



MEDIA KIT



INSIDENOVA



RAPPAHANNOCK MEDIA

CONNECTING COMMUNITIES FROM THE PIEDMONT TO THE POTOMAC



» OUR MARKET

InsideNoVa and Rappahannock Media serve one of the wealthiest, highest-educated and most diverse communities in the country – the suburbs of our nation's capital, Washington, D.C. Five of the counties covered by InsideNoVa are among the richest counties in America, based on median household incomes:

1. Loudoun County, VA, \$134,464
2. Howard County, MD, \$120,941
3. Fairfax County, VA, \$115,717
4. Hunterdon County, NJ, \$113,684
5. Santa Clara County, CA, \$111,069
6. Arlington County, VA, \$110,388
7. Douglas County, CO, \$109,292
8. San Mateo County, CA, \$108,627
9. Morris County, NJ, \$106,985
10. Williamson County, TN, \$106,054
11. Nassau County, NY, \$105,870
12. Somerset County, NJ, \$104,478
13. Marin County, CA, \$103,845
14. San Francisco County, CA, \$103,801
15. Delaware County, OH, \$101,693
16. Forsyth County, GA, \$100,909
17. Montgomery County, MD, \$99,763
18. Calvert County, MD, \$98,732
19. Prince William County, VA, \$97,986
20. Stafford County, VA, \$97,484

SOURCE: 2016 American Community Survey, prepared by the U.S. Census

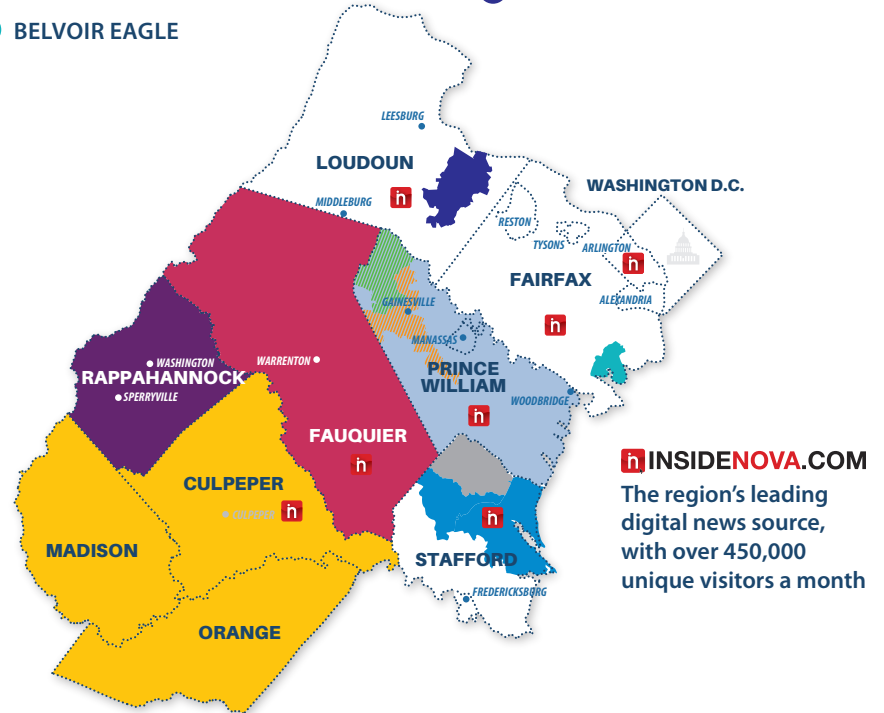
» IN PRINT AND ONLINE

Five weekly community newspapers, reaching over 60,000 households:

- INSIDENOVA | PRINCE WILLIAM
- INSIDENOVA | NORTH STAFFORD
- CULPEPER TIMES
- RAPPAHANNOCK NEWS
- BELVOIR EAGLE

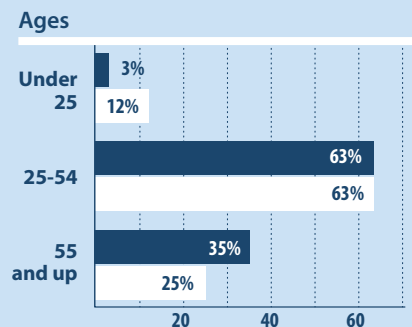
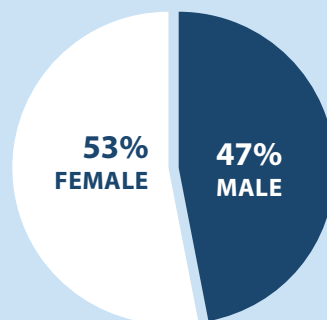
Four Lifestyle magazines, reaching over 45,000 high-income households:

- GAINESVILLE (MONTHLY)
- HAYMARKET (MONTHLY)
- WARRENTON (MONTHLY)
- ASHBURN (BI-MONTHLY)



» OUR READERS: HIGH-INCOME, HIGHLY EDUCATED

Readers of our weekly newspapers index significantly higher than the local market overall in terms of household income and education.



