

Welcome to...

Media Kit - Effective August 1, 2010

The Warrenton

Living & Shopping in Wonderful Warrenton, VA

Lifestyle

magazine

We distribute over 11,600 magazines monthly to Warrenton and Fauquier County residents and businesses.

- Over 10,900 mailed distribution
- Over 25 newsstand locations
- Reach an average household income of over \$81,000 and a home value of \$350,000

We feature

- Business
- Health
- History
- Entertainment
- Volunteer organizations
- Food

Warrenton Lifestyle Magazine is written, designed, printed, bound and mailed by the team at Piedmont Press & Graphics of Warrenton, Virginia.

- Your advertising dollars are invested right back into your tax base
- Family owned and operated by Tony and Holly Tedeschi
- Over 23 years in business serving the local region
- Warrenton Lifestyle Magazine is printed using soy-based inks on recycled paper containing at least 10% post-consumer waste

Reach a premium target market through our high-quality monthly lifestyle magazine.



For advertising information, call
Cindy McBride at 540-347-4466
or cindymcbride@warrentonlifestyle.com.

For production information, call
Holly Tedeschi at 540-347-4466
or hollyt@piedmontpress.com

Visit us online at
www.warrentonlifestyle.com

and

www.facebook.com/warrentonlifestyle

TOP REASONS MAGAZINES MAKE A DIFFERENCE

- The number of magazine readers as well as the average number of magazine issues read in the past month has grown over the past five years. Magazine website usage is growing as well.

Source: Nielsen Online analysis, Q1 2009.

- Consumers save magazines, giving advertisers the opportunity for multiple exposures from a long magazine shelf life.

Source: Starcom: Northwestern University Magazine Reader Experience Study, 2007.

- According to numerous studies, magazines play a leading role in boosting overall advertising effectiveness. Magazine advertising moves readers to action, including visiting and searching on the web, more than any other media.

Source: Dynamic Logic/Millward Brown CrossMedia, 2007. BIGresearch Simultaneous Media Usage Study, Dec 2008.

- Magazine advertising improves advertising return on investment (ROI) by 23% at comparable budget levels.

Source: Marketing Evolution, 2006.

- Magazines deliver results more consistently throughout the purchase tunnel than TV or the Internet.

Source: Dynamic Logic/Millward Brown CrossMedia, 2007.

- Heavy magazine readers are likely to be among the highest spenders across most product categories.

Source: Measuring Media Effectiveness, Dynamic Logic Ephron on Media, Fall 2006.

- Magazines support credibility leaving consumers with a sense of trust in the magazine and its advertisers.

Source: Simmons Multi-Media Engagement Study, 2008.

Testimonial

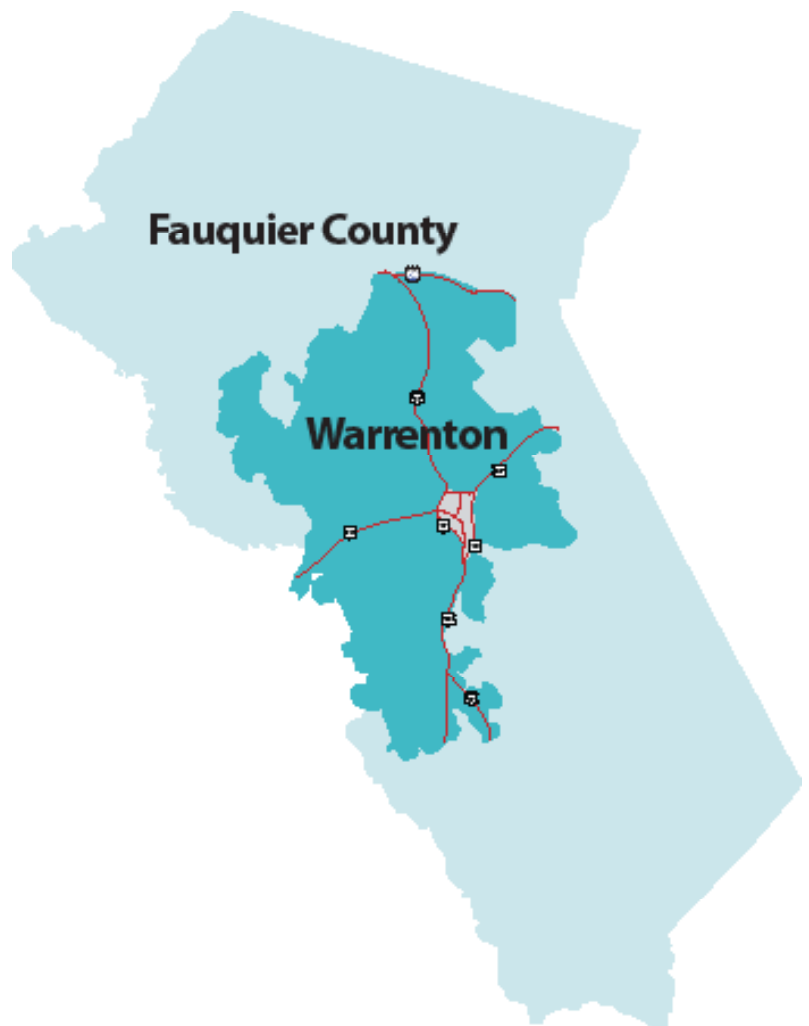
Your awesome magazine is one of the ONLY magazines that my 20 year old son will actually sit down and read! - Linda R.

THE WARRENTON LIFESTYLE OFFERS YOU, THE ADVERTISER:

- 100% U.S. MAIL DELIVERY to the greater Warrenton area plus 25 newsstand outlets around the region.
- Low advertising rates per household reached, as low as \$.01 per home!
- EXCLUSIVE: Because your business' success is important to us, we do not solicit advertising from outside the Warrenton trade area.



