

Introducing POPERTY S HOME Luxury listings, interiors, market trends and more.

Virginia Living has long been the go-to publication for luxury living in the Commonwealth. From people and places to trends and fresh ideas, readers count on us to introduce them to the rich array of resources that combine to create the Virginia lifestyle.



And now, we turn our discerning eye toward the state's spectacular real estate and property offerings with a new special bound-in supplement, *Virginia Living*Property & Home. From the expansive landscapes of ocean- and riverfront living, country estates and farms, to sophisticated urban spaces and inspiring mountain retreats, exclusive editorial will shine a spotlight on high-end property around the state. Through *Virginia Living*'s signature stunning photography and thoughtful story telling, readers will be introduced to the state's top realtors, architects, home builders, designers and industry leaders and enjoy unprecedented access to some of Virginia's most exquisite homes.

Virginia Living Property & Home will be the guide to Virginia's finest properties.

Real estate professionals, put yourself in front of our more than 500,000 affluent readers—your potential clients—by purchasing an advertisement in *Virginia Living* Property & Home. We deliver superior service, peerless content, and most importantly, robust advertising response.



Contact your

Virginia Living

Advertising

Executive

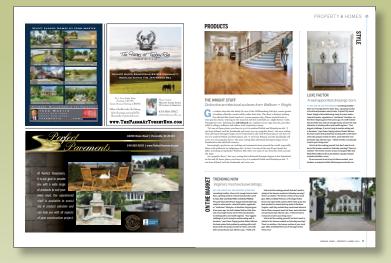
today to be

part of this

exciting new

supplement.

AN ADVERTISING PRESSENCE IN PRINT...



PACKAGE INCLUDES

- Extensive focused editorial on your industry of Property & Home
- Your display advertisement
- 75 word listing supplied by you, the individual who understands your business best. (Listing will be edited for clarity and conciseness)

ADVERTISING RATES

Sizes	Rates	Dimensions (width x height)
Full Page		10" x 13"
1/2 Page (includes 2 portal listi		8 ³ /4" x 5 ⁵ /8" (horizontal) 4 ¹ /4" x 11 ¹ /2" (vertical)
1/4 Page (includes 1 portal listin		4 ¹ /4" x 5 ⁵ /8"
Additional Portal Listings	\$250	940px X 300px

Rates based on 3x consecutive issue committment of camera-ready artwork. Artwork charges will apply to any advertisement not received camera-ready.

... CONTINUED ON-LINE IN DETAIL

And, as part of this exciting supplement, we are pleased to introduce the new *Virginia Living* Real Estate Portal, an online listing on *VirginiaLiving.com* of properties featured in the print issue.

Expertly-designed, the portal will give home buyers a closer look at the properties you represent, multiplying your advertising response and driving sales. Searchable by lifestyle—waterfront, farms and estates, mountains, urban, suburban, equestrian, resort, and wine and vineyard—each listing will feature a photo, broker portrait, detailed property information and a click-through directly to your broker website. With tens of thousands of page views each month, your listing on our portal will reach the buyer you seek.



Portal Listing Dimensions: 1280 pixels wide by 250 pixels tall

VIRGINIA LIVING REAL ESTATE PORTAL FEATURES

(provided by advertiser)

- Property Name/Location
- One property image
- Listing price and MLS#
- Property features
- Broker portrait (optional)
- Real Estate Company logo (optional)
- All pertinent contact information
- Property listing URL (website address)

READERSHIP-

504,000 readers per issue*

READER TIME PER ISSUE

VIRGINIA LIVING readers spend lots of time with our magazine — on average, 2.3 hours per is sue compared to a national average of 45 minutes. That is one of the highest reader engagement rates in the industry.

DISTRIBUTION

VIRGINIA LIVING is mailed to our 15,000 subscribers and is available at:

- · All major newsstands across Virginia
- Selected newsstands throughout the Mid-Atlantic
- Corporate and real estate relocation kits
- Visitor centers, charter aircraft and airline clubs
- NA Is a late of the state of th
- Medical and dental offices throughout Virginia
- Select high-end resorts and hotels

VIRGINIA LIVING is also available at many high-profile events across the state, including the Montpelier Hunt Races, the Commonwealth Cup, the Sand Soccer Tournament, the Virginia Fly Fishing Festival, the Upperville Colt and Horse Show, the Leukemia Cup Regatta and others.

READER STATISTICS

Female 55% Male 45% Average Age 46 Average Household Income \$150K

* SOURCE: The AudienceLab™ Study of Public Place
Distribution measures readership as an average
of 3.5 readers per single copy sale combined with
an average of 40 readers per public place copy.

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VIR GINIALIVING. COM



VIRGINIA LIVING'S PROPERTY & HOME PORTAL LISTING EXAMPLE

V R LIVING N A

Google" Custom Search

Search

FOOD & DRINK | RECIPES | PROPERTY & HOME | ARTS & EVENTS | EXPLORING | ABOUT TOWN | SLIDESHOWS | SHOP | MAGAZINE | GOOD LIFE

EQUESTRIAN FARMS AND ESTATES | MOUNTAINS | RESORT SUBURBAN URBAN WINE AND VINEYARD

PROPERTY & HOME – Farms and Estates

MAGNOLIA MORNING FARM Middlebrook, VA

\$689,000



- · 4 Bedroom/3.5 Bath
- . 3000+/- Sq. Ft.
- Mountain Views
- · Secluded & Protected
- · 20+ acres farm
- · Horse Barn/Pastures





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JFBrownRealEstate.com

RIVER RUN MANOR Goochland, Virginia \$5,900,000



- 61-acre estate overlooking the James River
- Bursting with architectural integrity!
- Tennis court and pool complex with Jeffersonian pool house!





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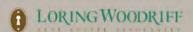
1037 CLUB DRIVE Keswick, Virginia

\$1,595,000 • MLS# 542410



- Set privately in Keswick Estate
- 4/5 Bedrooms: 1st & 2nd fl. Masters
- * Randy Rinehart-built brick home
- Kitchen open to family room with fireplace
- Finished basement with abundant natural light
- * 3-car garage

Loring Woodriff.com



LORING WOODRIFF. PRINCIPAL BROKER 401 Park Street, Charlottesville, VA 22902 (434) 977-4005 - O (434) 466-2992 - M Iwoodriff@loringwoodriff.com



FOOD & DRINK RECIPES HOME & GARDEN ARTS & EVENTS EXPLORING ABOUT TOWN SLIDESHOWS SHOP MAGAZINE GOOD LIFE

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