

LYNCHBURG Business



Print



Custom
Digital



Events

MEDIA KIT 2025

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757-422-8979, ext 156



**PUBLISHED 4 TIMES
THROUGHOUT THE YEAR**

JANUARY—Space Deadline: 12/23 Ad Approval: 1/7

APRIL—Space Deadline: 2/26 Ad Approval: 3/5

JULY—Space Deadline: 5/16 Ad Approval: 5/23

OCTOBER—Space Deadline: 9/6 Ad Approval: 9/13

IMPECCABLE CONTENT & DESIGN

Lynchburg Business presents, in the highest quality print and digital magazine format, valued content that both reflects and enhances the business community in the greater Lynchburg area and the lifestyles of those who drive the success of these businesses.

4 ISSUES A YEAR

More frequent publishing
to cover the local business
market and trending dynamics.



Content

ECONOMY

Highlighting initiatives that foster investment, cultivate the workforce, and attract key industries to the region.

ENTREPRENEURSHIP

Profiling the leaders, creators, and thinkers shaping the future of the Lynchburg region.

WORKFORCE

Celebrating the engines and ecosystems that drive the economy and nurture job creation.

LEGAL

Navigating the obstacles and opportunities of day-to-day business.

REAL ESTATE

Spotlighting the moves and spaces that set our region up for growth.

WELLNESS

Prioritizing employee, leadership, and corporate health and mental well-being.

MARKETING

Underscoring the tactics and campaigns of our region's most successful businesses alongside tips for the up-and-coming entrepreneur.

EDUCATION

Focusing on the next generation of leaders and the educators who are paving the way.



Total Print Circulation: 8,000 copies per issue plus unlimited circulation of online virtual magazine.

Lynchburg Business magazine (free publication) is mailed directly to 6,000 business managers within Region 2000 along with mass distribution through racks, coffee table locations and relocation packages. Additional exposure on LynchburgBusinessMag.com.

DISTRIBUTION

Copies	Delivery
6,000	Mailed to Lynchburg, Bedford, Amherst, Campbell County Businesses.
2,000	Racked throughout Lynchburg, Bedford, Amherst, Campbell County Businesses.
8,000 Total Greater Lynchburg Distribution	
<i>Unlimited Readership on LynchburgBusinessMag.com</i>	

IN ROTATION
WITHIN
ALL 4 AD
SIZES

In-Article Ad →
(w937 pixels x h116 pixels)

Leaderboard Ad
(w937 pixels x h116 pixels)

Side Bar Block Ad
(w300 pixels x h250 pixels)

Side Bar Half-Page Ad
(w300 pixels x h600 pixels)

A DIGITAL PRESENCE THAT IS THE PERFECT COMPLEMENT

LynchburgBusinessMag.com

LynchburgBusinessMag.com / Exclusive Web Advertising

An exclusive opportunity is available for advertising on the LynchburgBusinessMag.com website.
Only six exclusive categories are available for 12 months on the website.

Advertisers have full run of the entire website, which would be banner ads, in-article ads and leaderboard ads.

*SAMPLE CATEGORIES WITH EXCLUSIVITY TO:

Banking • Real Estate • Legal • Home • Health & Wellness • Attractions • Retail

**Note: These are sample categories, however many others available but they must be exclusive.*

Rate: \$2,500 (per year)

Billed at \$209 per month.

Lynchburg Business Brief E-Newsletter Program

Expand Your Reach, Authority and Expertise By Connecting with Our Subscribed Audiences.

Lynchburg Business has established an e-newsletter, *Lynchburg Business Brief*, which focuses on sharing local business news, web exclusive articles, magazine content, events and more.

Examples of Sponsored Business Content:

Business Announcements
Upcoming Events
New Hires
Employee Recognition
Business Anniversaries
Company Accolades

*Deploys monthly on
Tuesdays, mid-month to
Lynchburg Business Brief
subscriber list.*

**Sponsored
Business Content:**
\$175

1 image (384 x 275)
Up to 40 words of
copy and link

Banner Ad: \$50
300 x 250 and link



Total printed circulation: 8,000 copies per issue plus unlimited circulation of online virtual magazine.

