

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

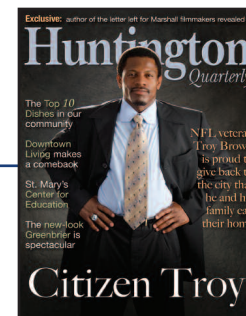
Demographics

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
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Distribution

Advertising

Sample Sizes



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

“A man who stops advertising to save money is like a man who stops a clock to save time.”

– Henry Ford

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 11⅛"	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.	

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