



Our Mission

Richmond magazine's mission, as printed in our masthead every month, is: "To publish a lively magazine that contributes to the community and illuminates the Richmond region's past, present and future."

Our Goal: To be your neighbor in the know

Our content is not found elsewhere in print or on other websites

Our Experience

Producing four-color, glossy magazines since 1980, Richmond magazine, R•Home and Richmond Bride are magazines for the capital of Virginia and the surrounding Central Virginia region. Richmond magazine is published monthly and reaches more than 200,000 readers, not only in Central Virginia but from Fredericksburg to Tidewater, from Charlottesville to North Carolina. We are on newsstands across Virginia, and our subscribers are paid-circulation customers. **We are the only regional magazine with 100 percent paid readership.**

We have effective tools in print, online and through social media to reach your customers

Our Community Involvement

Our community partners have included the Richmond Symphony Orchestra League, VCU's Massey Cancer Center, Virginia Commonwealth University's School of the Arts and many others. We began the Theresa Pollak Prizes for Excellence in the Arts in 1998. We also produce various **signature events** and promotions. (See separate event/sponsorship sheet.)

We have teamed up with the Virginia Museum of Fine Arts, Richmond Academy of Medicine Alliance, World Pediatric Project, Virginia Wine Expo, American Heart Association, the Home Builders Association of Richmond, the Richmond Home and Garden Show, the Valentine/Richmond History Center, the RMCVB, the Greater Public Chamber of Commerce and the Visual Arts Center, among others, to produce **custom publications.**

We are a community brand that's respected

Reach Richmond Magazine's 200,000 print readers

Age

Median Age	44 years old
25-30	12.0%
31-44	49.2%
45-54	34.8%
55 and Older	5.0%

Gender

Men.....	40.0%
Women.....	60.0%

Marital Status

Married.....	85.0%
Single.....	10.0%
Widowed, Separated, Divorced.....	5.0%

Average Household Income \$131,500

Average Net Worth \$640,000

Homeowners..... 87.0%

Own Second Home 35.0%

Home Value

Under \$200,000.....	27.0%
\$200,000-\$300,000	38.0%
Over \$350,000	35.0%

Decision Makers

Total Top Management..... 72.0%

Functions Within Readers' Areas of Responsibility

Administration/Management.....	60.0%
Finance.....	41.0%
Sales/Marketing.....	41.0%
Purchasing.....	44.0%

Data Source: Audience survey by Target Communications

Social Media Reach

With the social media outlets of Twitter (6,000) and Facebook (3,000), as well as our 15,000 e-newsletter readers, we also can deliver messages to more than 24,000 engaged pairs of eyes instantaneously.



Richmondmagazine.com

- Fresh content added daily
- Archive of past issues
- Richmond's most extensive listing of restaurants with customized search features

WEB READERS

- 68%** Women
- 28%** are 25 to 34
- 29%** are 35 to 44
- 22%** are 45 to 54

They Spend Money on Their Homes

- 29%** Contract for landscaping
- 32%** Use an interior decorator
- 51%** Plan major remodeling or redecorating in the next two years

They Are Active Volunteers

- 45%** In service organizations
- 40%** In cultural organizations
- 20%** In political organizations

They Belong to Clubs

- 53%** Belong to a golf club/play golf
- 22%** Belong to a tennis club
- 75%** Belong to a fitness club

They are Culturally Involved

- 40%** Are active in cultural organizations
- 55%** Collect art and antiques
- 67%** Attended live theater during the past 12 months
- 60%** Attended the opera & concerts during the past 12 months
- 61%** Visited museums during the past year

They Drive

- Luxury cars.....**43%**
- Sports and specialty.....**49%**

They Shop

- Department stores.....**90%**
- Mall shopping.....**85%**
- Specialty shops.....**53%**
- Sporting goods.....**63%**
- Fine jewelry.....**69%**
- Cosmetics.....**27%**

They Travel (past 12 months)

- 57%** Took vacation trip costing \$2,000-plus

They Love Restaurants

- 97%** Dine out 11 times per month

They Are Well-Educated

- 87%** Have attended college
- 67%** Have college degrees
- 27%** Have post-grad degree
- 72%** Are in top management positions

Magazines are Immersive

Magazines are kept and referred to again and again.

- 27%** Readers kept their issues for 2 to 3 months
- 21%** Kept their issues for 6 months to a year
- 22%** Saved their copies for **more than a year**
- 70%** Keep the issue for 2 months to more than a year

Data Sources: Our 2009 readers' survey

10. Magazines are an Experience Magazine reading offers pure pleasure, control and escape. 68 percent of respondents consider magazine reading as "my time." Reading a magazine is an intimate, involving experience, which is one reason the average reader spends **42 minutes** reading each issue.*

9. Local Loyalty Readers want **hometown publications** they can personally connect with, rather than national titles, according to an Associated Press report on a study by the Readership Institute at Northwestern University.

8. Ads as Information 64 percent of readers report that they **enjoy reading magazine ads** — advertising that helps them learn about new things for themselves and their family.*

7. Targeted Sections Monthly, quarterly and annually, we produce special sections and even stand-alone, pull-out **publications that spotlight you**, your field or industry, your type of products or services, even the neighborhood where you do business.

6. Award-Winning Editorial Richmond magazine was judged the **best specialty publication** in the state, winning the sweepstakes award from the Virginia Press Association in 2011. We also have won the reader-service and civic journalism awards in the City and Regional Magazine Awards competition. R•Home was awarded best in show for design in 2011 at VPA.

5. The Power of Wantedness Our high-quality monthly magazine reaches the most desirable readers in the area through two key channels: mailed, paid-for subscriptions and comprehensive paid-newsstand distribution. Not only does the magazine appear on supermarket, bookstore, convenience store and pharmacy newsstands, it is the **best-selling monthly publication** in the Martin's supermarket chain of stores, according to Source Interlink, our distributor.

4. Media Support In addition to comprehensive distribution, issues are supported by **targeted radio and television** commercials as well as special event distribution to draw additional new readers to your ad.

3. Active and Affluent Readers Our reader demographics are unmatched by any other media's in Richmond. So think of our established readership as **the most exclusive direct-mail list in the area**, and our magazine as the one piece of direct mail that never gets thrown away.

2. Trust in Magazine Advertising Magazines rank **No. 1** out of 16 media for consumers having a positive and credible impression of advertising and No. 2 only to video games for consumers enjoying the content at the time they saw the advertisement.

1. Attention Getter Magazine readers are the least likely of all media users to engage in other activities while reading!*

Everyone Loves Magazines

93% of adults read magazines.*