Rates	Lynchburg Business		
	4x**	2x**	1x**
1/4 Page (3.875" x 4.625")	\$560	\$710	\$785
1/2 Page (8.125" x 4.625" Horizontal) (3.75" x 9.75" Vertical)	\$865	\$995	\$1,095
Full Page (9" x 10.875" trim size*)	\$1,160	\$1,300	\$1,380
Double Page (18" x 10.875" trim size*)	\$2,085	\$2,340	\$2,475
Back Cover (9" x 10.875" trim size*)	\$1,670	\$1,825	\$2,010
Inside Front Cover, Inside Back Cover & Facing Pages (9" x 10.875" trim size*)	\$1,455	\$1,590	\$2,290

* Size is before adding necessary .125" bleed on all sides ** Price per issue. Rates are subject to change. For multiple issue discounts, ads must run consecutively.

Lynchburg Business Magazine Onserts

Let **Lynchburg Business** carry your marketing piece to Lynchburg's most desirable demographic. Your piece will be polybagged, facing out, with the specified issue of the publication. Any size available up to 9"x10.875". Select mailings, less than full run, are available with a 25% surcharge.

Size of Onsert	Single Sheet	4-8 pages	12-16 pages	20-24 pages	28-32 pages
Cost per 1000	\$195	\$225	\$240	\$260	\$275

Suggested Campaigns

Rates

Full Page Ad (4x Frequency) + Exclusive Web Category Advertising (12 mos) +	\$7,000 Monthly Investment: \$583
Full Page Ad (4x Frequency) + 40,000 Display Impressions per Month (480,000 total) <i>Target those who express interest in your services</i>	\$10,260 Monthly Investment: \$855
Full Page Ad (4x Frequency) + Exclusive Web Category Advertising (12 mos) 40,000 Display Impressions per Month (480,000 total) <i>Target those who express interest in your services</i>	\$12,760 Monthly Investment: \$1,064

Custom Digital Marketing	400,000 Impressions	200,000 Impressions	100,000 Impressions
Display Tactics	\$4,800	\$2,400	\$1,200
Geo-Fence Tactics (Microproximity or Device ID)	\$7,200	\$3,600	\$1,800
	200,000 Deployments	100,000 Deployments	50,000 Deployments
Targeted Email Audience Targeting (Geo & Demo)	\$3,800	\$1,900	\$950

Published by **VistaGraphics, Inc.**

1264 Perimeter Parkway, Virginia Beach, VA 23454 | VistaGraphicsInc.com

For more information contact us at 757-422-8979, ext. 156 or lynchburgsales@vgnet.com

KEY CONTESTS

Best Of Business Awards:

Contest Dates: Jan. 3 – Feb. 24, 2025
(with write-in nominations accepted until Jan. 27)
Results Published: Q3 (July) 2025 issue of *Lynchburg Business*

Top 20 Under 40 Awards:

Nomination Dates: Feb. 3 – March 17, 2025
Results Published: Q3 (July) 2025 issue of *Lynchburg Business*
Event: Top 20 Under 40 Awards Reception, July 2025 (TBD)

Best Places to Work:

Nomination Dates: June 2 – July 14, 2025
Results Published: Q4 (Oct) Issue of *Lynchburg Business*
Event: Best Places to Work (and Community Champions) Reception, Nov 2025 (TBD)

Top Lawyers

Nomination Dates: July 14 – Sept 5, 2025
Results Published: Jan/Feb 2026 issue of *Lynchburg Living* and Q1 (Jan) 2026 issue of *Lynchburg Business*

SPONSORSHIP OPPORTUNITIES

Lynchburg Living Best Of Party

Celebration of Lynchburg Living Best Of Winners. Food Samplings, live entertainment, your favorite libations and more. Open to the public.
Date: February 1, 2025 | **Location:** The Virginian

Central Virginia Wedding Showcase

Vendors and exhibitors (40) showcase wedding trends and services to over 250 guests.
Expected Attendance: 250
Date: February 23, 2025
Location: Tresca on 8th

Lynchburg Restaurant Week

Over 30 local restaurants promoting prefix menus
Dates: June 14-21, 2025

Top 20 Under 40

Recognizing young professionals on the move
Expected Attendance: 100
Date: July 2025 | **Location:** TBD

Best Places to Work

Recognizing businesses with excellent work culture
Expected Attendance: 100
Date: November 2025 | **Location:** TBD

All events listed have individual sponsorship packages.