

# OUR HISTORY AND MISSION

## **Our Publishing Experience**

Welcome to Richmond Magazine, the magazine for the capital of Virginia and the surrounding Central Virginia region. Our magazine is published monthly and reaches more than 200,000 readers, not only in Central Virginia but also statewide. We are on more than 1,200 newsstands across Virginia, and our subscribers are paid-circulation customers.

Richmond magazine, trading as Target Communications, is a recognized publishing leader in Central Virginia. Along with publishing a monthly magazine, it produces the annual newcomers' Complete Sourcebook and a Corporate Relocation Guide used by the Chamber of Commerce, the Greater Richmond Partnership and many major corporations. In addition, Richmond Magazine publishes the Richmond Metropolitan and Convention Bureau's official Visitors Guide, with a print run of more than 300,000, and we publish the annual Who's Who Directory of Richmond businesses for the Chamber of Commerce.

We have teamed up with the Richmond Association of Realtors, the Home Builders Association of Richmond, the Richmond Home and Garden Show, the Valentine/Richmond History Center, the City of Richmond Public Schools, Chesterfield County and the Virginia Foundation for Women, among others, to produce custom publications.

## **Our Community Involvement**

We are proud community sponsors of the Richmond Symphony's Designer House, Central Virginia March of Dimes' Gourmet Chefs Auction, the Massey Cancer Center and Virginia Commonwealth University's School of the Arts. We began the Teresa Pollak Prizes for Excellence in the Arts in 1998. We sponsor various events and promotions for the above mentioned and are always considering others.

## **Our Mission**

Producing a four-color, glossy magazine since 1980, Richmond magazine's mission, as printed in our masthead every month, is: **"To publish a lively magazine that contributes to the community and illuminates the Richmond region's past, present and future."**

## **Our Content**

By blending articles on the past, present and future in all our issues, we both affirm our mission as a magazine and celebrate the unending story that is the Richmond region.

From newsstands to offices to coffee tables in many homes, readers have the opportunity to see our magazine and to embrace it. We give them articles on the arts; event calendars; features on business, travel, fashion, health, home and garden; and profiles of the famous and not so famous, not to mention articles on great places to dine. Focused on service to our readers, we investigate, we advise and we review. Our readers expect that — and deserve it — each month.

**Richmond**  
magazine

2201 W. BROAD ST., RICHMOND, VA. 23220 • PHONE: 804.355.0111 • FAX: 804.355.5442

# OUR READERS' INTERESTS

## They Spend Money on Their Homes

- 29% Contract for landscaping
- 32% Use an interior decorator
- 51% Plan major remodeling or redecorating in the next two years

## They Are Active Volunteers

- 45% In service organizations
- 40% In cultural organizations
- 20% In political organizations

## They Belong to Clubs

- 53% Belong to a golf club/play golf
- 22% Belong to a tennis club
- 75% Belong to a fitness club

## They are Culturally Involved

- 40% Are active in cultural organizations
- 55% Collect art and antiques
- 67% Attended live theater during the past 12 months
- 60% Attended the opera & concerts during the past 12 months
- 61% Visited museums during the past year

## They Drive

- Luxury cars.....43%
- Sports and specialty.....49%

## They Shop

- Department stores.....90%
- Mall shopping.....85%
- Specialty shops.....53%
- Sporting goods.....63%
- Fine jewelry.....69%
- Cosmetics.....27%

## They Travel (past 12 months)

- 57% Took vacation trip costing \$2,000-plus

## They Love Restaurants

- 97% Dine out 11 times per month

## They Are Well-Educated

- 87% Have attended college
- 67% Have college degrees
- 27% Have post-grad degree
- 72% Are in top management positions

## They Often Use "Richmond"

- 91% Picked up an issue 3.0 times on average
- 65% Subscribe who are not native to Richmond
- 87% Read or looked through 4 out of 4 issues, spending an average of 72 minutes with each issue

The survey revealed an average of **3.7 readers per copy.**

- 60% Kept issue for 12 weeks
- 25% Kept issue for 36 weeks or more
- 48% Passed their copy on to someone else
- 97% Use Richmond magazine to choose a restaurant
- 72% Use the calendar of events
- 91% Have visited an advertiser

*Data Sources: January 2008 audience survey by Target Communications*

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# 10 REASONS TO ADVERTISE

## 10. Long Shelf-Life

Our monthly magazine has the longest shelf-life and reader-use duration of any media in the area. Unlike other vehicles that are “here today, gone tomorrow,” readers hold on to our magazine and refer back to it for months and even years. People just don’t seem to throw magazines away, and ours is no exception, giving you long-term value for your ad.

