

LYNCHBURG Business



Print

Subscriber Newsletter



Branded
Digital



Custom
Digital



Events

MEDIA KIT 2027

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**PUBLISHED 6 TIMES
THROUGHOUT THE YEAR**

DECEMBER/JANUARY

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

FEBRUARY/MARCH

Space Deadline: 12/23/26 Ad Approval: 1/6/27

APRIL/MAY

Space Deadline: 3/2/27 Ad Approval: 3/9/27

JUNE/JULY

Space Deadline: 4/30/27 Ad Approval: 5/7/27

AUGUST/SEPTEMBER

Space Deadline: 7/1/27 Ad Approval: 7/8/27

OCTOBER/NOVEMBER

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

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
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	
442 Average Virtual Readership on LynchburgBusinessMag.com	

IN ROTATION
WITHIN
ALL 4 AD
SIZES

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)

In-Article Ad →
(w937 pixels x h116 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: \$250**
1 image (384 x 275)
Up to 40 words of
copy and link

Banner Ad: \$150
300 x 250 and link

Custom Email: \$450



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

RATES

Rates	Lynchburg Business			Print + Digital		
	1x**	3x**	6x**	1x***	3x***	6x***
1/4 Page (3.875" x 4.625")	\$840	\$770	\$600	\$1,040	\$970	\$800
1/2 Page (8.125" x 4.625" Horizontal) (3.75" x 9.75" Vertical)	\$1,180	\$1,070	\$930	\$1,380	\$1,270	\$1,130
Full Page (9" x 10.875" trim size*)	\$1,480	\$1,400	\$1,240	\$1,680	\$1,600	\$1,440
Double Page (18" x 10.875" trim size*)	\$3,690	\$2,510	\$2,230	\$3,890	\$2,710	\$2,430
Back Cover (9" x 10.875" trim size*)	\$2,150	\$1,950	\$1,790	\$2,350	\$2,150	\$1,990
Inside Front Cover, Inside Back Cover & Facing Pages (9" x 10.875" trim size*)	\$2,450	\$1,700	\$1,560	\$2,650	\$1,900	\$1,560

* 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.

*** Print + Digital: Includes print size **PLUS** Sponsored Business Content within Lynchburg Business Brief Newsletter. Excellent for recruiting, company accolades, employee recognition, event & more. 1 placement per insertion.

SPECIAL PACKAGES

Grand Opening Packages

Promote the grand opening of your business or new location opening in both print and digital!

FULL PAGE PACKAGE

- Full page display ad
- Dedicated email to our Lynchburg Business Brief e-newsletter 1st party audience
- Social media highlight
- Mobile Ad Messenger (50,000 Impressions)

Normal Rate: \$3,330

Special Rate: \$2,775



1/2 PAGE PACKAGE

- 1/2 page display ad
- Dedicated email to our Lynchburg Business Brief e-newsletter 1st party audience
- Social media highlight
- Mobile Ad Messenger (50,000 Impressions)

Normal Rate: \$2,340

Special Rate: \$2,030



Business Anniversary Packages

Promote milestone anniversaries of your business in both print and digital!

FULL PAGE PACKAGE

- Full page display ad plus full page Q&A sponsored content to share your story
- Dedicated email to our Lynchburg Business Brief e-newsletter 1st party audience

Normal Rate: \$2,680

Special Rate: \$1,625



1/2 PAGE PACKAGE

- 1/2 page display ad plus 1/2 page Q&A sponsored content to share your story
- Dedicated email to our Lynchburg Business Brief e-newsletter 1st party audience

Normal Rate: \$1,690

Special Rate: \$1,380

10% Discount Applies to 3x Inserts | 20% Discount Applies to 6x Inserts

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".

Pricing is Quoted Upon Request



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Advertising
Information

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