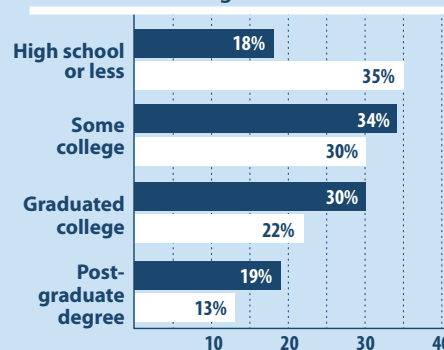
AND OUR PRODUCTS WORK!

76.9%

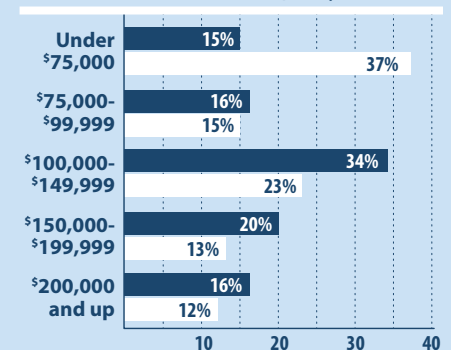
Frequently purchase products or services from ads seen in the InsideNoVa/Rappahannock Media publications

56% Keep our newspaper more than two days before discarding it

Over 80 percent of our readers have at least some college education



Over two-thirds of our readers have household incomes over \$100,000



(Based on 2018 Circulation Verification Council survey of readers of InsideNoVa/Prince William, InsideNoVa/North Stafford and the Culpeper Times.)

» WEEKLY COMMUNITY NEWSPAPERS

Our weekly community newspapers provide award-winning local news, sports and feature coverage to high-income households targeted through a mix of paid and free delivery. Circulation audits and delivery details available upon request.

All our newspapers are produced in a full-color tabloid format with modular ad sizes, allowing for maximum ad visibility and reducing clutter. All ad rates include full-color and ad design services if needed.



» COMMUNITY LIFESTYLE MAGAZINES

Our hyperlocal lifestyle magazines provide feature content targeted to four distinct communities:

- **Warrenton (Fauquier County)**
Monthly | Circulation: 11,800
- **Haymarket (Prince William County)**
Monthly | Circulation: 10,000
- **Gainesville (Prince William County)**
Monthly | Circulation: 9,500
- **Ashburn (Loudoun County)**
Bi-monthly | Circulation: 15,000

All four magazines are printed on heavy-stock, glossy paper, with 90 percent of the copies mailed to selected high-income neighborhoods via the U.S. Postal Service. The rest are available at local stores, restaurants, doctors' offices, and other high-traffic locations.

Ashburn publication schedule:
March/April, May/June, July/August, September/October, November/December.

PIEDMONT VIRGINIAN: This is a richly produced quarterly journal highlighting and appreciating the nature, places, people and ways of life of the Northern Piedmont Region. The magazine celebrates the region's beauty, diversity and history. Copies are distributed at a variety of locations throughout Northern Virginia and the Piedmont, at bookstores, hotels, bed and breakfasts, restaurants, shops, tourist sites and other venues, and also to subscribers by direct mail.

Publication schedule: March, June, September, December



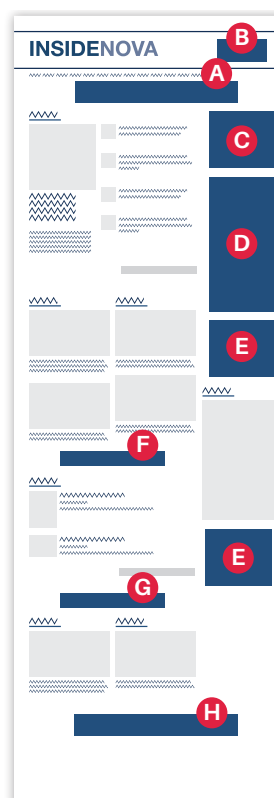
» DIGITAL MEDIA

Reach Northern Virginia's largest digital news audience via InsideNoVa.com.

