

# LYNCHBURG Business



Print

Subscriber Newsletter



Branded Digital



Custom Digital



Events

## MEDIA KIT 2026

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**PUBLISHED 6 TIMES  
THROUGHOUT THE YEAR**

### FEBRUARY/MARCH

Space Deadline: 12/24/25 Ad Approval: 1/6/26

### APRIL/MAY

Space Deadline: 3/2/26 Ad Approval: 3/9/26

### JUNE/JULY

Space Deadline: 5/1/26 Ad Approval: 5/8/26

### AUGUST/SEPTEMBER

Space Deadline: 7/1/26 Ad Approval: 7/8/26

### OCTOBER/NOVEMBER

Space Deadline: 9/1/26 Ad Approval: 9/8/26

### DECEMBER/JANUARY

Space Deadline: 11/2/26 Ad Approval: 11/9/26

# 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.

## 6 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

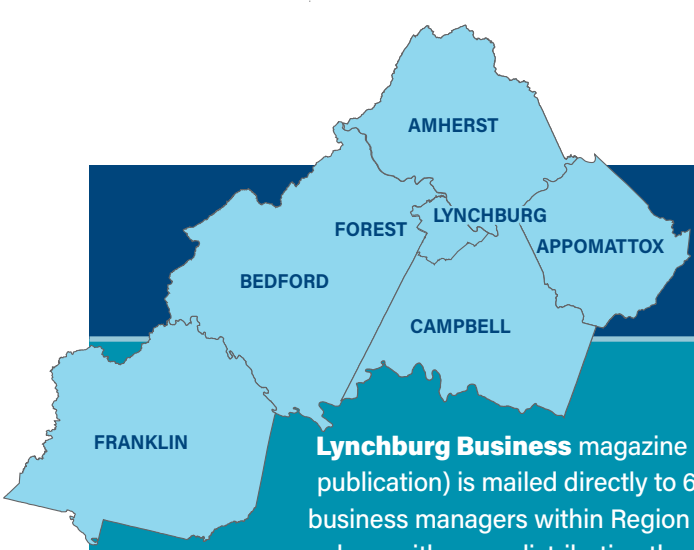
Underscoring the tactics and campaigns of our region's most successful businesses alongside tips for the up-and-coming entrepreneur.

### 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.**



# DISTRIBUTION

**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.

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



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: \$200**  
1 image (384 x 275)  
Up to 40 words of copy and link

**Banner Ad: \$100**  
300 x 250 and link

**Custom Email: \$450**



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

PRINT

Rates	Lynchburg Business		
	1x**	3x**	6x**
<b>1/4 Page</b> (3.875" x 4.625")	\$805	\$730	\$575
<b>1/2 Page</b> (8.125" x 4.625" Horizontal) (3.75" x 9.75" Vertical)	\$1,125	\$1,020	\$890
<b>Full Page</b> (9" x 10.875" trim size*)	\$1,415	\$1,335	\$1,190
<b>Double Page</b> (18" x 10.875" trim size*)	\$3,540	\$2,400	\$2,140
<b>Back Cover</b> (9" x 10.875" trim size*)	\$2,060	\$1,870	\$1,715
<b>Inside Front Cover, Inside Back Cover &amp; Facing Pages</b> (9" x 10.875" trim size*)	\$2,350	\$1,630	\$1,495

\* 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.

**Pricing is Quoted Upon Request**

DIGITAL

Suggested Campaigns	Rates
Full Page Ad (4x Frequency) + Exclusive Web Category Advertising (12 mos) +	<b>\$7,000</b> 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>	<b>\$10,260</b> 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>	<b>\$12,760</b> 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

## EDITORIAL CONTESTS

### Best Of Business Awards:

Results Published:  
*Lynchburg Business* June/July

### Top 20 Under 40 Awards:

Results Published:  
*Lynchburg Business* June/July  
Event: Top 20 Under 40 Awards Reception, July 2026

### Best Places to Work:

Results Published:  
*Lynchburg Business* Oct/Nov  
Event: Best Places to Work (and Community Champions) Reception, Nov 2026

### Top Lawyers:

Results Published:  
*Lynchburg Living* Jan/Feb and  
*Lynchburg Business* Feb/Mar

## 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 20, 2026 | Location: The Virginian

### Central + Southwest Virginia Wedding Showcase

Vendors and exhibitors (40) showcase wedding trends and services to over 250 guests.  
Expected Attendance: 250  
Date: March 1, 2026  
Location: Cedar Oaks Farm

### Lynchburg Restaurant Week

Over 30 local restaurants promoting prefix menus  
Dates: June 13-20, 2026

### Top 20 Under 40

Recognizing young professionals on the move  
Expected Attendance: 100  
Date: July 2026

### Best Places to Work

Recognizing businesses with excellent work culture  
Expected Attendance: 100  
Date: November 2026

All events listed have individual sponsorship packages.

Published by **VistaMedia**

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

For more information: 757-422-8979, ext. 156 or [lynchburgsales@vistamediainc.com](mailto:lynchburgsales@vistamediainc.com)



Scan For More Information