

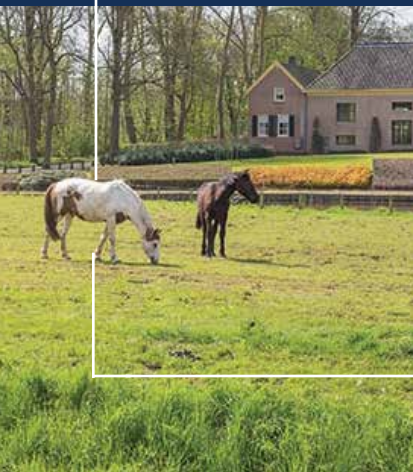


# MEDIA KIT

2024



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. Six of the counties covered by InsideNoVa are among the 27 richest counties in America, based on median household incomes, and three are in the top 10:

1. Loudoun County, VA, \$147,111
2. Santa Clara County, CA, \$130,890
3. San Mateo County, CA, \$128,091
4. Fairfax County, VA, \$127,866
5. Howard County, MD, \$124,042
6. Arlington County, VA, \$122,604
7. Marin County, CA, \$121,671
8. Douglas County, CO, \$121,393
9. Nassau County, NY, \$120,036
10. Los Alamos County, NM, \$119,266
11. San Francisco County, CA, \$119,136
12. Hunterdon County, NJ, \$117,858
13. Morris County, NJ, \$117,298
14. Somerset County, NJ, \$116,510
15. Forsyth County, GA, \$112,834
16. Calvert County, MD, \$112,696
17. Nantucket County, MA, \$112,306
18. Stafford County, VA, \$112,247
22. Prince William County, VA, \$107,707
27. Fauquier County, VA, \$105,665

Source: U.S. Census Bureau, 2020

## » IN PRINT

Three weekly community newspapers, reaching over 30,000 households:

- INSIDENOVA | PRINCE WILLIAM
- CULPEPER TIMES
- RAPPAHANNOCK NEWS

Four Lifestyle magazines, reaching over 55,000 high-income households:

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

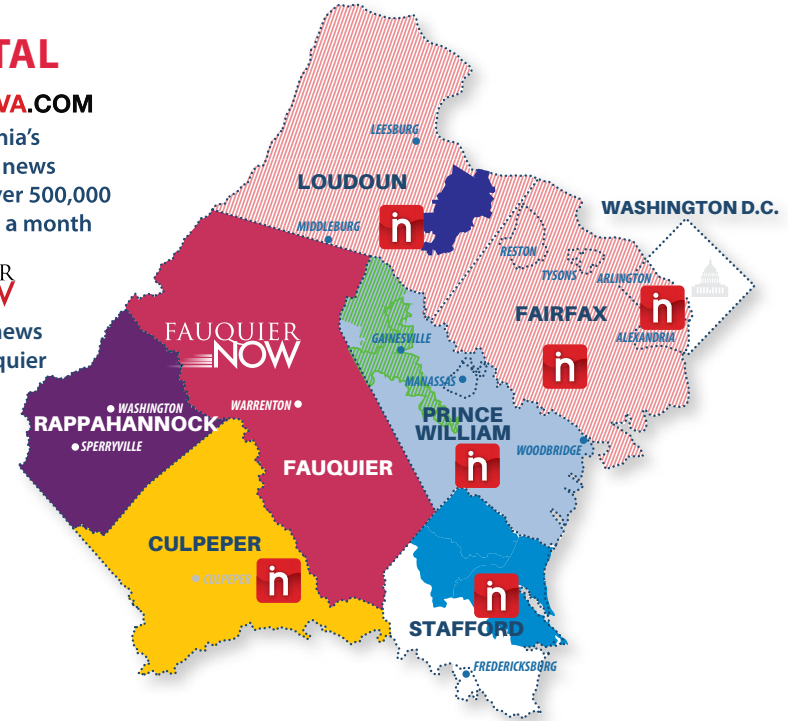
## » DIGITAL

### INSIDENOVA.COM

Northern Virginia’s leading digital news source, with over 500,000 unique visitors a month

