# **ADVERTISE IN HUNTINGTON QUARTERLY**



#### Distribution

The Huntington Quarterly magazine is published four times a year (Spring, Summer, Autumn and Winter) by HQ Publishing Co. in Huntington, West Virginia. Approximately 5.000 copies are printed each guarter and are mailed to subscribers or sold on local newsstands. Research indicates that the Huntington Quarterly is read by at least three different consumers.\* As such, the magazine has a total readership of 15,000.

\*Circulation Verification Council

## **ADVERTISING**

Rates		B&W	Full Color
Cover Rates:	Cover 2:	NA	\$2165
	Cover 3:	NA	\$2165
	Cover 4:	NA	\$2415
Inside Rates:	Full Page	\$1155	\$1545
	2/3 Page	\$ 980	\$1345
	1/2 Page	\$780	\$1155
	1/3 Page	\$630	\$ 980
	1/6 Page	\$ 350	\$725

#### Discounts

Two-issue contract: 5% discount Advertising Agencies: 15% discount Four-issue contract: 10% discount Charities or 501(c)(3): 30% discount

### Dimensions

Full Page	7½" x 9¾"
Full Page with bleed	8¾" x 11½"
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"

#### **Art Requirements**

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.

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

### DEMOGRAPHICS

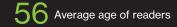
In three surveys of Huntington Quarterly's readers, studies conducted by Marshall University's Center for Business & Economic Research, the Circulation Verification Council and Peachtree Data found the following demographic information:

\$149,000 \$400,000 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
- 99% have Internet access
- 99% are registered voters
- 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