## 9. Loyal and Engaged Readers

Readers want hometown publications they can personally connect with, rather than national titles, according to an Oct. 28, 2001, Associated Press report on a study by the Readership Institute at Northwestern University.

Our readers are the best-selling tool we have. They are loyal to our magazine and its advertisers, and they eagerly await each issue. They respond enthusiastically to our reader surveys and help us determine which topics and subjects to cover. And each year, more of our readers than those of any other Richmond media outlet respond to our call for “the best and worst” of local business, products and services. Tell them about yours!

## 8. High-Quality Format

Magazines are a luxury product, and unlike any other media, readers often turn to them as much for the luxurious, high-quality advertisements as anything else. With our glossy, full-color 100-percent digitally produced publication, you’ll know your advertisement looks its best — and is supported by our magazine’s award-winning graphic design.

## 7. Targeted Sections and Publications

Monthly, quarterly and annually, we produce special sections and even stand-alone, pull-out publications that spotlight you, your field or industry, your type of products or services, even the neighborhood where you do business. And we continue to add new sections that even allow us to write specifically about you.

## 6. Award-Winning Editorial

In 2003, Richmond magazine was judged the best magazine in the state, winning more than 20 awards from the Virginia Press Association. We also won the reader service award in the City and Regional Magazine Awards competition, presented in association with the Missouri University’s School of Journalism. We competed against magazines such as Chicago, Yankee and Philadelphia. This is continuing professional recognition of an editorial environment that gives your ad maximum credibility.

## 5. Comprehensive, Statewide Distribution

Our high-quality monthly magazine reaches the most desirable readers in the area through two key channels: mailed, paid-for subscriptions and comprehensive distribution. Not only does the magazine appear on all area supermarket, bookstore, convenience store and pharmacy newsstands, it is the best-selling monthly publication in the entire Ukrop’s supermarket chain of 27 stores, according to Anderson News Service, our distributor. In 2002, the magazine went statewide, with a presence on 1,200 newsstands outside the city, from Roanoke to Arlington to Norfolk. (See enclosed newspaper article from Style Weekly, Sept. 4, 2002.)

## 4. Total Marketing Support

In addition to comprehensive distribution, each issue is supported by hundreds of targeted radio and television commercials to draw more and more new readers to your ad. The strategy helped increase readership of our magazine by 25 percent in 2002, and advertisers reported a commensurate increase in their own sales, tied to their ads in our magazine as well.

## 3. Active and Affluent Readers

Our reader demographics are unmatched by any other media’s in Richmond. Our subscribers have high homeowner percentages, above-average home values, household incomes and household net worths. Not only are they interested in what you offer, they are able to afford it. So think of our established readership as the most exclusive direct-mail list in the area, and our magazine as the one piece of direct mail that never gets thrown away.

## 2. The Best of Richmond

Whether it refers to our readers, our magazine or our advertisers, the common theme is simply “The Best of Richmond.” We take pride in the product we produce, the people we produce it for, and the advertisers who make it possible and reap the benefits. If you are, or aspire to be, one of the best in Richmond at what you do, you owe it to yourself to seriously consider joining hundreds of other firms who have found it pays to advertise in Richmond magazine.

## 1. Value

“The Best of Richmond” also applies to Richmond Magazine as the best overall value for many advertisers — value in terms of the price you pay, the number and quality of readers you reach, and the results you get. And value in terms of the convenience, flexibility and quality of the service you receive — the best in Richmond.

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