

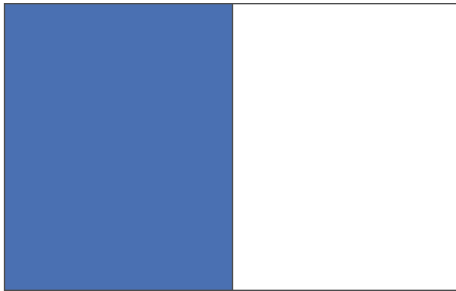
# Sample Sizes

# Why Choose Magazines?

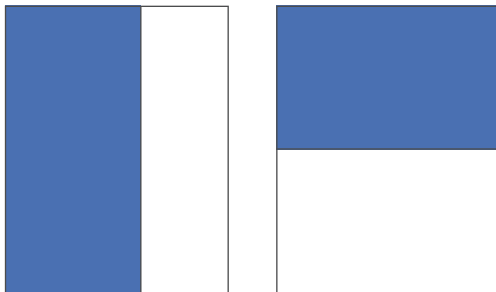
# Advertising

media kit

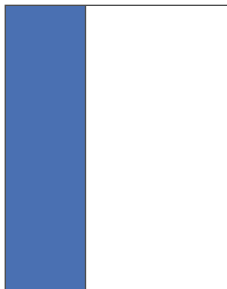
Full Page



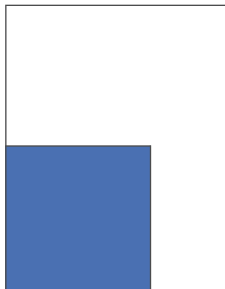
(2 Page Spread)



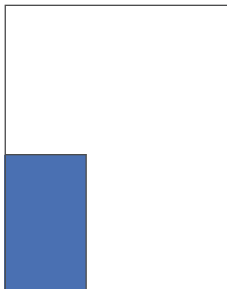
2/3 Page



1/2 Page

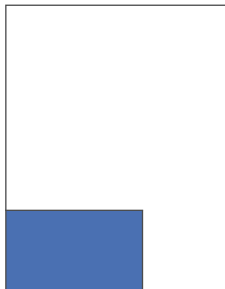


1/3 Page Vertical



1/6 Page Vertical

1/3 Page Square



1/6 Page Horizontal

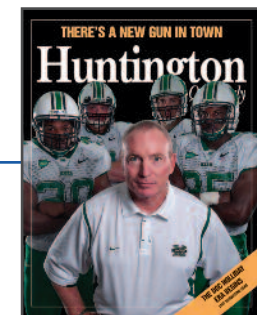
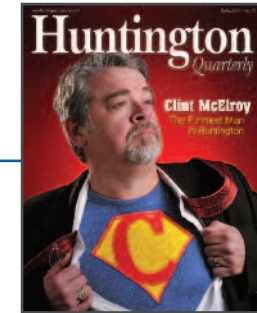
"Magazine advertising is approximately 40% more effective than television advertising and approximately 60% more effective than radio advertising."

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



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# Distribution



## 15,000 Readers

The *Huntington Quarterly* magazine is published four times a year (Winter, Spring, Summer, Autumn) by HQ Publishing Co., Huntington, W.Va. 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.

\*Circulation Verification Council, 2009

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

- Henry Ford

# 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 July 1, 2010)

## Discounts

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

## 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

<b>Full Page</b> 7¼" x 9¾"	<b>1/3 Page Vertical</b> 2¼" x 9¾"
<b>Full Page Bleed</b> 8¾" x 11½"	<b>1/3 Page Square</b> 4¾" x 4¾"
<b>2/3 Page</b> 4¾" x 9¾"	<b>1/6 Page Vertical</b> 2¼" x 4¾"
<b>1/2 Page</b> 7¼" x 4¾"	<b>1/6 Page Horizontal</b> 4¾" x 2¼"

# Demographics

In two surveys of *Huntington Quarterly's* readers, studies conducted by Marshall University's Center for Business & Economic Research and the Circulation Verification Council found the following demographic information:

## Average Household Income \$117,411

- 63%** Frequently buy products from ads seen in this magazine
- 38%** Are retired
- 76%** Are college graduates
- 52%** Are female  
48% are male
- 84%** Have internet access
- 99%** Are registered voters

## Average Age 56

- 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