

# DISTINCTION

**MEDIA KIT 2011**

[distinctionhr.com](http://distinctionhr.com)



## EDITORIAL VISION

When we first created the lifestyle publication Distinction, we were much like our readers: never satisfied with the status quo. After five successful editions, our key ambition has remained steady: to showcase exceptional local quality while building an environment for our advertisers to reach a discerning group of readers.

The upcoming 2011 editions of Distinction will feature fashion, the arts, fine dining, home, automotive, and neighboring special interests. We are pleased to have evolved this award-winning publication into a new magazine format highlighting those things of exceptional value. Everything that Distinction has endorsed - restaurants, destinations and even fashion - has stood the test of time. Our mission is to help quality-conscious consumers make informed decisions before they invest their time and wealth. That service, we feel, is invaluable.

We look forward to serving you and your business in 2011.



John E. Fall,  
Publisher

## DISTINCTION READER PROFILE

Reaching over 214,000 readers, businesses, and local decision makers, Distinction delivers South Hampton Roads' most affluent consumers.

### **AFFLUENT AUDIENCE**

- Readers have a median household income 195% higher than non-readers.
- 1/3 of readers have a household income of \$150,000 or more.
- Readers are nearly 8 times more likely to have a household income of \$250,000 or more.
- The home value of a reader is 67% higher than non-readers.

### **READER LIFESTYLE AND FINANCIALS**

- Recycle on a regular basis (59%)
- Buy locally grown or organic food (31%)
- Any investment (76%)
- Made a charitable donation in the past year (82%)

### **ARTS & ENTERTAINMENT (PAST YEAR)**

- Visited museum or arts festival (49%)
- Attended dance, symphony or live theater performance (37%)
- Attended professional sporting event (36%)

### **TRAVEL**

- Travelled domestically in the past year (85%)
- Travelled internationally in the past 3 years (56%)

### **READER PURCHASES:**

- 74% more likely to buy a new vehicle in the next year.
- 35% more likely to have made a home improvement in the past year.
- More than twice as likely to have dined at an upscale restaurant for dinner in the past month.
- 57% more likely to have dined out 6 or more times in the past month.
- 20% more likely to own a computer.
- Four times more likely to have spent \$2,500 or more on internet purchases in the past year.

Source: Scarborough Research 2010 Release 1

\*Readership is based on 3.3 readers per copy

Audience is based on South Hampton Roads households read the Daily/Sunday Pilot and have a household income of \$100,000 or more.

## DISTRIBUTION

- 65,000 total copies distributed
- 57,200 inserted into The Virginian-Pilot
- 7,800 inserted into Inside Business

# DISTINCTION

## EDITORIAL CALENDAR

### WINTER/SPRING 2011: THE OUTDOOR ISSUE

This issue we explore some of the beauty and passion of the great outdoors. From fashion to leisure activities, its our take on what we appreciate about the outdoors.  
Decoys • Dogs • Bird Hunting • Historical Lodges • Virginia Fishermen  
PUBLICATION DATE: **FEBRUARY 19**

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### SPRING/SUMMER 2011: THE POWER ISSUE

As the temperatures climb we take a bold look at the some of the powerful players in and around Hampton Roads. Everything from sports, fast cars, and the attire that sets a trend.  
Ryan Zimmerman, David Wright & BJ Upton • Audi R8 • Power Suits  
PUBLICATION DATE: **MAY 21**

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### SUMMER/FALL 2011: THE COLLECTOR ISSUE

The best of what we hold near and dear to our hearts. Our pets, photographs, architecture, recipes, design and more. It's the ultimate keepsake issue.  
Regal Dogs • Rooms With a view • Photographer Sally Mann  
PUBLICATION DATE: **AUGUST 27**

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### FALL/WINTER 2011: THE GIFTED ISSUE

Our exclusive issue that takes us inside the lives of the super-talented, super-successful players that got their start in Hampton Roads. Plus a return of our unique gift guide.  
Actor Mark Ruffalo • Juilliard Violinist Annika Jenkins • Winter Fashion  
PUBLICATION DATE: **NOVEMBER 19**



# EDITORIAL HIGHLIGHTS

Distinction's team of award-winning writers and editors - specialists in the fields of travel, property, fashion, cars, cuisine, arts, design, watches, jewelry and more - are driven by a passion for value and a desire to discover the best Hampton Roads has to offer. In our pages readers encounter the most recent news and information, most relevant people and places, and most compelling stories and experiences from the region.



