APRIL 2015

Green Living in Coastal Virginia

In Partnership with askHRgreen.org

A Supplement to Coastal VIRGINIA Magazine

Attachment 3-B

Coming in April 2015 this publication will be designed to inspire area residents to incorporate green practices into their lifestyle.

ABOUT GREEN LIVING IN COASTAL VIRGINIA:

Published to mail with April issue of Coastal Virginia Magazine (25,000) copies
Distribution through askHRgreen.org consumer shows, each of the 17 localities, Hampton Roads Sanitation District, mailed to all HRPDC commissioners.

A annual virtual magazine exposure on-line with CoastalVirginiaMag.com and askHRgreen.org.
Minimum publication size 24 pages.
Editorial will have a lifestyle approach to make all topics interesting and engaging for all readers.

Total print circulation: 40,000
Total projected readership: 221,725

Overall theme: Green Living at Home

Story ideas:

- Day in the Life Article -Trash vs. Treasure
- Behind the scenes at a recycling audit
- How does our region measure up?
- Are you recycling the right things?
- Common household culprits that clog up the recycling stream.

Home Green Home Feature

Profile/pictorial of local homeowner/contractor who designed and built home and landscape utilizing green features

- Grass-free landscaping
- Rain barrels
- Recycling centers
- Recycled materials
- Compost area
- No garbage disposal!
- Best practices to address/prevent stormwater runoff
- Picture-heavy feature of home images.

Food Article -Understanding the Oyster: The Most Eco-friendly Entrée

- Not just for "R" months anymore.
- Virginia is the largest producer of fresh-wild catch/farm-raised oysters in the country
- Oyster industry is one industry that actually has a positive impact on the environment
- Includes how to find, purchase and cook local oysters at home (2.5 pages)

How Healthy are our Waterways? Article

- How localities are working to improve them
- Steps residents can take to keep these waters free of pollutants (2 pages)*

Tap Water is a Clear Value Article

- Understanding the value in drinking tap water in your home (2 pages)

Coastal Virginia Magazine

Green Living in Coastal Virginia will be poly-bagged to all mailed copies of April 2015 Issue.

Areas Of Coverage

- Southside: Chesapeake, Norfolk, Portsmouth, Suffolk and Virginia Beach.
- Peninsula: Hampton, Newport News, Williamsburg Smithfield/Isle of Wight, Yorktown, Gloucester, and Poquoson.

About Our Coveted Readers

Active. Affluent. Responsive.
Coastal Virginia Magazine caters to intelligent, sophisticated readers who share an enthusiasm for living well, feeling/looking good and appreciating the best Coastal Virginia has to offer. Advertisers have found the magazine is an excellent way to build relationships with these readers that have desired propensity to become long term customers.

COVA Reader likelihoods compared to other area media*:

- More likely to be Art Patrons
- More likely to have income levels $150,000+
- More likely to have homes valued $500,000-$999,999
- More likely to purchase a home in 2 years and currently own home
- More likely to be affluent working women with $75,000+ income
- More likely to be frequent restaurant diner (4x past 2 weeks)

Readers with Income Above $100,000

- More likely to buy a home in the next 12 months
- More likely to plan to remodel home in the next 12 months

**Source: Media Audit 2012 Survey*

Overall if you business has a brand or image to associate with Green Living whether it's a particular product, farm to table movement or direct service this is specific opportunity to highlight your business for consumer loyalty.

Advertising rates:

Page Size	Dimesions	Price
*Full page	9 x 10.875	$4,430
2/3 page	4.9 x 9.625	$3,510
1/2 page	7.625 x 4.7	$3,120
1/3 page	4.9 x 4.7	$2,210
1/6 page	2.3 x 4.7	$1,480

Special co-op theme sections:

Healthy Eating

(Food establishments with Farm to Fork movements)

Page Size	Price
1/12pg	$369
1/6pg	$738
1/3pg	$1,476
1/2pg	$2,214

*Full Page Live Area 8.5 x 10.375 *Add 1/8" For Bleed on Full Page Ad

Advertising deadline: February 14, 2015

Area municipalities....note with each full page purchase each can have a 1/2pg for specific advertorial to explain specific programs
All rates include complimentary production services. Billing is in full upon publication, April 1, 2015.

DO YOUR PART

BY BEING A PART!

For more information contact
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