Vinegar Hill

SUMMARY 2023

SUMMER 2023

Vinegar Hill
MAGAZINE

Media Kit

f @vinegarhillmag

t @vinegarhillmag

@vinegarhillmag

▶ @vinegarhillmag

Vinegar Hill MAGAZINE

PROFILE

Vinegar Hill Magazine is a space that is designed to support and project a more inclusive social narrative, to promote entrepreneurship, and to be a beacon for art, culture, and politics in Central Virginia.

In the early twentieth century, Vinegar Hill became the economic center for Charlottesville's black population. While segregation remained intact, black businesses in the area served both the black and white communities. Despite barriers to education and employment, African Americans created economic opportunities through a wide range of ventures in the Vinegar Hill area. Though many rented their Vinegar Hill housing that often lacked running water, indoor plumbing, and electricity, residents lived and worked among their homes, schools, and churches in a close-knit community. Over 55 of the homes and businesses in Vinegar Hill were owned by African Americans at that time.

DISTRIBUTION   DEMOGRAPHICS

- 25,000 Print + Digital (Annually)
- 2,500+ weekly website/social views

- 64% Women
- 66% ages 25 - 64

MEDIA REACH

f
1.1k followers

twitter
857 followers

instagram
5,107 followers

▶
107 subscribers

✉
5,108

WEBSITE STATISTICS

149,000 is the total number of interactions among 50,000 viewers for years 2020-2022. The visitors are mainly from the United States. Specifically, Charlottesville VA and surrounding counties.

Vinegar Hill
M A G A Z I N E

P A C K A G E S

Full-Page Annual Package
-4 Print full-page ad (full color)
-Online banner ads (see sizes on page 4) full color- these rotate online and can be switched out throughout the month.
-4 printed magazine copies
-**Total cost for the year $908.00**

Half-Page Annual Package
-4 Print half-page ad (full color)
-Online banner ads (see sizes on page 4) full color - these rotate online and can be switched out throughout the month.
-4 printed magazine copies
-**Total cost for the year $628.00**

1/4 Page Annual Package
-4 Print 1/4 page ad (full color)
-Online banner ads (see sizes on page 4) full color- these rotate online and can be switched out throughout the month.
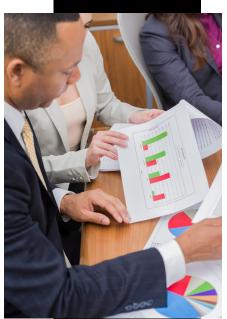-4 printed magazine copies
-**Total cost for the year $508.00**

DIGITAL ADS
-Sponsorship Section $5,000.00 (annual)
-Home page pop-up $1,000.00 (monthly)
-Video News Post (appears in line with articles) $150.00 (monthly)
-Social Media (FaceBook, Instagram, & Twitter) $75.00 (monthly)
-Newsletter/Email Campaign (1-3 weekly) $75.00 (monthly)
-YouTube Page $75.00 (monthly)
-Online Banners $150.00 (monthly)

Ad Designs

- Print and online banner ad designs are $325.00
- A la carte $150.00
- 2 Mock ups
- 2 Revisions

Vinegar Hill Magazine | www.vinegarhillmagazine.com | (434) 218-5317

Vinegar Hill
MAGAZINE

AD SIZES

There are a variety of sizes in which your business ad can be published, including business card, 1/4- page (vertical or horizontal), 1/2-page (vertical or horizontal), and full-page, all based on an 8-1/2 x 11 page. Advertising can be bought in consecutive frequency blocks of one through four.

Digital ad sizes: (728x90, 970x90, 300x600, 300x250, 300x50, 320x50). *White backgrounds must have a border. Formats: .PNG or .JPG

We can design an ad for you in any of the above-mentioned sizes for a nominal fee listed on page 3 of this media kit.

ADVERTISING RATES

AD SIZES	One-Time	4-7 Issues	8-16 Issues
Center Spread	$600 ea.	$500 ea.	$400 ea.
Back Cover	$400	$300	$250
Back Front Cover	$300	$200	$125
Full-Page	$200	$150	$100
½ Page	$100	$75	$50
¼ Page	$50	$35	$25
Business Card	$35	$25	$20

Ads must be sent in the dimensions listed above in either .JPG or .TIFF formats at 300 dpi. Graphic design will be done at a nominal fee as mentioned above. Online banner ads are best as PNG formats.

PUBLISH DATES

- **Feb 21 ad deadline** for March publish

- **June 21 ad deadline** for July publish

- **September 21 ad deadline** for October publish

- **November 21 ad deadline** for December publish

- **December 21 ad deadline** for Jan Special edition publish