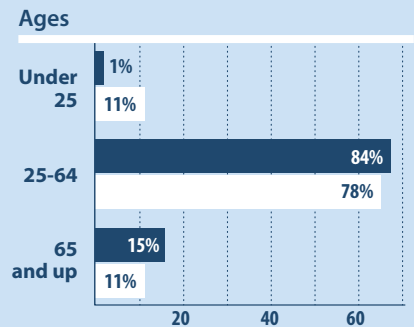
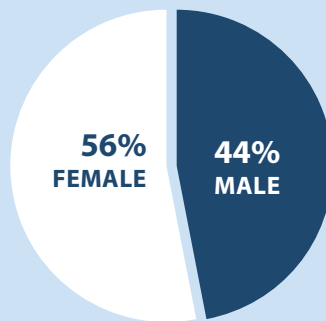
### FAUQUIER NOW

A hyper-local news source for Fauquier County, with over 90,000 unique visitors a month.



## » 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!

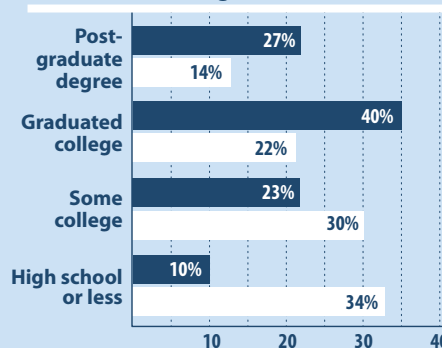
# 75.9%

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

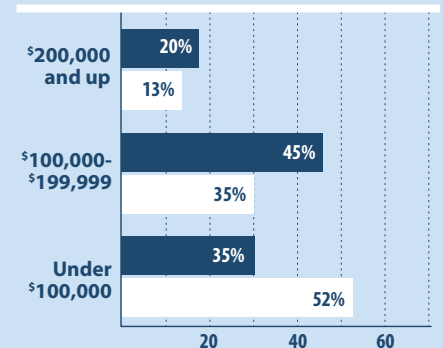
**56%** Keep our newspaper more than two days before discarding it

OUR READERS  
MARKET

90 percent of our readers have at least some college education



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



(Based on 2022 Circulation Verification Council survey of readers of InsideNoVa/Prince William 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.

**INSIDENOVA PRINCE WILLIAM**  
 FROM BETS TO JETS  
 Trio of landmark projects may be coming to area

**Commercial flights out of Manassas?**  
 City leaders roused by new proposal

**Rosie's Gaming sets sights on Manassas Park**  
 Voters would decide via fall referendum

**And the winners are...**  
 Over 10,000 voters chose 152,000 individual voters. Over 5,000 local businesses, organizations and people nominated. Award the 2022 Best of Prince William business to nearly 200 different categories. >> 48 page Special Publisher Section Inside

**Rappahannock News**  
 Kevin Adams painted Rappahannock, a space he loved

**Planners put brakes on rezonings**  
 OK big Blue Rock Inn expansion

**Social media-fueled allegations swirl over county relationship with Flint Hill fire company**

**WASHINGTON FINE PROPERTIES**  
 THE PREMIER BROKERAGE FIRM  
 REPRESENTING THE CAPITAL REGION AND THE VIRGINIA COUNTRYSIDE

New gathering, art space coming to Sperryville

**CULPEPER TIMES**  
 CITIZEN OF THE YEAR  
 Funeral director wins annual award

**Shop LOCAL** this Holiday Season by shopping at **Culpeper FARMS** and **SMALL BUSINESSES**

**BE A Culpeper LOCAL**

	SIZE	INSIDE NOVA PRINCE WILLIAM	RAPPAHANNOCK NEWS	CULPEPER TIMES
CIRCULATION		18,500	2,500	5,000
DELIVERED		THURSDAY	THURSDAY	THURSDAY*
BACK PAGE	9.5 x 13	\$1,275		
FULL PAGE	9.5 x 13	\$1,049	\$525	\$1,045
THREE-QUARTER	7 x 13	\$790	\$410	\$910
BONUS HALF	7 x 9.8	\$690	\$325	\$700
HALF PAGE	(H) 9.5 x 6.4	\$595	\$300	\$605
	(V) 4.7 x 13			
BONUS QUARTER	(H) 7 x 6.4	\$430	\$260	\$399
	(V) 4.7 x 9.8			
QUARTER PAGE	(H) 4.7 x 6.4	\$319	\$190	\$300
	(V) 2.25 x 13			
EIGHTH PAGE	(H) 4.7 x 3.2	\$219	\$135	\$180
	(V) 2.25 x 6.4			
SIXTEENTH PAGE	2.25 x 3.2	\$159	\$75	\$90

