MEET
CITY MEDIA INC

CITY, MEDIA Inc. publishes CITY Magazine, Southwest Virginia’s Premier Arts & Leisure Guide. Our publication is distributed professionally throughout Central and Southwest Virginia on a monthly basis, including a monthly independent circulation audit.

For 21 years CITY Magazine has built one of the most desirable audiences in Southwest and Central Virginia, through award winning design and photography, paid targeted distribution; and an affluent readership. CITY Magazine was created in 1996 by national award winning fashion photographer, Karl Phillips. His vision was to create a publication that highlighted the tremendous amount of arts and entertainment available in the Southwest Virginia. CITY Magazine has been recognized consistently by the Virginia Press Association with 1st place awards in many categories, including best cover design. The magazine connects people to its community to help them make the most out of living in and visiting the Valley. CITY Magazine brings the city to life for its readers. The Culture and Cuisine Guide is a source for both tourists and residents to the Art Galleries, Museums, Retail Shops, Restaurants & Nite Clubs, as well as major events within downtown Roanoke and Southwest Virginia.

THE SOURCE

Welcome to YOUR CITY Magazine®. We offer you the most valuable tool to everything you need to know about what is happening in the Valley and Southwest Virginia.

CITY Magazine is your source of information for the Greater Roanoke Valley and Southwest Virginia, including a comprehensive calendar of events and arts information dedicated to the Valley’s and Southwest Virginia’s rich cultural tapestry. An indispensable monthly publication that features the sophistication of ART and MUSEUMS, the reverberating sounds of the STAGE, and the excitement of FESTIVALS, SPECIAL EVENTS, LIFESTYLE and TRAVEL. Complementing all of this is the quintessential FLAVOURS Dining Guide that will expand all your culinary delights. As the only publication of its kind, we will guide you to planning the perfect day, evening or weekend excursion.

READERSHIP PROFILE

CITY Magazine appeals to culturally active, sophisticated and affluent individuals possessing the desire and means to enrich their lives and their community. Our readers are age 25 and over with the ambition to find unique and productive ways to spend. They define themselves by exploring experiences – from civic activities to fine dining, music, travel, entertainment and other cultural attractions.

CITY Magazine offers the culturally driven individual a compelling look at the arts and entertainment offered in the Valley and Southwest Virginia while highlighting the “must” sees and “must” dos to enhance their accomplished lifestyle.
SPONSORSHIP

CITY Magazine provides generous support for the enhancement of the cultural development of our community. In bringing awareness of those charities deserving of assistance, City Magazine sponsors many events throughout the year. Since its inception, CITY Magazine has donated over $2.5 million in advertising and editorial space to the non-profits in our community.

ORGANIZATIONS

Allegheny Arts Council
American Heart Association
Art By Night
Center in the Square
Eleanor D. Wilson Museum
Historical Society of Virginia
Jefferson Center
Latino Festival
Local Colors
March of Dimes

INCLUDES:

Mill Mountain Zoo
Mill Mountain Theatre
O. Winston Link Museum
Opera Roanoke
RVSPCA
Roanoke Ballet Theatre
Roanoke Children’s Theatre
Roanoke Symphony Orchestra
Science Museum
Southwest Virginia Ballet
Square Society
Talent Challenge for Charity
Taubman Museum of Art
South Jefferson Street emphasizes that the focus of the tour is to tour the vineyards and gives a look at their development! This wine tends to have a natural sugars will concentrate and inside. The longer you roast it the more you and wash the outside. Place the entire is. The bitter and citrus tastes of its view of food, having been named Best Grilled Filet of Salmon with Bourbon Pecan Sauce.

PERFORMING ARTS

Reviews, previews, and calendar

EVENTS CALENDAR

Most Comprehensive listing of Events in Arts, Culture, and Entertainment throughout the region

FLAVOURS

Complete Dining Guide for Southwest Virginia

THE SCENE

Live music listings & venues

VISIONS

New exhibitions, galleries and museum listings

RUBY ANNIVERSARY GALA

IN THE MIX

DERBY DAY GALA

May 2 at Rocheedge

COMMUNITY SPOTLIGHT

Highlighting the community.

IN THE MIX

Covering the most recent and most attended fundraisers.
River Valley, that the Summer Arts Festival will continue to grow strong and attract attendees, and tourists with an attractive array of arts and cultural events. The Festival is held each summer in Blacksburg. You can learn more about the Summer Arts Festival at the Chamber of Commerce website or visit www.lexrockchamber.com.

Halestone Dance Studio will do a "flash mob" of Beatles tunes (where you can even join in if you feel so motivated) at Hull's Drive-In before midnight. The Virginia Beach Symphony will play Beethoven's Fifth Symphony at Town Point Park. The Virginia Beer Festival will be held at the VT Corporate Research Center.

The Dinwiddle Music Festival will take place at Chateau Morrisette, Floyd. The Blue Ridge Parkway will host the Blue Ridge Parkway National Park Festival. The Wine & Food Festival will be held at Blackfriars. The LAVA Music Festival will take place in Elmwood Park, Roanoke. The many local festivals are a great opportunity to learn about the region's rich history and culture.
MECHANICAL SPECS

ACCEPTED MEANS
Ads can be emailed to our office in the correct format (listed below).
Email all ads to: lauren@citymagazineonline.com. In the subject line please list the name of your company, the ad size, and the month of publication your ad is to be included (ie: business name quarter page December 2012).

ACCEPTED FORMATS
PDF: Preferred format - files must be flattened w/all fonts & images embedded
JPG: Secondary choice for format, 300dpi (PDF preferred)
EPS: Fonts must be converted to outlines

WHAT WE DO NOT ACCEPT
We do not accept: Microsoft Word, Works, Publisher, PowerPoint, and Word Perfect files or anything else NOT listed above. The only formats accepted are listed above.

IMPORTANT: When designing full-page bleeds
Add a 1/8 of an inch bleed to your document settings and a 1/4 of an inch margin; keep all vital content (copy, graphics) within the margin.

ADVERTORIAL

An advertorial is an innovative alternative to traditional advertising and holds an added benefit providing the advertiser with a personal profile, distinguishing it from other ads. Designed for any business, large or small, Advertorials are the ideal format for allowing the reader to be more informed about your business.

RATE CARD

See side table for our magazine ad rates. All rates are per issue and subject to change without notice.
With the exception of premium spots, placement is at publisher’s discretion unless expressly contracted for.

DESIGN SERVICES
Graphic design services are available at a rate of $55 per ad.

DEADLINES
Space Reservation………………………………………………5th of each month prior
Art Deadline…………………………………………………10th of each month prior

INSERTS ……………………………………………………………..$90 per thousand $5,000 minimum

Payment in advance is required from new advertisers until credit has been established. For approved accounts, invoices are rendered monthly and payment is due within thirty (30) days. A late charge of 2% will be assessed on any unpaid balance thereafter and every thirty (30) days until balance is paid in full. Photography, illustration, and graphic design produced by CITY Magazine are the property of CITY Magazine and may not be used in any other publication without written permission. Ads are produced for exclusive use in CITY Magazine. They can be made available for other publications for a nominal graphic design fee. All rates are subject to change at any time as deemed by the Publisher. All deadlines are subject to change to accommodate holidays and/or special supplements or conditions.

**ADVERTISING DIRECTOR**
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