

THE BUSINESS MAGAZINE OF COASTAL VIRGINIA

CoVaBIZ[®]

MEDIA KIT 2026/27



Print



Branded
Digital



Custom
Digital



Events



Published 6 Times throughout the year

AUGUST/SEPTEMBER	{Space Deadline: 7/1/26 Ad Approval: 7/8/26}
OCTOBER/NOVEMBER	{Space Deadline: 10/1/26 Ad Approval: 10/8/26}
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}

2026
↓
2027

VISTAMEDIA

CoVaBIZ

Coastal VIRGINIA
Magazine
EVENTS

For more information contact us at sales@vistamediainc.com or call 757-422-8979 ext 156

IMPECCABLE CONTENT & DESIGN

CoVaBIZ is the premier business publication covering the Coastal Virginia business community. Through top-tier print and digital platforms, CoVaBIZ offers content that informs, connects, and enhances Coastal Virginia's business community, profiling the people, companies, and organizations fueling its success. By aligning with our magazine, you can be the trusted resource they turn to for clarity and confidence.

6 ISSUES A YEAR



Content

TECHNOLOGY & INNOVATION

Exploring the scientific and technological advances that spark innovation and stimulate the region's economy

PEOPLE & PERSPECTIVES

Profiling the leaders, creators, and thinkers shaping the future of Coastal Virginia

ECONOMIC DEVELOPMENT

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

ISSUES & INSIGHTS

Tackling current and emerging issues impacting business and industry in Coastal Virginia

SMALL BUSINESS & ENTREPRENEURSHIP

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

IDEAS & INSPIRATION

Thought-provoking stories and valuable insights to foster creativity and fuel success



Total Print Circulation Per Issue: 8,000 print plus 1,000 virtual readers.

Based upon averages of March/April - November/December 2024

DISTRIBUTION

CoVaBIZ Magazine is the perfect place to showcase your business, product, or services. Our demographic is educated, financially secure, and highly-motivated. CoVaBIZ is an exclusive, stand-alone publication, reaching C-level executives, business leaders, and entrepreneurs throughout Coastal Virginia—the region's most influential decision-makers.

CoVaBIZ is also mailed to members of these associations:

Hampton Roads
Chamber of Commerce

Eastern Shore
Chamber of Commerce

Franklin
Chamber of Commerce

Isle of Wight
Chamber of Commerce

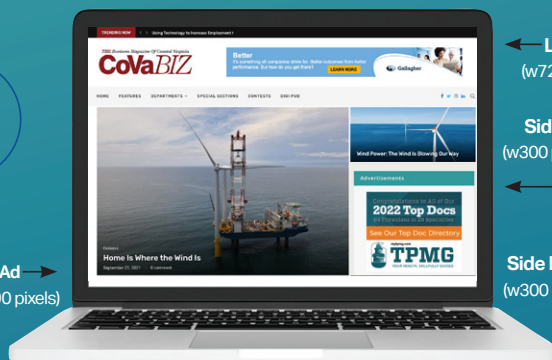
Peninsula
Chamber of Commerce

Retail Alliance
Virginia Beach Hotel
Motel Association.

DISTRIBUTION REGION
HIGHLIGHTED IN BLUE

BE ON TOP
FOR THE
ENTIRE
YEAR!!

In-Article Ad
(w728 pixels x h90 pixels)



Leaderboard Ad
(w728 pixels x h90 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

CoVaBIZMag.com

Exclusive Web Advertising

An exclusive opportunity is available for advertising on the CoVaBIZMag.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.

CoVaBIZ BREAK E-NEWSLETTER PROGRAM

Short, sweet and easy to read with a highly loyal following of CoVaBIZ Magazine readers, CoVaBIZ Break reaches the perfect audience to promote your event, getaway or business.

Published every Thursday the CoVaBIZ Break goes out to over 23,000+* subscribers. Every edition will showcase the area's most anticipated upcoming events.