- InsideNoVa.com covers the entire region, including Arlington, Culpeper, Fairfax, Loudoun, Prince William and Stafford counties.
- 2 million monthly average page views
- 450,000 monthly unique visitors
- 65,000-plus opt-in e-mail newsletter and marketing subscribers
- 90,000-plus Facebook fans
- Subsites targeted to specific communities and topics of interest
- Geographic/demographic targeting available

Other local sites available:

- RappNews.com: Serving Rappahannock County
- PiedmontLifestyles.com: Featuring content from our Lifestyles magazines in Warrenton, Haymarket and Gainesville
- AshburnMagazine.com: Featuring content from Ashburn Magazine
- PiedmontVirginian.com: Featuring content from the Piedmont Virginian
- BelvoirEagleOnline.com: Featuring content from the Belvoir Eagle.



» Friends2Follow



Grow your social media audience exponentially by running your posts from Facebook and other social media sites on InsideNoVa.com. Only \$69/month (minimum six-month commitment).

» ZipRecruiter



Advertise your open positions on InsideNoVa.com and in our newspapers with additional exposure on ZipRecruiter included. Call 703-771-8831 or email tfelds@insidenova.com

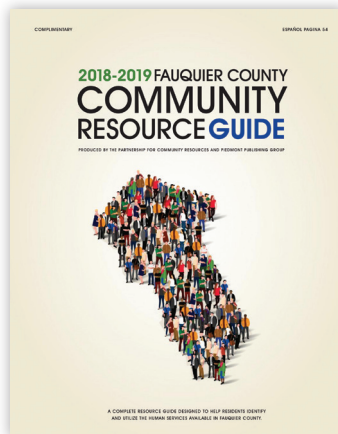
» OTHER PRODUCTS



THE BUSINESS VOICE

Produced in collaboration with the Northern Virginia Chamber of Commerce, this quarterly magazine reaches over 2,500 of the most prominent business decision-makers and community leaders across the region.

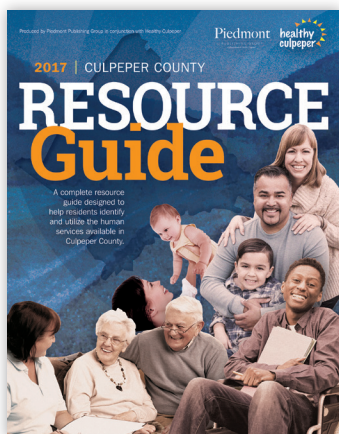
PUBLICATION DATES:
January, April, July, October



FAUQUIER RESOURCE GUIDE

Produced in collaboration with the Partnership for Community Resources, this annual publication provides a wealth of useful information for Fauquier County residents and businesses. Distribution is 8,000.

PUBLICATION DATE:
September



CULPEPER RESOURCE GUIDE

Produced in collaboration with Healthy Culpeper, this bi-annual publication provides a wealth of useful information for Culpeper County residents and businesses. Distribution is 7,000.

PUBLICATION DATE:
August

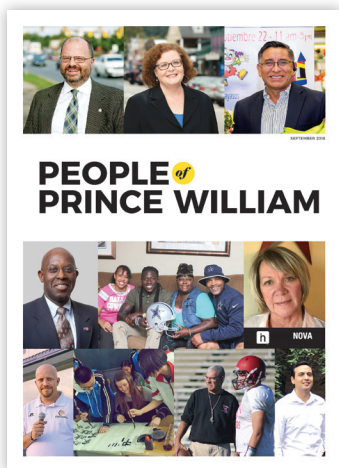


BEST OF...

Our annual "Best of..." contests are well known in their communities and generate tens of thousands of votes.

PUBLICATION SCHEDULE:

- **Stafford:** February
- **Ashburn:** March
- **Culpeper:** May
- **Prince William:** July
- **Gainesville, Haymarket and Warrenton:** August



COMMUNITY GUIDES

Our annual newspaper community guides are among the most popular sections we produce each year and are designed to be kept year-round, with useful information and features. These publish in late September in our Prince William, Rappahannock and Stafford weekly papers.



INSIDENOVA TIX

Is your organization, venue or company hosting a ticketed event? If so, use InsideNoVaTix.com to handle your ticket sales. This new platform offers all the features one would expect from online ticketing, coupled with free promotions through InsideNoVa and our network of newspapers and magazines.

FOR MORE INFORMATION ON THESE AND OTHER PRODUCTS, CONTACT YOUR ADVERTISING REPRESENTATIVE.

And ask about our many other marketing solutions:

- Front-page sticky notes
- Print-and-deliver inserts
- Sponsored contests
- Co-op advertising
- Native advertising and "write your own article"
- Complete special section calendar

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PRINCE WILLIAM: 1372 Old Bridge Road, Suite 101, Woodbridge, VA 22192 | 703-318-1386

LIFESTYLE MAGAZINES: 11 Culpeper St., Warrenton, VA 20188 | 540-349-3951

CULPEPERTIMES: 206 S. Main St., Suite 301, Culpeper, VA 22701 | 540-812-2282