

ADVERTISE IN HUNTINGTON QUARTERLY



Readership

The *Huntington Quarterly* magazine is published every Spring, Summer, Autumn and Winter by HQ Publishing Co.

Print Magazine Readers: 9,000 each issue
Online Magazine Readers: 6,939 each issue

Huntington Quarterly is sold on the newsstand at:

- Inner Geek
- Barboursville Drug Emporium
- Cabell Huntington Hospital Gift Shop
- Marshall University Bookstore
- St. Mary's Gift Shop
- The Red Caboose
- Huntington Museum of Art

ADVERTISING

DEMOGRAPHICS

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

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

56 Average age of readers

Discounts

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

Dimensions

Full Page.....	7.5" x 9.75"
Full Page with bleed.....	8.75" x 11.125"
2/3 Page.....	4.75" x 9.75"
1/2 Page.....	7.25" x 4.75"
1/3 Page Square.....	4.75" x 4.75"
1/3 Page Vertical.....	2.25" x 9.75"
1/6 Page Vertical.....	2.25" x 4.75"
1/6 Page Horizontal.....	4.75" x 2.25"

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.

- 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

