Vinegar Hill
MAGAZINE

MEDIA KIT · 2026–2027

Partner with Vinegar Hill

Central Virginia's independent Black media institution: a magazine, a newsletter, and events like Best In Black Cville.



WHO WE ARE

Fifteen years of telling Black Charlottesville's story *accurately, and with pride.*



Best In Black Cville, 2026

THE INSTITUTION

A record the community trusts

Commended by the Virginia House of Delegates. Held in the University of Virginia library's permanent collection. A member of the Google News Initiative's Transformation Tech cohort. Our reporting is picked up by national outlets.

OUR READER

Readers who show up for their community

Professionals, entrepreneurs and community leaders across Charlottesville and the surrounding counties, who read Vinegar Hill to see their community told accurately and with pride.

WHAT WE PUBLISH

One brand, many ways in

A quarterly magazine in print and digital, a monthly newsletter, vinegarhillmagazine.com, community events, membership with print issues included, and Best In Black Cville, a collaborative partnership with Soul of Cville.

AUDIENCE · EVERY NUMBER DATED AND SOURCED

Who we reach

50,800+
Page views in the past year
Nov 2025 – Oct 2026. Jetpack Stats.

4,200+
Page views every month, on average
Nov 2025 – Oct 2026. Jetpack Stats.

18,600+
Page views in our busiest quarter
Apr – Jun 2026. Jetpack Stats.

4,600+
Email subscribers
Newsletter and Best In Black lists, Nov 2026. MailPoet.

40%
Newsletter open rate
2,259 delivered, 910 opens, Nov 3, 2026 issue. MailPoet.

332
Paying members, all time
$10 a month or $100 a year, print included. As of Oct 2026.

Where readers find us

Reach on each channel, 2026



430+
STORIES IN OUR ARCHIVE

4×
PRINT ISSUES A YEAR

500–600
COPIES PER PRINT RUN

15
YEARS PUBLISHING

Website figures from Jetpack Stats, November 2025 – October 2026, the same figures shown at vinegarhillmagazine.com/advertise. Followers as of October 2026. Newsletter figures from MailPoet, pulled November 9, 2026.

OUR LEAD OFFER

The newsletter: the audience we own outright

Vinegar Hill lands in the inboxes of readers who asked for it. No algorithm decides who sees your message.

40%

open rate on the November 2026 issue

8.6%

click rate on the same issue, 195 readers clicking through

Annual newsletter placement

$1,500 a year

($125 a month)

Your logo, message and link in every newsletter for a full year, in front of readers who asked to hear from us.

Open and click rates: MailPoet, Nov 3, 2026 send to 2,259 subscribers.







FOR INSTITUTIONS

Underwrite the stories your community is waiting for

Section sponsorship

$5,750 a year

Present a section of Vinegar Hill for a full year, with your name alongside every story in it.

Best In Black Cville

Custom packages

Our annual community awards, a collaborative partnership with Soul of Cville. More than 2,400 readers signed up to vote in 2026. Recognition on stage, on the step-and-repeat and on the voting page.

Community events

Custom packages

Conversations like Can I Talk to You C-Ville on Black health, plus pop-ups and issue launches, listed on our events calendar.

RECENT PARTNERS

Virginia Film Festival · **Jefferson Madison Regional Library** · **United Bank**

THE MAGAZINE

Quarterly, in print and digital

Four issues a year. Members receive every issue in print, and any reader can order a single issue printed on demand.



Spring 2025



Summer 2025



Fall/Winter 2025



Stay Fresh, Summer 2025

Annual print packages

PACKAGE	PER YEAR
Full page Four full-color full-page ads, rotating online banners all year, four printed copies	$1,042
Half page Four full-color half-page ads, rotating online banners all year, four printed copies	$722
Quarter page Four full-color quarter-page ads, rotating online banners all year, four printed copies	$584

MEMBERS

332 paying members all time, at $10 a month or $100 a year, with every print issue included.

PRINT ON DEMAND

Single issues available to any reader at $25 plus shipping.

EVERY ISSUE ONLINE

Each issue has its own page on vinegarhillmagazine.com, with its stories.

Plan your placement

Digital placements

PLACEMENT	RATE
Newsletter placement, full year	**$1,500** per year ($125 a month)
Home page pop-up	**$1,150** per month
Online banners, rotating	**$172** per month
Section sponsorship	**$5,750** per year

AD DESIGN

Print and online banner design, $374. Single ad à la carte, $172. Both include two mock-ups and two revisions.

Ad specs

Print. Business card, quarter page, half page (vertical or horizontal) and full page, on an 8½ × 11 in. page. Send JPG or TIFF at 300 dpi.

Online banners. PNG or JPG. White backgrounds need a border.

728×90 · 970×90 · 300×600 · 300×250 · 300×50 · 320×50

2026–2027 print deadlines

Nov 21, 2026	Winter issue, published in December
Feb 21, 2027	Spring issue, published in March
June 21, 2027	Summer issue, published in July
Sept 21, 2027	Fall issue, published in October



LET'S WORK TOGETHER

Put your name behind the story.

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