Approximate Mailing Area



ADVERTISING RATES AND SPECIFICATIONS

Ad Size	Number of Insertions			Image area Dimensions (Width x Height)
	1 x	6 x	12 x	
Full page*	\$999	\$899	\$809	8.5" x 11"
2/3 Page	\$719	\$647	\$582	7.625" x 6.625"
1/2 Page	\$599	\$539	\$485	7.625" x 4.875"
1/3 Page	\$400	\$360	\$324	7.625" x 3.3125" or 3.75" x 6.625"
1/4 Page	\$310	\$279	\$251	3.65" x 4.875"
1/6 Page	\$230	\$207	\$186	3.75" x 3.3125"
Emporium	n/a	\$139	\$99	1.75" x 3.5"
Special Pages/Covers				
Inside Front Cover*	\$1,249	\$1,124	\$1,011	8.5" x 11"
Back Cover (2/3 page)	\$1,249	\$1,124	\$1,011	7.625" x 6.625"
Page 3*	\$1,249	\$1,124	\$1,011	8.5" x 11"
Inside Back Cover*	\$1,149	\$1,034	\$930	8.5" x 11"



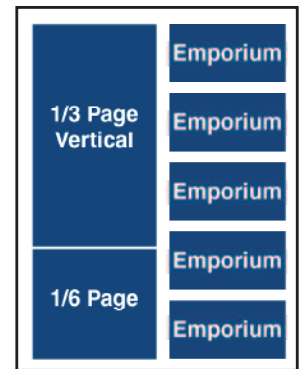
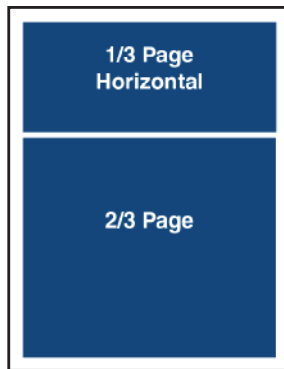
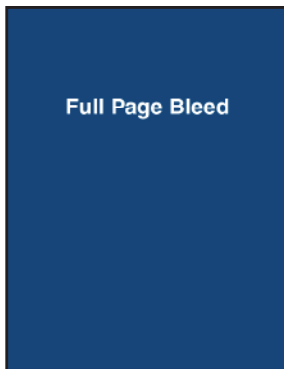
*Add .125" bleed, allow .5" inside safe area.

Guaranteed positions add 15%.

Above rates are for full color printing only. There are no discounts for black and white.

Minimum artwork charge is \$50 and will be billed at our normal hourly rate of \$80 per hour.

Ad Deadline is the 16th of the Month (or next business day) preceding the publication date.



Ad design specifications and guidelines

- We prefer electronic artwork in one of the following formats for PC or Mac: InDesign, Illustrator, or hi-res .eps, .tif or .pdf files. We can accept files up to Adobe CS5.
- Print-ready artwork on disk is defined as a file in one of our acceptable formats, all fonts included (or text converted to outline/paths).
- All colors must be CMYK value. PMS spot or RGB colors are not accepted.
- All photos, logos or art included should be 300 dpi at 100% of desired size.
- If you need an ad campaign, we can create one for you at our regular hourly design rates.
- Ads can be uploaded to our website at www.piedmontpress.com via our built in ftp software.
- For ads under 2 MB in size, you may email them directly to ads@piedmontpress.com.
- We reserve the right to refuse any advertising we find offensive.

NEWSSTAND DISTRIBUTION

(please visit our website for the most current listing)

Fauquier Springs Country Club
Warrenton Aquatic and Recreation Facility (WARF)
Warrenton Auto Service
Fosters Grille
Café Torino
Artistic Professions
Waterloo Café
Finkel Dermatology
El Agave
PR @ Partners
Mojitos & Tapas
Borders
Sherpa Color and Design Studio
Club Paradise Tanning Salon
Country Chevrolet
Long & Foster
Re/Max
Holiday Inn Express
Piedmont Internal Medicine
Warrenton Visitor Center
Great Harvest Bread
Fauquier Hospital
Dr. Samuel L. Weir, O.D.
Warrenton Pediatrics
Jimmie's Market
Claire's at the Depot
Molly's Irish Pub
Main Street Grill
Salon Emage
Payne Pools & Spas
Dok Klaus Computer Care
Fox Den Antiques

SPECIAL ISSUES

January

Warrenton Lifestyle
Business Directory

June

Best Of Warrenton
Competition Balloting

August

Best of Warrenton
Winners Announced

November

Christmas Gift Guide

REGULAR FEATURES

Restaurant Guide
What's New
Old Town Happenings
Ask The Builder
Dr. Robert Iadaluca
Fitness with Kim Forsten
Fauquier Health
Entertainment Calendar

In the past year alone, The Warrenton Lifestyle Magazine has generously supported dozens of community organizations including:

Fauquier High School Theater
Partnership for Warrenton
Child Nutrition
Vint Hill Transitional Housing
Fauquier Family Shelter
Fauquier Free Clinic
Fauquier Habitat for Humanity
Extreme Makeover Home Edition
Warrenton Rotary Club
Wounded Warriors Project
Fauquier Domestic Violence Services
Fun For All Playground
Hospice of the Rapidan
Fauquier Food Distribution Coalition
Fauquier Relay for Life



Testimonial

In looking at the June edition, I was again reminded why I love your magazine: high quality! The color and paper quality is really top notch! The feature and layout looks great!
- Ryan W.

Visit us on the web
www.warrentonlifestyle.com



www.facebook.com/warrentonlifestyle