

Albemarle

CELEBRATING THE HEART OF CENTRAL VIRGINIA

MAGAZINE OVERVIEW & HISTORY

For more than 37 years, *Albemarle* Magazine has been a cornerstone in Charlottesville and throughout Central Virginia. *Albemarle* Magazine enlightens, educates, and entertains long-time residents, newcomers, and visitors. A trusted resource of informative news and entertaining features, *Albemarle* highlights and celebrates the people, businesses, organizations, and events that make Central Virginia an exceptional place to live and visit.

In 2024, *Albemarle* Magazine was acquired by DeMaso Publishing. DeMaso Publishing is affiliated with Summit Publishing, a Charlottesville-based dynamic and forward-thinking publishing house known for its popular magazine titles like *Blue Ridge Outdoors*, *The Virginia Sportsman*, and *Elevation Outdoors*.

CIRCULATION & DEMOGRAPHICS

6x per year, bi-monthly distribution
6,000 copies per issue

Distribution Comprises: Subscriptions • Targeted Mailings
• Newsstands • Hotels • Rental Properties • Public Places • Waiting Rooms • Special Events

Readers come from all **50 states** and **8 countries** with a subscription renewal rate of over **92%**.

Albemarle Magazine will strategically market you on our active and engaged social media platforms, now including Facebook, Instagram, and more to come.

98% of *Albemarle* Magazine readers are homeowners, **43%** own 2+ residences. Our readers use *Albemarle* to make hiring and purchasing decisions for their home and lifestyle in Central Virginia.

With full circulation, plus an established pass-along rate of 4 readers per copy, each issue of this bi-monthly magazine reaches an average **20,000+ readers** who use *Albemarle* advertisements to make purchasing and hiring decisions and recommendations to friends in the community.

95% Readers took action after reading *Albemarle* Magazine
87% Read every issue
69% Discuss what they read in *Albemarle* Magazine with others

In 1987, *Albemarle* Magazine's first editor, the late William Van Doren, introduced the new magazine, writing, *"Albemarle isn't about a lifestyle but concerns a way of life that all of us are creating together. It's about the growing personality of Charlottesville, Albemarle, and the surrounding region. 'Personality' to us means the soul of what people here are doing—choices we're making, things we're trying to accomplish, expressions we're bringing into reality. It involves our history, our natural environment, our commerce—and our imaginations."*

This remains true today and will into *Albemarle's* future.



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ADVERTISING OPTIONS

1/2 Page, Full Page, 2-Page Spread

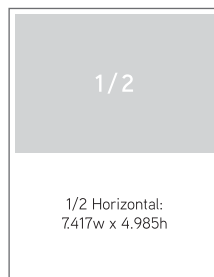
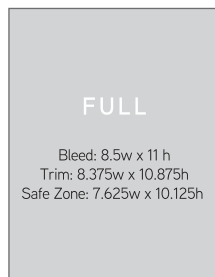
Save up to 20% by running your ad in multiple issues.

CONTACT

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ADVERTISING SPECS

Ads must be supplied as high-resolution CMYK PDFs at 300 DPI. All fonts must be converted to outlines. All spot colors must be converted to CMYK. If the advertisement is a full page or spread it must have a 1/8" bleed included. Please do not include crop marks on any files.



Albemarle Magazine was always on my parents' coffee table growing up in Charlottesville. Now I use it to find things to do with my kids, local services, and info on special things I didn't even know were in my backyard! Full circle.

— Charlie D., reader and long-time local

EDITORIAL CALENDAR & DUE DATES

JUNE/JULY

Diving into Summer

Summertime Events Guide • Rivanna River
• Camp Holiday Trails • Summer Reads

Ad reservation by April 26

Final Art due May 3

AUGUST/SEPTEMBER

Planes, Trains, and Automobiles

Historic Milton Airfield • Virginia Railways
• Blue Ridge Tunnel • Old Speedways

Ad reservation by June 26

Final Art due July 3

OCTOBER/NOVEMBER

On the Farm

Inside the Farmer's Markets • Barn Tours
• Fall Harvest • Who's Who of REALTORS®

Ad reservation by August 26

Final Art due September 3

DECEMBER/JANUARY

Holiday Entertainment

Paramount Theater Milestone • Home for the
Holidays • Food and Drink

Ad reservation by October 28

Final Art due November 4

FEBRUARY/MARCH

Albemarle Experts

How To's and Insights from the Pros

Ad reservation by December 20

Final Art due January 6

ALBEMARLE MAGAZINE TEAM

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