Lynchburg Business

MEDIA KIT 2027



Print

Subscriber Newsletter



Branded Digital

VDA
VISTA DIGITAL AGENCY

Custom Digital

Business LYNCHBURG EVENTS

Events

Lynchburgsales@vistamediainc.com
757-422-8979, ext 156

A Division Of VISTAMEDIA vistamediainc.com
digital marketing | publishing | studio services

PUBLISHED 6 TIMES THROUGHOUT THE YEAR

DECEMBER/JANUARY
Space Deadline: 11/2/26 **Ad Approval:** 11/9/26

FEBRUARY/MARCH
Space Deadline: 12/23/26 **Ad Approval:** 1/6/27

APRIL/MAY
Space Deadline: 3/2/27 **Ad Approval:** 3/9/27

JUNE/JULY
Space Deadline: 4/30/27 **Ad Approval:** 5/7/27

AUGUST/SEPTEMBER
Space Deadline: 7/1/27 **Ad Approval:** 7/8/27

OCTOBER/NOVEMBER
Space Deadline: 9/1/26 **Ad Approval:** 9/8/26

v.11-16-26

IMPECCABLE CONTENT & DESIGN

Lynchburg Business presents, in the highest quality print and digital magazine format, valued content that both reflects and enhances the business community in the greater Lynchburg area and the lifestyles of those who drive the success of these businesses.

6 ISSUES A YEAR

More frequent publishing to cover the local business market and trending dynamics.



Content

ECONOMY
Highlighting initiatives that foster investment, cultivate the workforce, and attract key industries to the region.

ENTREPRENEURSHIP
Profiling the leaders, creators, and thinkers shaping the future of the Lynchburg region.

WORKFORCE
Celebrating the engines and ecosystems that drive the economy and nurture job creation.

LEGAL
Navigating the obstacles and opportunities of day-to-day business.

REAL ESTATE
Spotlighting the moves and spaces that set our region up for growth.

WELLNESS
Prioritizing employee, leadership, and corporate health and mental well-being.

MARKETING
Underscoring the tactics and campaigns of our region's most successful businesses alongside tips for the up-and-coming entrepreneur.

EDUCATION
Focusing on the next generation of leaders and the educators who are paving the way.





Total Print Circulation: 8,000 copies per issue plus unlimited circulation of online virtual magazine.



DISTRIBUTION

Lynchburg Business magazine (free publication) is mailed directly to 5,500 business managers within Region 2000 along with mass distribution through racks, coffee table locations and relocation packages. Additional exposure on LynchburgBusinessMag.com.

Copies	Delivery
5,000	Mailed to Lynchburg, Bedford, Amherst, Campbell County Businesses.
500	Racked throughout Lynchburg, Bedford, Amherst, Campbell County Businesses.
5,500 Total Greater Lynchburg Distribution*	
635 Average Virtual Readership on LynchburgBusinessMag.com	

*Note: This is subject to slight fluctuations and is updated every 6 months.



IN ROTATION WITHIN ALL 4 AD SIZES

In-Article Ad
(w937 pixels x h116 pixels)

Leaderboard Ad
(w937 pixels x h116 pixels)

Side Bar Block Ad
(w300 pixels x h250 pixels)

Side Bar Half-Page Ad
(w300 pixels x h600 pixels)

A DIGITAL PRESENCE
THAT IS THE PERFECT COMPLEMENT

LynchburgBusinessMag.com

LynchburgBusinessMag.com / Exclusive Web Advertising

An exclusive opportunity is available for advertising on the LynchburgBusinessMag.com website.
Only six exclusive categories are available for 12 months on the website.
Advertisers have full run of the entire website, which would be banner ads, in-article ads and leaderboard ads.

***SAMPLE CATEGORIES WITH EXCLUSIVITY TO:**

Banking • Real Estate • Legal • Home • Health & Wellness • Attractions • Retail

**Note: These are sample categories, however many others available but they must be exclusive.*

Rate: $2,500 (per year)
Billed at $209 per month.