**TWO-PAPER DISCOUNT: 15% OFF EACH AD** **THREE-PAPER DISCOUNT: 25% OFF EACH AD**

\*All ads appear in both print and digital replica editions of all three newspapers. Culpeper Times publishes biweekly in print and produces separate electronic editions online in intervening weeks. All ads appear in both editions.

## SAMPLE AD SIZES

## » PRE-PRINT RATES

WEEKLY PAPER	CIRCULATION		OPEN RATE	6X YEAR	13X YEAR	26X YEAR
INSIDENOVA   PRINCE WILLIAM	18,500	SINGLE SHEET	\$35.00	\$33.25	\$31.50	\$29.75
		4 TAB	\$40.00	\$38.00	\$36.00	\$34.00
		8 TAB	\$45.00	\$42.75	\$40.50	\$38.25
CULPEPER TIMES*	5,000	12 TAB	\$49.00	\$46.55	\$44.10	\$41.65
		16 TAB	\$53.00	\$50.35	\$47.70	\$45.02
		20 TAB	\$56.00	\$53.20	\$50.40	\$47.60
RAPPAHANNOCK NEWS*	2,500	24 TAB	\$59.00	\$56.02	\$53.10	\$50.15
		28 TAB	\$62.00	\$58.90	\$55.80	\$52.70
		32+ TAB	\$64.00	\$60.80	\$57.60	\$54.40

\*Add \$5 per thousand for Culpeper Times & Rappahannock News unless purchased as part of a group buy.

All prices per thousand inserts.

### DELIVERY INFORMATION

**FREDERICK NEWS-POST**  
351 BALLENGER CENTER DRIVE  
FREDERICK, MD 21703

**PHONE:** (240) 215-8705  
(Deliver to side loading dock. Label inserts with paper and pub date.)

**ZONING CHARGE** (less than full run in any one publication): additional \$5 per thousand.

**MINIMUM QUANTITY:** 10,000 per publication per week.

**FREQUENCY DISCOUNTS:** Require signed contract.

ZIP CODE TARGETING AVAILABLE.

## » STICK-ON ADS

- High-impact front-page advertising
- Build image and brand awareness
- Target your message by zip codes
- Priority placement (first-come, first-served)
- Available in all three weekly newspapers
- Minimum order: 10,000
- Format: PDF files only

## STICK-ON ADS!

YOUR AD HERE!

- Premium front-page placement
- Target by Zip codes
- Instant traffic - direct response

CALL YOUR ADVERTISING REPRESENTATIVE TODAY!



COST PER THOUSAND							
Quantity	10,000-14,999	15,000-19,999	20,000-24,999	25,000-49,999	50,000-74,999	75,000-99,999	100,000+
4 Colors	\$89	\$79	\$69	\$65	\$55	\$52	\$49

Ask about additional options, including two-sided notes, distinctive shapes (cars, houses, etc.), stick-on booklets and coupons

## » COMMUNITY LIFESTYLE MAGAZINES

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

- Warrenton (Fauquier County) Monthly | Circulation: 11,800
- Haymarket/Gainesville (Prince William County) Monthly | Circulation: 15,000
- Ashburn (Loudoun County) Bi-monthly | Circulation: 16,000
- North Stafford (Stafford County) Bi-monthly / Circulation: 9,000

