEEDS

BLEED ADS ON FULL PAGE ONLY

- Bleed size is 9.25" x 11.125"
- Live matter must be 1/2" from trim on top, bottom, and sides.
- Gutter Bleeds: Live matter should be held 1/4" from each side of gutter on spreads to allow for binding.

ACCEPTABLE FILES

- PRINT-READY PDF or TIFF Sent to mary.baldwin@havenbrookmedia.com
- Files over 20MB should be sent using DROPBOX, WE TRANSFER, or GOOGLE DRIVE



GVQ is not responsible for color or quality if above requirements are not met.

If you have any technical questions, we are happy to help. Please call 304.667.2219 or email advertising@gvquarterly.com