

# ADVERTISING RATES 2026



## ADVERTISING

## DISTRIBUTION

The Huntington Quarterly was founded in 1989 as a positive voice for Huntington, West Virginia and the surrounding Tri-State region. The magazine is published four times a year – every spring, summer, autumn and winter. The magazine reaches 5,000 readers via paid subscriptions, online content and newsstand sales.

## DEMOGRAPHICS

### Rates

Cover Rates:		B&W	Full Color
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 the Marshall University Center for Business and 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	7½" x 9¾"
Full Page with bleed	8¾" x 11⅞"
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.

- 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