**REVIEWS**  
A sweeping survey of the latest luxury goods and services.



**SOCIAL SCENE**  
An insight into the gathering of the whos-who in Hampton Roads

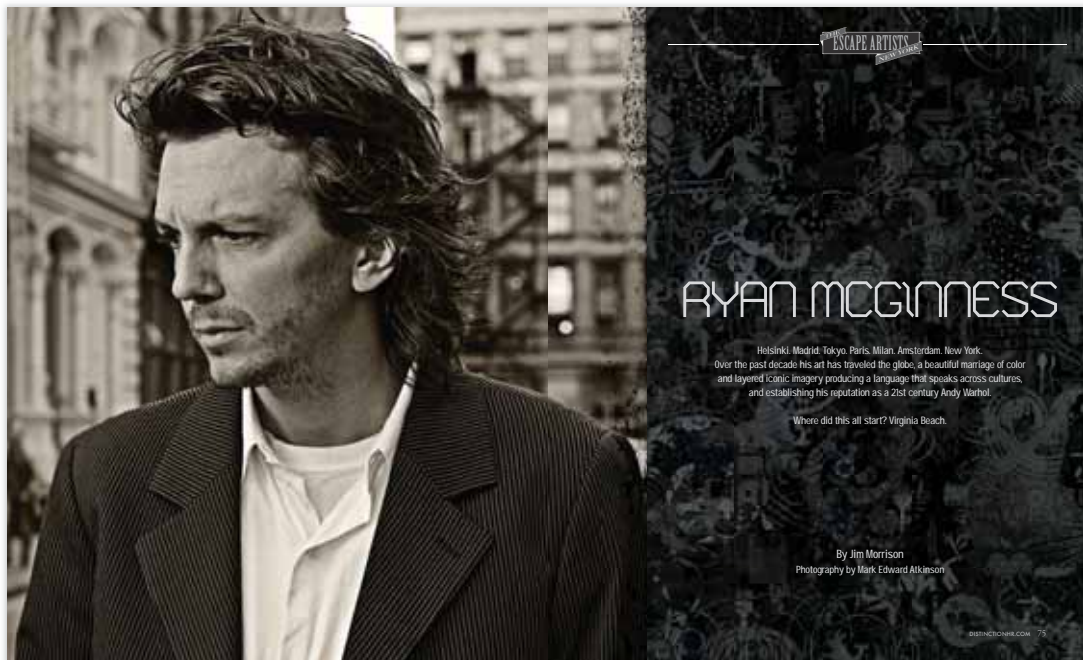


**PROFILE**  
A lively mix of luxury subjects, expertly researched and elegantly written.

## EDITORIAL HIGHLIGHTS

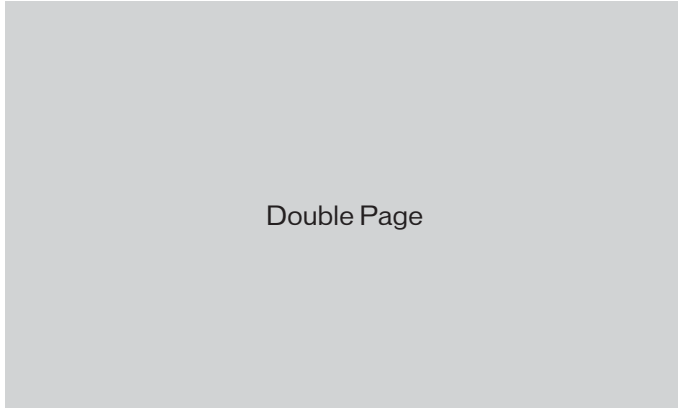


**FEATURES**  
A lively mix of luxury subjects, expertly researched and elegantly written.

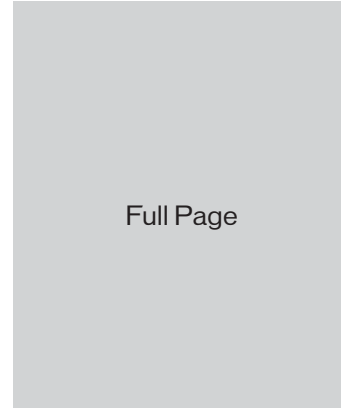


**COVER STORY**  
The hottest luxury topic of the season, approached from a variety of angles.

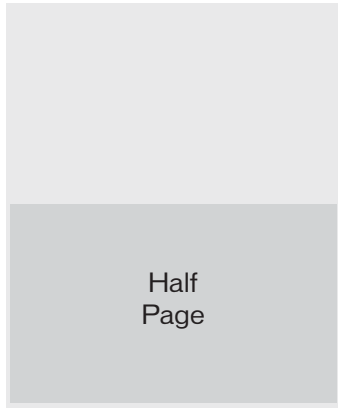
## ADVERTISING SIZES



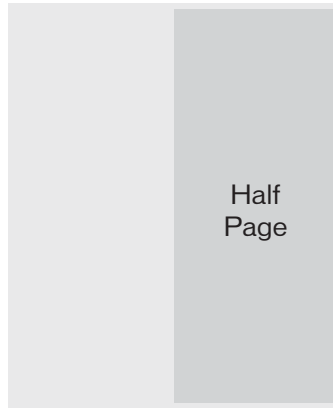
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20.5" x 12.25"