### DISTRIBUTION:

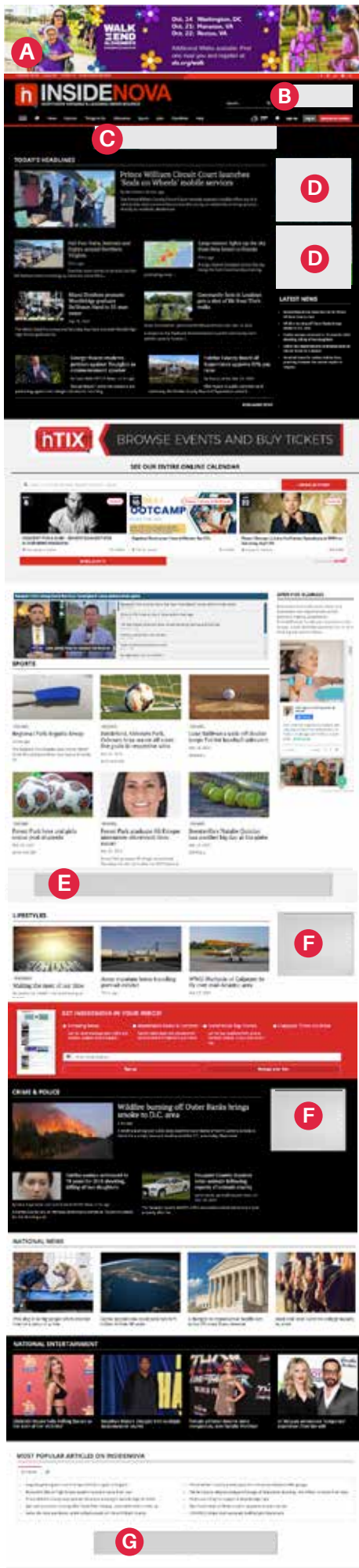
- 90 percent mailed to selected high-income neighborhoods by U.S. Postal Service.
- Remainder available for free pickup at local stores, restaurants, doctors' offices, and other high-traffic locations.

All magazines printed in full color on heavy-stock, high-quality paper.



AD	SIZE	WARRENTON LIFESTYLE			HAYMARKET/GAINESVILLE LIFESTYLE			ASHBURN MAGAZINE			STAFFORD MAGAZINE
		12 X	6 X	1 X	12 X	6 X	1 X	6 X	3X	1 X	1 X
FULL PAGE	8.5 x 10.875	\$925	\$999	\$1,125	\$999	\$1,149	\$1,299	\$930	\$985	\$1,095	\$899
2/3 Page	7.5 x 6.5	\$695	\$730	\$815	\$719	\$829	\$949	\$669	\$709	\$780	\$699
1/2 Page	(H) 7.5 x 4.8	\$575	\$635	\$690	\$599	\$669	\$799	\$550	\$590	\$650	\$549
	(V) 3.7 x 9.75										
1/3 Page	(H) 7.5 x 3.2	\$415	\$440	\$485	\$469	\$529	\$599	\$389	\$419	\$455	\$419
	(V) 3.7 x 6.5										
1/4 Page	3.7 x 4.8	\$339	\$380	\$420	\$379	\$439	\$499	\$310	\$340	\$390	\$339
1/6 PAGE	3.7 x 3.2	\$235	\$265	\$299	\$299	\$329	\$359	\$269	\$289	\$325	\$269
INSIDE FRONT COVER	8.5 x 10.875	\$1,095	\$1,195	\$1,295	\$1,195	\$1,295	\$1,395	\$1,050	\$1,099	\$1,215	\$999
BACK COVER	7.5 x 6.5	\$1,095	\$1,195	\$1,295	\$1,195	\$1,295	\$1,395	\$1,115	\$1,199	\$1,320	\$1,099
PAGE 3	8.5 x 10.875	\$1,095	\$1,195	\$1,295	\$1,195	\$1,295	\$1,395	\$1,115	\$1,199	\$1,320	\$1,099
INSIDE BACK COVER	8.5 x 10.875	\$995	\$1,095	\$1,195	\$1,195	\$1,295	\$1,395	\$1,015	\$1,075	\$1,195	\$999
CENTER SPREAD	17 x 10.875	\$1,395	\$1,595	\$1,795	\$1,495	\$1,695	\$1,895	-	-	-	\$1,999

Save money by bundling your Lifestyle magazine advertisements!



