

# CoVa Home & Garden E-Newsletter Program

*Need to Promote Towards a  
Home & Garden Audience?*

*Share Expert Advice,  
Design Tips and Trending Items  
to Build Your Brand Authority!*

## THINK CoVa HOME & GARDEN!

**E** Expand your reach and authority and expertise with a highly targeted audience. Coastal Virginia Magazine has established a newsletter focused on home and garden.

This newsletter will go out monthly, on Fridays at the beginning of each month starting October 7, 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.

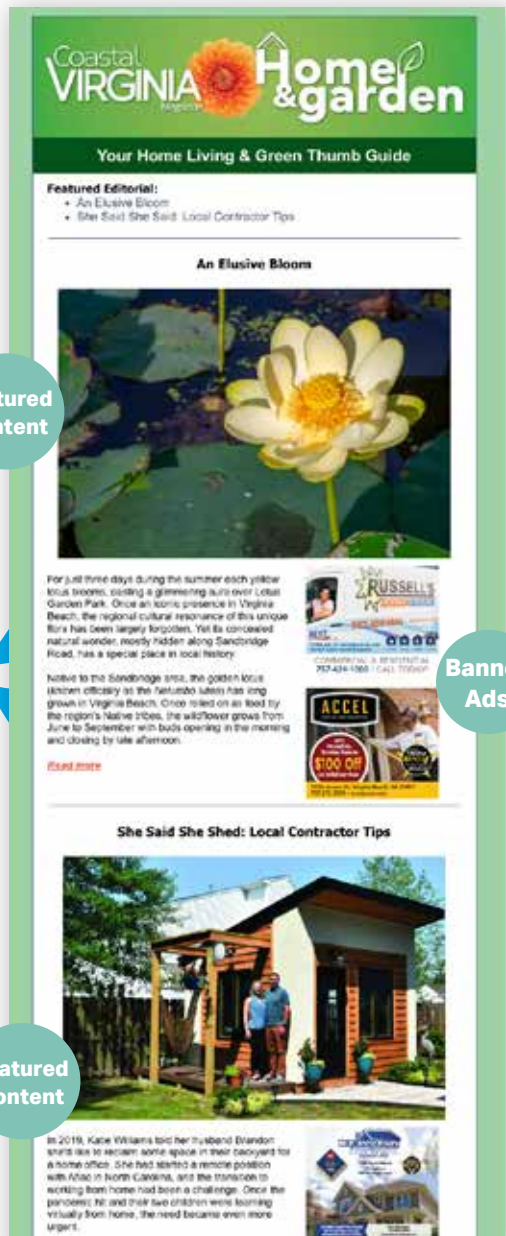
Demographics and lifestyle interest for this curated audience include:

- Homes in the Coastal Virginia footprint
- Household incomes over \$90,000
- Home values over \$350,000
- Length of residence 7 years or more

### *Specs & Prices:*

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

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



Featured Content

Banner Ads

Featured Content

**VDA** Vista Digital Agency  
Coastal Virginia Magazine's Home & Garden Newsletter Report

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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%

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

Sample Newsletter Report  
Available for Feature Content Sponsors