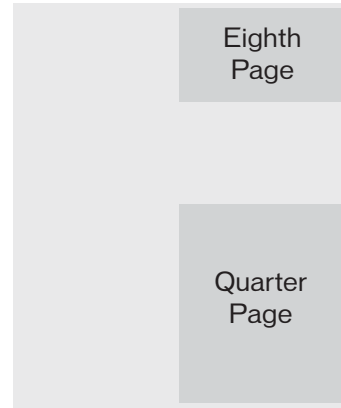
Full Page  
10.25" x 12.25"



Half Page (horizontal)  
9.75" x 5.75"



Half Page (vertical)  
4.75" x 11.75"



Eighth Page (horizontal)  
4.75" x 2.75"

Quarter Page (vertical)  
4.75" x 5.75"

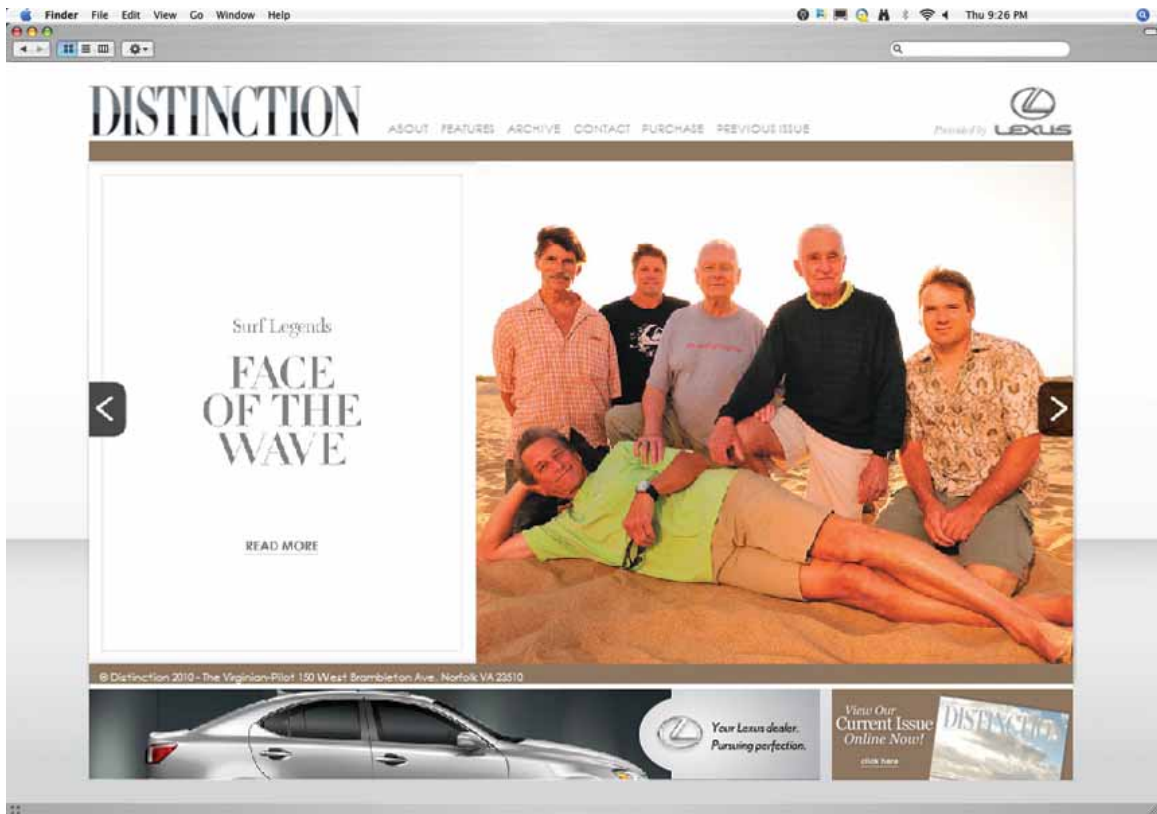
\*Scheduling based on a 4 column format: 2 col = 4.75"; 4 col = 9.75"

## SPECIFICATIONS

All digital (TIFF, EPS, JPG) advertising images (CMYK) should have a minimum of 300dpi at the correct printing dimensions. All advertisements to include a full color proof. Full bleed on double page and full page ads only.