Lynchburg Business Brief *E-Newsletter Program*

Expand Your Reach, Authority and Expertise By Connecting with Our Subscribed Audiences.

Lynchburg Business has established an e-newsletter, Lynchburg Business Brief, which focuses on sharing local business news, web exclusive articles, magazine content, events and more.

Examples of Sponsored Business Content:

Business Announcements
Upcoming Events
New Hires
Employee Recognition
Business Anniversaries
Company Accolades

Deploys monthly on Tuesdays, mid-month to Lynchburg Business Brief subscriber list.

Sponsored Business Content: $250
1 image (384 x 275)
Up to 40 words of copy and link

Banner Ad: $150
300 x 250 and link

Custom Email: $450



Lynchburg Business — Rates & Special Packages

Total printed circulation: 8,000 copies per issue plus unlimited circulation of online virtual magazine.

RATES

Rates	Lynchburg Business 1x**	Lynchburg Business 3x**	Lynchburg Business 6x**	Print + Digital 1x***	Print + Digital 3x***	Print + Digital 6x***
1/4 Page (3.875" x 4.625")	$840	$770	$600	$1,040	$970	$800
1/2 Page (8.125" x 4.625" Horizontal) (3.75" x 9.75" Vertical)	$1,180	$1,070	$930	$1,380	$1,270	$1,130
Full Page (9" x 10.875" trim size*)	$1,480	$1,400	$1,240	$1,680	$1,600	$1,440
Double Page (18" x 10.875" trim size*)	$3,690	$2,510	$2,230	$3,890	$2,710	$2,430
Back Cover (9" x 10.875" trim size*)	$2,150	$1,950	$1,790	$2,350	$2,150	$1,990
Inside Front Cover, Inside Back Cover & Facing Pages (9" x 10.875" trim size*)	$2,450	$1,700	$1,560	$2,650	$1,900	$1,560

* Size is before adding necessary .125" bleed on all sides

** Price per issue. Rates are subject to change. For multiple issue discounts, ads must run consecutively.

*** Print + Digital: Includes print size **PLUS** Sponsored Business Content within Lynchburg Business Brief Newsletter. Excellent for recruiting, company accolades, employee recognition, event & more. 1 placement per insertion.

SPECIAL PACKAGES

Grand Opening Packages

Promote the grand opening of your business or new location opening in both print and digital!

FULL PAGE PACKAGE

- Full page display ad
- Dedicated email to our Lynchburg Business Brief e-newsletter 1st party audience
- Social media highlight
- Mobile Ad Messenger (50,000 Impressions)

Normal Rate: $3,330
Special Rate: $2,775





1/2 PAGE PACKAGE

- 1/2 page display ad
- Dedicated email to our Lynchburg Business Brief e-newsletter 1st party audience
- Social media highlight
- Mobile Ad Messenger (50,000 Impressions)

Normal Rate: $2,340
Special Rate: $2,030

Business Anniversary Packages

Promote milestone anniversaries of your business in both print and digital!

FULL PAGE PACKAGE

- Full page display ad plus full page Q&A sponsored content to share your story
- Dedicated email to our Lynchburg Business Brief e-newsletter 1st party audience

Normal Rate: $2,680
Special Rate: $1,625









1/2 PAGE PACKAGE

- 1/2 page display ad plus 1/2 page Q&A sponsored content to share your story
- Dedicated email to our Lynchburg Business Brief e-newsletter 1st party audience

Normal Rate: $1,690
Special Rate: $1,380

10% Discount Applies to 3x Inserts | 20% Discount Applies to 6x Inserts

Lynchburg Business Magazine Onserts

Let ***Lynchburg Business*** carry your marketing piece to Lynchburg's most desirable demographic.
Your piece will be polybagged, facing out, with the specified issue of the publication. Any size available up to 9"x10.875".

Pricing is Quoted Upon Request

Scan For More Advertising Information

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