

THE BUSINESS MAGAZINE OF COASTAL VIRGINIA

CoVaBIZ®

MEDIA KIT 2027



Print



Branded
Digital



Custom
Digital



Events



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: 7/2/27 Ad Approval: 7/9/27}
OCTOBER/NOVEMBER	{Space Deadline: 9/1/27 Ad Approval: 9/8/27}

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

DISTRIBUTION REGION
HIGHLIGHTED IN BLUE

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.

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: \$250**

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.**

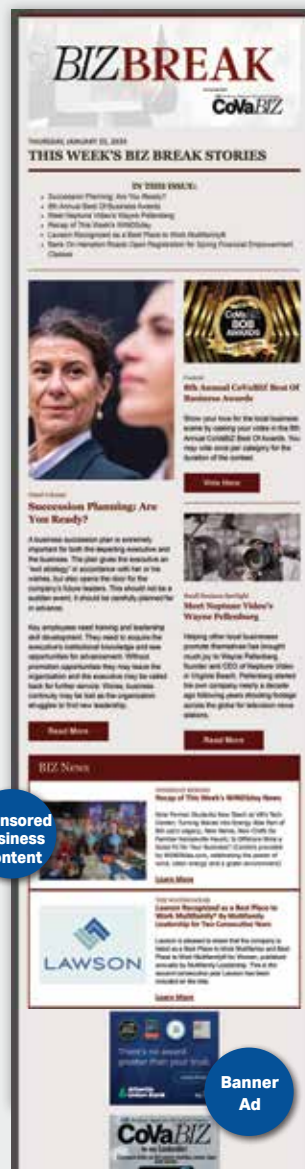
Banner Ad: \$100

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

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

RATES

Rates	PRINT			PRINT + DIGITAL		
	1x	3x	6x	1x	3x	6x
Full Page Display	\$3,435	\$2,920	\$2,560	\$3,635	\$3,120	\$2,760
Double Page Display	\$6,150	\$5,230	\$4,615	\$6,350	\$5,430	\$4,815
1/2 Page Display	\$2,280	\$1,900	\$1,670	\$2,480	\$2,100	\$1,870
1/4 Page Display	\$1,375	\$1,140	\$1,000	\$1,575	\$1,340	\$1,200
Back Page	\$4,120	\$3,510	\$3,075	\$4,320	\$3,710	\$3,275
Inside Front Cover, Inside Back Cover & Facing Pages	\$3,785	\$3,220	\$2,820	\$3,985	\$3,420	\$3,020

* 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 CoVaBiz Break 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 CoVaBiz Break e-newsletter 1st party audience
- Social media highlight
- Mobile Ad Messenger (50,000 Impressions)

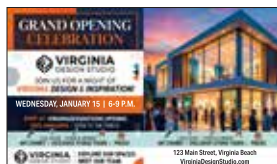
Normal Rate: \$4,585
Special Rate: \$3,730



1/2 PAGE PACKAGE

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

Normal Rate: \$3,430
Special Rate: \$2,860



Business Anniversary Packages

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

DOUBLE PAGE PACKAGE

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

Normal Rate: \$6,650
Special Rate: \$5,110



FULL PAGE PACKAGE

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

Normal Rate: \$3,935
Special Rate: \$3,080

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

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

Scan For Digital File Specs & More Advertising Information



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

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