All camera ready PDFs - ads must be 300dpi - CMYK  
Log onto <http://ezpilotclassified.com/adsupportads/>  
Upload your high resolution camera-ready PDF file

## ONLINE



DistinctionHr.com as part of PilotOnline.com and HamptonRoads.com delivers a highly targeted, affluent, and engaged audience. The site is one-stop shopping for expert advice, gorgeous photo galleries, and award-winning articles to help you get outside the status quo and become more inspired.

All this plus a archive of the magazine stretching back to 2007.

### **BENEFITS**

- Longer shelf life
- Broader audience
- Convenience
- Extra features
- In-Paper promotions
- Online ads on pilotonline.com
- E-mail updates

### **FEATURES**

- Archive system for back issues
- Index for advertisers
- All ads click through to advertiser's website
- Zoom up to 500% with sharp clarity





“Distinction is extremely impressive. Very Classy! My first reaction was, “When did we start getting the New York Times?” It has a very major market look and feel.” - David Allen WVEC, Anchor

“It blows my mind how much feedback and how viral the Distinction piece is getting. I have on my desk at this moment twenty letters that approach fan mail status. Every day more emails and comments. It’s incredible.” - Bruce L. Thompson Chief Executive Officer, Gold Key PHR

“...I wanted to say how much I love your publication, Distinction.”  
- Lisa Domingo Sands Hampton Roads Director of Development Virginia Opera

“Thanks again for being such an advocate for what makes Virginia Beach a great place to live.” - Gerri West Folck & West Architects

“I just wanted to say how wonderful your publication is. I have owned Topiaries gift shop in Virginia Beach for over 16 years. I am so glad to have a well put together magazine ... photography excels and layout beautiful. Great read ... I am thrilled to be a part of it.”  
- Gail Arnold Topiaries, Inc.

“The last issue of Distinction was spectacular ... you have done an unbelievable job with that publication ... real real classy!!”  
- Lewis McGehee Singer/Songwriter

“My best month ever!” - Walter Mizuno Mizuno Restaurant

## 2011 ADVERTISING RATES

<b>POSITIONS</b>	<b>1X RATE</b>	<b>2X RATE</b>	<b>3X RATE</b>	<b>4X RATE</b>
Double Page	\$9,680	\$8,800	\$8,360	\$8,184
Full Page	\$4,840	\$4,400	\$4,180	\$4,092
Half Page	\$2,444	\$2,222	\$2,111	\$2,066
Quarter Page	\$1,320	\$1,200	\$1,140	\$1,116
Eighth Page	\$693	\$630	\$598	\$586

### **PREMIUM POSITIONS**

Inside Front Cover	\$6,050	\$5,500	\$5,225	\$5,115
Inside Back Cover	\$6,050	\$5,500	\$5,225	\$5,115
Back Cover	\$9,680	\$8,800	\$8,360	\$8,184
First 7 Pages (20% premium on Full Page)	\$5,808	\$5,280	\$5,016	\$4,910

### **A&E CO-OP**

Large Block (2.43 x 3.75)	\$430	\$391	\$371	\$364
Small Block (2.43 x 2.25)	\$313	\$284	\$270	\$265

## 2011 ADVERTISING DEADLINES

### **SPRING ISSUE**

Ad Scheduling/Materials Deadline - January 7, 2011  
 \*Ad Transmission Deadline - January 20, 2011  
 Publication Date - February 19, 2011

### **SUMMER ISSUE**

Ad Scheduling/Materials Deadline - April 8, 2011  
 \*Ad Transmission Deadline - April 19, 2011  
 Publication Date - May 21, 2011

### **FALL ISSUE**

Ad Scheduling/Materials Deadline - July 15, 2011  
 \*Ad Transmission Deadline - July 27, 2011  
 Publication Date - August 27, 2011

### **WINTER ISSUE**

Ad Scheduling/Materials Deadline - October 7, 2011  
 \*Ad Transmission Deadline - October 19, 2011  
 Publication Date - November 19, 2011

*\*Includes camera ready materials \*\*Ads cancelled after deadline will be charged 50% of the cost of the ad.*

## CONTACT INFORMATION

For more information on Distinction magazine and advertising please visit:  
[www.distinctionhr.com](http://www.distinctionhr.com) or [advertising@distinctionhr.com](mailto:advertising@distinctionhr.com)