## » DIGITAL MEDIA

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



Responsive Desktop/mobile web site with unique advertising positions



App with 48,000+ downloads (free in the app store)



- InsideNoVa.com covers the entire region, including Arlington, Culpeper, Fairfax, Loudoun, Prince William and Stafford counties.
- 2 million monthly average page views
- 500,000 monthly unique visitors
- 30,000-plus opt-in e-mail newsletter and marketing subscribers
- 115,000-plus Facebook fans
- Geographic/demographic targeting available

INSIDENOVA.COM			
REGION		AD SIZE	CPM
A	IMPACT TOP	1920x350 800x250 (mobile)	\$19
B	PAGE SPONSOR TILE-TOP	200 x 90	\$399/month section
C	LEADERBOARD-TOP	728 x 90 320 x 50 (mobile)	\$9
D	RAIL-TOP	300 x 250	\$9
D	RAIL-TOP	300 x 600	\$14
E	INDEX MIDDLE	1170x90	\$7
F	RAIL-BOTTOM	300 x 250	\$6
G	LEADERBOARD-BOTTOM	728x90	\$5

Advertisements appear on InsideNoVa desktop and mobile sites (including app). Minimum purchase on InsideNoVa.com is 25,000 impressions per month.

## » DIGITAL MEDIA

### FAUQUIER NOW

Fauquier County's top local news source, reaching over 90,000 readers a month and 12,000 opt-in and engaged email subscribers. The county's only free local news report features daily news updates, weekly real estate reports, obituaries, and more.



Ask about additional ad positions and unique formats.

FAUQUIERNOW.COM		
REGION	AD SIZE	COST
A	PENCIL AD - EXCLUSIVE POSITION (expands to 960x250)	\$780/week or \$2,699/ month
B	LEADERBOARD (5 POSITIONS MAX)	\$315/week or \$1,099/month
C	RECTANGLE	\$190/week or \$650/month
D	RECTANGLE	\$105/week or \$375/month
	ROTATING CUBE (3D ANIMATION)	1,250/month

All ads include complete reporting of impressions delivered and click-throughs. Design services available at no additional charge.

### Rappahannock News

Rappahannock County's top local news source, reaching over 35,000 readers a month. Website features daily news updates, local events coverage, obituaries and more.

RAPPNEWS.COM		
	AD SIZE	COST
	LEADERBOARD	\$399/month
	RECTANGLE	\$299/month

## » E-MAIL BLASTS

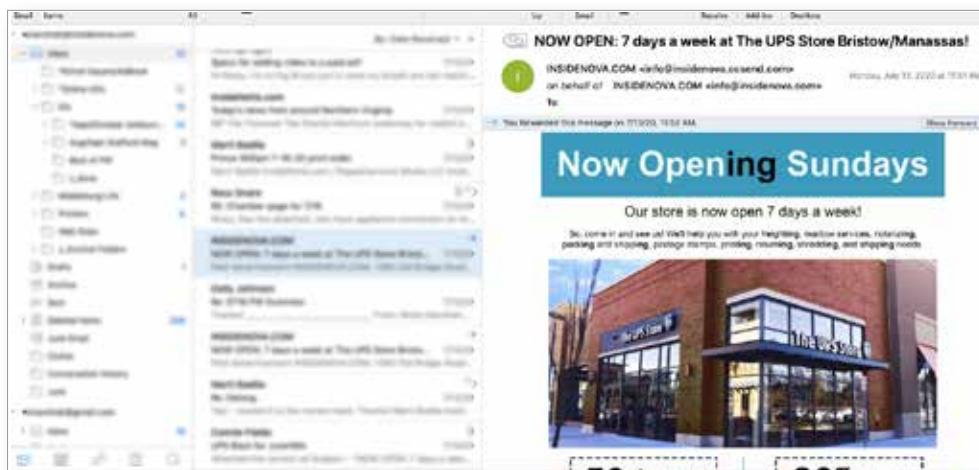
Readers rely on the credibility of our news and information every day. Our e-mail open rates are nearly double the national average because users have opted in to our e-mails and they want to know what's happening in their community. E-mail blasts are a great way to promote events and special offers and to create a sense of urgency among potential customers. Give your message the exposure it deserves!