Sponsored Business Content: \$175**

Includes 40 words of copy and one image (384 x 275) in the newsletter with a link to a dedicated event listing

**** Produced based upon client supplied copy, image and client provided link.**

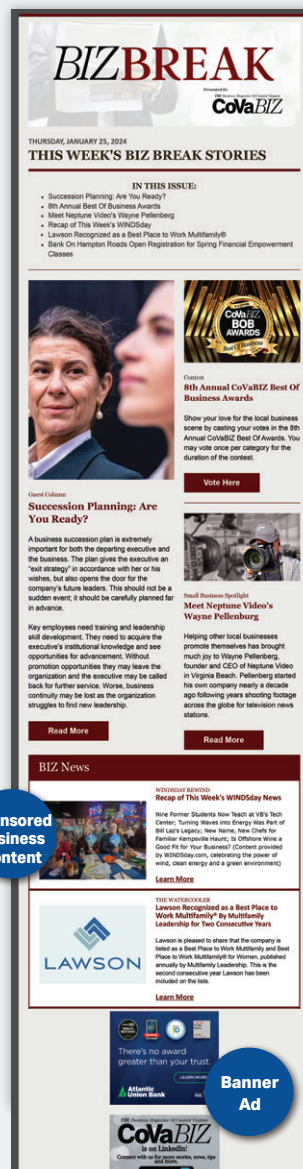
Banner Ad: \$50

Banner size is 300 x 250 and links directly to your website.

Email to Subscribers: \$500

Custom email promoting your events, services and/or special announcements. Produced to your approval.

** Please ask your Account Executive for exact subscribers, as numbers usually trend higher.*



Sponsored Business Content

Banner Ad

Rates



SCAN QR FOR
DIGITAL SPECS

Or visit
covabizmag.com/advertise-with-cova-biz/

Total printed circulation: 9,800 copies per issue plus unlimited circulation of online virtual magazine.

PRINT

Rates	CoVaBIZ		
	6x	3x	1x
Full Page Display	\$2,560	\$2,920	\$3,435
Double Page Display	\$4,615	\$5,230	\$6,150
1/2 Page Display	\$1,670	\$1,900	\$2,280
1/4 Page Display	\$1,000	\$1,140	\$1,375
Back Page	\$3,075	\$3,510	\$4,120
Inside Front Cover, Inside Back Cover & Facing Pages	\$2,820	\$3,220	\$3,785

CoVaBIZ magazine Onserts (Overprints)

Let CoVaBIZ carry your marketing piece to Coastal Virginia'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

Pricing is Quoted Upon Request

DIGITAL

Suggested Campaigns	Rates
Full Page Ad (6x Frequency) + Exclusive Web Category Advertising (12 mos) + 52 Weekly CoVaBIZ Break Banner Ads (12 mos)	\$21,910 Monthly Investment: \$1,826
Full Page Ad (6x Frequency) + 40,000 Programmatic Display Impressions per Month <i>Target those who express interest in your services</i>	\$21,270 Monthly Investment: \$1,773
Full Page Ad (6x Frequency) + Exclusive Web Category Advertising (12 mos)	\$18,000 Monthly Investment: \$1,500



Custom Digital Marketing	400,000 Impressions	200,000 Impressions	100,000 Impressions
Target Display & Geo-Targeting	\$4,800	\$2,400	\$1,200
Target Display Device ID or Microproximity (Geo Fence)	\$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

KEY CONTESTS

NEXTgen Awards

Results Published:
October/November 2026
Event: October 2026

Legacy Awards

Results Published:
October/November 2026

Best Places to Work

Results Published:
October/November 2026

Top Lawyers

Results Published:
February/March 2026
Event: February 2026

10th Annual Best Of Business Awards:

Results Published:
August/September 2026
Event:
Peninsula: July 16, 2026
Southside: July 23, 2026



SPONSORSHIP OPPORTUNITIES



CoVa Best Of Party
Peninsula: July 16, 2026
Southside: July 23, 2026
Expected Attendance
Combined: 1,000+



NEXTgen Awards Party
October 2026
Expected Attendance: 300



**Giving Back Awards/
Community Impact Awards**
November 2026
Expected Attendance: 150



CoVa WineFest
January 16-17, 2027
Greater Williamsburg
Sports & Events Center
Expected Attendance: 3,000+



CoVa Battle of the Burgers
May 2027 | TBD

All events listed have individual
sponsorship packages.

For event sponsorship information,
contact Alexandra Matesic at
asabatini@vistamediainc.com or
757-422-8979 ext. 257

For more information: sales@vistamediainc.com or call 757-422-8979 ext 156

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