

CoVa Eats E-Newsletter Program



Need to Promote Towards a Dining Audience?

New Menu?

Themed Nights/Events?

New Chef?

Happy Hour or Specials?

New Signature Drinks?

THINK CoVa EATS!

E Expand your reach and authority and expertise with a highly targeted audience. Coastal Virginia Magazine has established a bi-weekly newsletter focused on dining.

This newsletter will go out bi-weekly beginning (Tuesdays) October 4, 2022. Each newsletter will be sent to a minimum of 50,000 recipients per area. All featured content participants will be supplied follow up metrics showing opens and click throughs.

Demographics and lifestyle interest for this curated audience include:

- Southside Options: Chesapeake, Norfolk, Portsmouth, Smithfield, Suffolk and Virginia Beach
- Peninsula Options: Hampton, Newport News, Poquoson, Seaford, Williamsburg and Yorktown
- A hand-carved Foodie Audience: Dining out interest and food and wine enthusiast
- House Hold Income: \$80K and above, Ages 23 and above

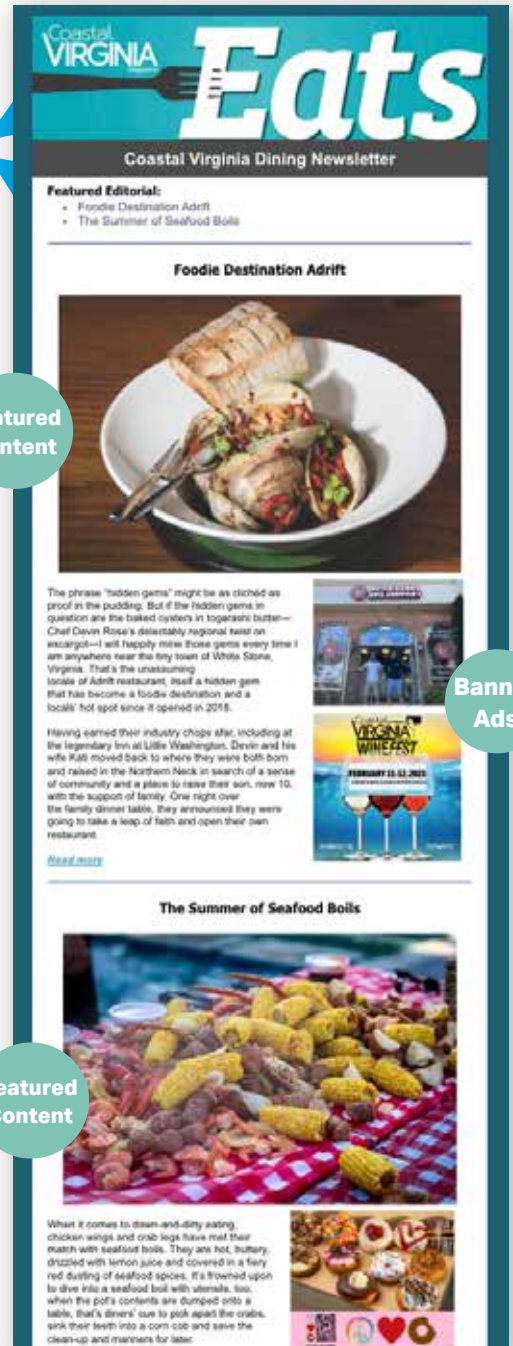
Specs & Prices:

Featured Content **\$375**
50-75 Words & 1 Photo (800x550) and link
Featured Content purchases will include a share on social media (Facebook:@coastalvomag)

Banner Ads **\$175**
300 pixels (w) x 250 pixels (h) and link

Sample
Newsletter
Report

Available for
Feature Content
Sponsors



Featured Content

Banner Ads

Featured Content

VDA Coastal Virginia Magazine's Eats Newsletter Report

Readership: 204,000
Audience Per Send: 50,000
Average Open Rate: Average 16.5%
• Average Desktop Opens: 70%
• Average Mobile Opens: 30%
Average Click Rate: Average 2%

Customized Report Per Advertiser
Each advertiser to receive a customized performance report one week following the send of the newsletter.

Frequency Builder Programs

DIGITAL / SOCIAL / PRINT

	<i>Featured Content on CoVa Eats Newsletter</i>	<i>Featured Content also on CoVa Social Media</i>	<i>Banner Ads on CoVa Eats Newsletter</i>	<i>Upgraded Dining Listings on CoVaMag.com</i>	<i>Display Ad in Coastal Virginia Magazine</i>	<i>Rate</i>
Annual	1x per Month (12)	12	12	12 Months	1/8 Page* 6 Issues	\$3,900 or \$325 per Month
6 Month	1x per Month (6)	6	6	12 Months	1/8 Page* 3 Issues	\$2,550 or \$425 per Month
3 Month	1x per Month (3)	3	3	12 Months	1/8 Page* 1 Issue	\$1,125 or \$375 per Month
A La Carte Full Page Restaurant Advertorial**	1x				Issue of Choice	\$3,500

★ Increase 1/8 page ad to 1/4, add \$500 per issue to above monthly rate.
 Increase 1/8 page ad to 1/2, add \$1,000 per issue to above monthly rate.
 Increase 1/8 page ad to full page, add \$2,000 per issue to above monthly rate.

****CoVa Deals Applies:**

1/2 of amount can be taken in trade that is resold on CoVaDeals.com in gift vouchers.
 This leverages your marketing into customers.