Your message – and your message alone – is sent to 30,000-plus engaged subscribers who've signed up to receive marketing e-mails from InsideNoVa or 12,000 who've signed up for FauquierNow emails.

Each email blast includes:

- Unique subject line that you write
- Direct click-through to your landing page or web site so you can track results.
- A complete report on open and click-through rates.

Deliver your message directly to more than 45,000 in-boxes!

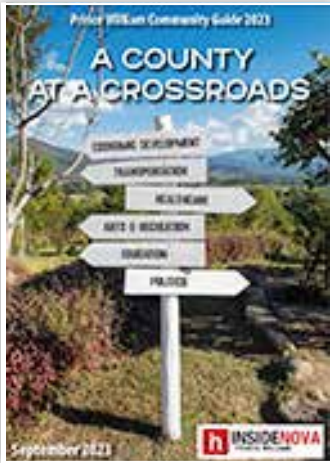


EMAIL BLAST - 600x600 REACH OVER 45,000 SUBSCRIBERS		
INSIDENOVA 30,000	FAUQUIER NOW 12,000	CULPEPER TIMES 4,000
\$499	\$249	\$150

Discounts available for print advertisers & multiple runs.

DAILY E-NEWSLETTERS REACH OVER 45,000 SUBSCRIBERS			
AD SIZE	INSIDENOVA	FAUQUIER NOW	CULPEPER TIMES
580 x 140	\$499/mo.	\$299/mo.	\$75/week
280 x 140	\$349/mo.	\$199/mo.	
580 x 140	\$399/mo.	\$299/mo.	

## » OTHER PRODUCTS



### 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 will publish in late September in our Rappahannock Newspaper and in October in our Prince William newspaper.



### FAUQUIER & CULPEPER RESOURCE GUIDES

Produced in collaboration with local community nonprofits, these annual publications provide a wealth of information for local residents and businesses.

#### 2024 PUBLICATION DATES:

Fauquier: September



### FACES OF CULPEPER 2025

Produced by the Culpeper Times, this annual publication profiles the community's top business leaders in a high-quality format. Distribution is 2,500.

**PUBLICATION DATE:** December



### BEST OF...

Our annual "Best of..." contests are well known in their communities and generate tens of thousands of votes. 2024 publication schedule:

- Culpeper: April
- Ashburn: May
- Prince William: June
- Gainesville, Haymarket & Warrenton: August
- Stafford: August



### CHAMBER GUIDES

These annual publications spotlight local chamber members as well the communities they serve. They are distributed to all chamber members as well as at numerous local businesses and attractions.

#### PUBLICATION DATES:

Mount Vernon Springfield: March 2024

Culpeper: January 2025

### AND ASK ABOUT:

#### InsideNoVA Tix



How to sell more tickets to local events and venues with InsideNoVaTix.com

#### Open for Business



How to grow your social media audience on Facebook and other platforms with "Open for Business," powered by Friends2Follow.

#### InsideNoVa Jobs

Post your open positions on InsideNoVa, Indeed, Glassdoor, ZipRecruiter and more - all with one call.

And ask about our many other marketing solutions:

- Employment Advertising with ZipRecruiter
- Print-and-deliver inserts
- Sponsored contests
- Co-op advertising
- Native advertising and "write your own article"
- Complete special section calendar

Dennis Brack, President, [dbrack@rappnews.com](mailto:dbrack@rappnews.com) | Bruce Potter, COO, [bpotter@insidenova.com](mailto:bpotter@insidenova.com)

RAPPAHANNOCK MEDIA LLC (Corporate Office): P.O. Box 59, 309 Jett Street, Washington, VA 22747 | 540-675-3338

PRINCE WILLIAM: 1360 Old Bridge Road, Woodbridge, VA 22192 | 703-318-1386

FAUQUIER NOW & LIFESTYLE MAGAZINES: P.O. Box 3632, Warrenton, VA 20188 | 540-349-3951

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