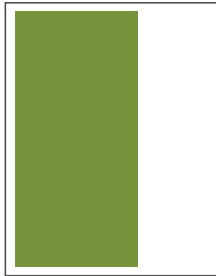


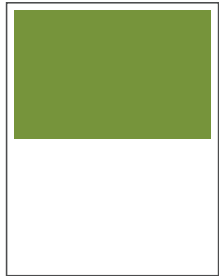
Sizes



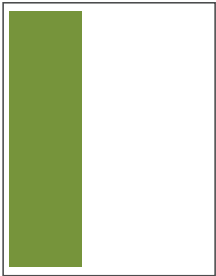
Full Page



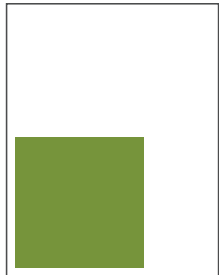
2/3 Page



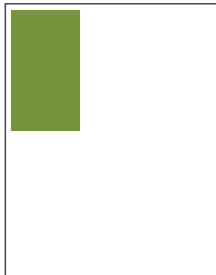
1/2 Page



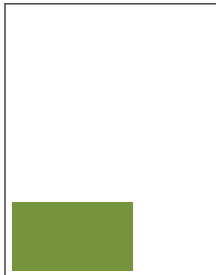
1/3 Page Vertical



1/3 Page Square



1/6 Page Vertical



1/6 Page Horizontal

Samples

“Consumers cite magazines as the medium most likely to motivate them to respond to any ad, more than TV, the Internet, newspapers and radio.”

Source: MagNet Surveys

Advertising MEDIA KIT



P.O. Box 384 • Huntington, WV 25708-0384
Phone (304) 529-6158 • Fax (304) 529-6142

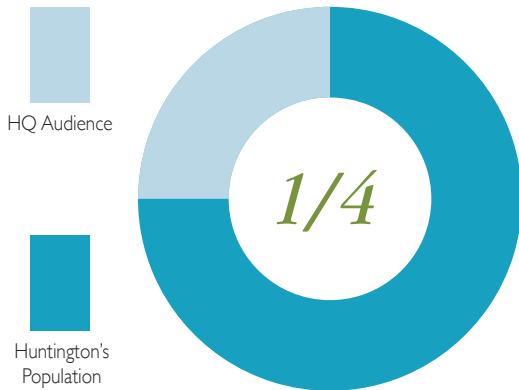
Editor: Jack Houvouras, jack@huntingtonquarterly.com
www.huntingtonquarterly.com

Distribution

The *Huntington Quarterly* magazine is published four times a year (winter, spring, summer, autumn) by H.Q. Publishing Co., located in 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 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

15,000 Readers



“A man who stops advertising to save money is like a man who stops a clock to save time.”

—Henry Ford

Advertising

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 Pages	\$2030	\$2630

Discounts

- 5%** Discount for a 2-issue contract
- 10%** Discount for a 4-issue contract
- 15%** Discount for ad agencies
- 30%** Discount for nonprofit organizations

Requirements

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

Dimensions

Full Page 7¼" x 9¾"	1/3 Page Square 4¾" x 4¾"
Full Page Bleed 8¾" x 11½"	1/3 Page Vertical 2¼" x 9¾"
2/3 Page 4¾" x 9¾"	1/6 Page Vertical 2¼" x 4¾"
1/2 Page 7¼" x 4¾"	1/6 Page Horizontal 4¾" x 2¼"

Demographics

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:

Average Household Income

\$117,411

Average Home Value

\$312,673

Average Automobile Value

\$31,111

Average Age

56

Frequently buy products from ads seen in this magazine

63%

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

- 77%** Read magazine cover-to-cover
- 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 at least three months
- 89%** Own their own home
- 69%** Are married
- 55%** Vacation out of state
- 32%** Vacation in state