

# Why Choose Magazines?

“Magazine advertising is approximately 40% more effective than television advertising and approximately 60% more effective than radio advertising.”

Source: Magazine Publishers of America



“Consumers cite magazines as the medium most likely to motivate them to respond to any ad, more than TV, the Internet, newspapers and radio.”

Source: MagNet Surveys

# Demographics

In a survey of Huntington Quarterly's readers, an independent study conducted by Marshall University's Center for Business & Economic Research in August 2006 found the following demographic information:

## Average Household Income \$116,296

- 54% Work in a professional or management position
- 38% Are retired
- 82% Are college graduates
- 50% Are male  
50% are female
- 84% Have internet access
- 99% Are registered voters

## Average Age 61

- 77% Read magazine cover-to-cover
- 98% Would recommend this magazine to a friend or business contact
- 87% Have investment portfolio  
Average value: \$637,698
- 90% Dine out at least once per week

## Average Home Value \$312,673

- 89% Own their own home
- 69% Of readers are married
- 80% Keep the magazine for at least three months
- 55% Vacation out of state
- 32% Vacation in state

## Average Automobile Price \$31,111

# Advertising

2010 media kit



Huntington Quarterly  
 Post Office Box 384 • Huntington, WV 25708  
 Phone: (304) 529-6158 • Fax: (304) 529-6142  
 e-mail: mail@huntingtonquarterly.com  
 www.huntingtonquarterly.com

# Distribution



## 15,000 Readers

The Huntington Quarterly Magazine is published four times a year (Winter, Spring, Summer, Autumn) by H.Q. Publishing Co., Huntington, West Virginia. More than 5,000 copies are printed each quarter. Research indicates that the Huntington Quarterly is read by three different consumers.\* The City of Huntington population is approximately 60,000. Therefore, the magazine has an estimated audience of 15,000 readers, or 1/4 of the local market.

\*MU Center for Business & Economic Research

*“Everybody wants to advertise in radio and television, but the smart advertiser understands the intrinsic value of print as an advertising delivery vehicle. If used properly, no other medium can deliver the message and the customer with such good effect.”*

- Alf Nucifora, a national authority on advertising and marketing issues for small business.

# Advertising

## Ad Rates

Cover Rates:	Covers 2 & 3:	\$2068
	Cover 4:	\$2299
	Black & White	Full Color
Full Page	\$1109	\$1474
2/3 Page	\$935	\$1287
1/2 Page	\$748	\$1100
1/3 Page	\$600	\$941
1/6 Page	\$336	\$693
2 Page	\$2024	\$2635

(Rates Effective January 1, 2010)

## Ad Deadlines

Issue	Deadline	Publication
Spring	Feb. 1	March 1
Summer	May 1	June 1
Autumn	Aug. 1	Sept. 1
Winter	Nov. 1	Dec. 1

## Ad Requirements

All ads must be submitted on CD or via email. Huntington Quarterly will accept both PC and Macintosh formats as well as most disk storage devices. All artwork must be at least 300dpi and converted to CMYK. Include all support files and fonts with ad.

## Ad Dimensions

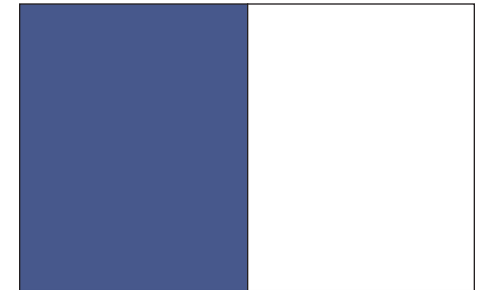
Full Page 7¼" x 9¾"	1/3 Page Vertical 2¼" x 9¾"
Full Page Bleed 8¾" x 11⅞"	1/3 Page Square 4¾" x 4¾"
2/3 Page 4¾" x 9¾"	1/6 Page Vertical 2¼" x 4¾"
1/2 Page 7¼" x 4¾"	1/6 Page Horizontal 4¾" x 2¼"

## Contract Discounts

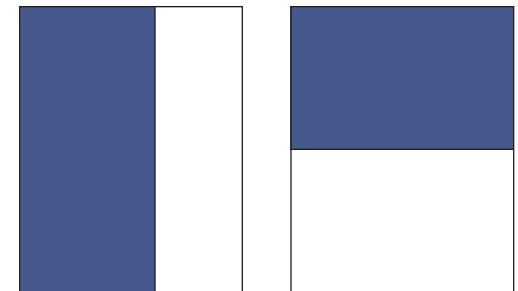
Advertisers can sign a 2 issue contract and receive a 5% discount or a 4 issue contract and receive a 10% discount. Non-profit organizations receive a 30% discount.

# Sample Sizes

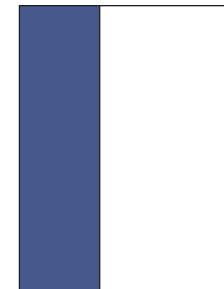
Full Page



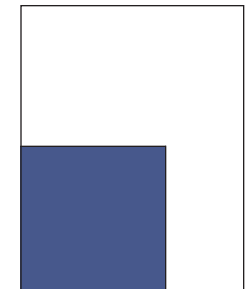
(2 Page Spread)



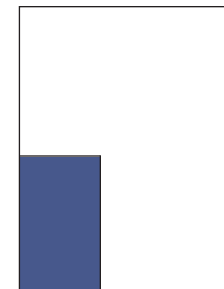
2/3 Page



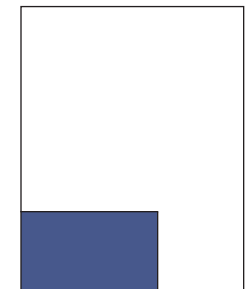
1/2 Page



1/3 Page Vertical



1/3 Page Square



1/6 Page Vertical



1/6 Page Horizontal

