



Huntington Quarterly

Reach the most affluent consumers in Huntington.

ADVERTISING MEDIA KIT

Distribution

The *Huntington Quarterly* magazine is published four times a year (winter, spring, summer, autumn) by HQ Publishing Co., Huntington, West Virginia. More than 5,000 copies are printed each quarter. Research indicates that the *Huntington Quarterly* is read by three different consumers.* The City of Huntington's population is approximately 60,000. Therefore, the magazine has an estimated audience of 15,000 readers, or 1/4 of the local market.

*Circulation Verification Council, 2009

ADVERTISING

DEMOGRAPHICS

Rates

Cover Rates:	Cov 2 & 3.....\$2060	Cov 4.....\$2300
	Black & White	Full Color
Full Page	\$ 1100	\$ 1470
2/3 Page	\$ 930	\$ 1280
1/2 Page	\$ 740	\$ 1100
1/3 Page	\$ 600	\$ 930
1/6 Page	\$ 330	\$ 690
2 Page	\$ 2030	\$ 2630

Discounts

Advertisers can sign a 2-issue contract and receive a 5% discount or a 4-issue contract and receive a 10% discount. Nonprofit organizations receive a 30% discount.

Dimensions

Full Page.....	8½" x 10¾" (+ ¼" bleed)
2/3 Page.....	4¾" x 9¾"
1/2 Page.....	7¼" x 4¾"
1/3 Page Square.....	4¾" x 4¾"
1/3 Page Vertical.....	2¼" x 9¾"
1/6 Page Vertical.....	2¼" x 4¾"
1/6 Page Horizontal.....	4¾" x 2¼"

Requirements

Provided ads must be submitted digitally. PDF is the preferred file format. Images must be at least 300 ppi to ensure best quality production. No low-resolution web images please.

HQ Publishing is not responsible for any inaccuracy in printing as the result of erroneous electronic files provided by third party creatives or creative agencies.

In two surveys of *Huntington Quarterly's* readers, studies conducted by Marshall University's Center for Business & Economic Research and the Circulation Verification Council found the following demographic information:

\$117,411 **\$312,673**

Average Household Income

Average Home Value

63% Frequently buy products from ads seen in this magazine

- 38%** are retired
- 76%** are college graduates
- 52%** are female; **48%** are male
- 84%** have Internet access
- 99%** are registered voters

56 Average age of readers

- 77%** read magazine cover-to-cover
- 89%** own their own home
- 69%** are married
- 98%** would recommend this magazine to a friend or business contact
- 87%** have investment portfolio. Average value: \$637,698
- 90%** dine out at least once per week
- 80%** keep the magazine for at least three months
- 55%** vacation out of state
- 32%** vacation in state

