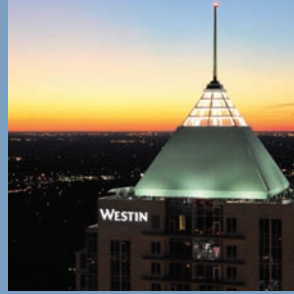


spring fashion

luxury auto

home & garden

arts, leisure & travel



SPRING 2009

DISTINCTION

www.DistinctionHR.com

food, wine & lifestyle

spring fashion

luxury auto

home & garden

arts, leisure & travel

food, wine & lifestyle

The Virginian-Pilot
PilotOnline.com

TheVirginianPilot.com



publication calendar

make the date

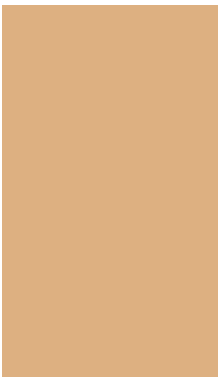
DISTINCTION

thursday march 18
friday april 3
tuesday april 7
saturday april 25

space reservation and ad material deadline
camera ready ads due to The Virginian-Pilot
in house ads go to press
publishing

ad dimensions & rates

just right sizes



full page*

6 col. (10.5")
x 20.25"
\$7,675



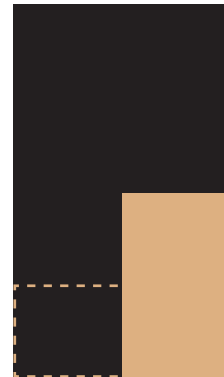
half page horizontal

6 col. (10.5")
x 10"
\$3,862



half page vertical*

3 col. (5.16")
x 20.25"
\$3,862



quarter page
(horizontal & vertical)

3 col. x 10" or
6 col. x 5"
\$1,956



eighth page*

3 col. (5.16")
x 4.75"
\$1,149

*Not available for the front page of sections.

Check us out online at www.DistinctionHR.com



upcoming content
just a sneak peak

coming home
the wedding chronicles

german expressionism
a tour of BMW's museum in South Carolina

the bronze age
spending time with artist Richard Stravitz

a southern classic
a historical home tour in Suffolk

top-shelf jimmy
a night at Virginia Beach's Pacifica

Check us out online at www.DistinctionHR.com

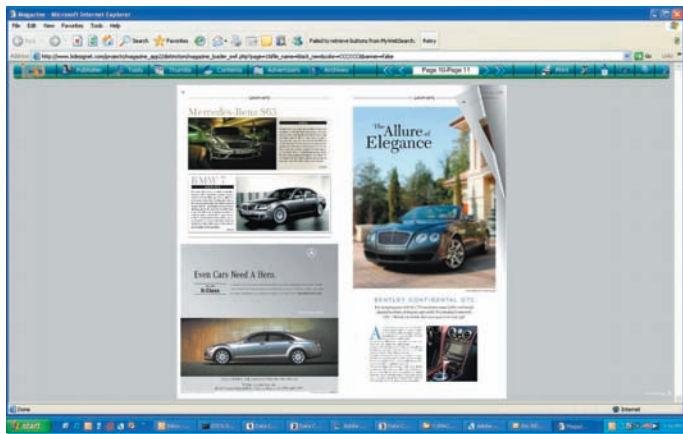
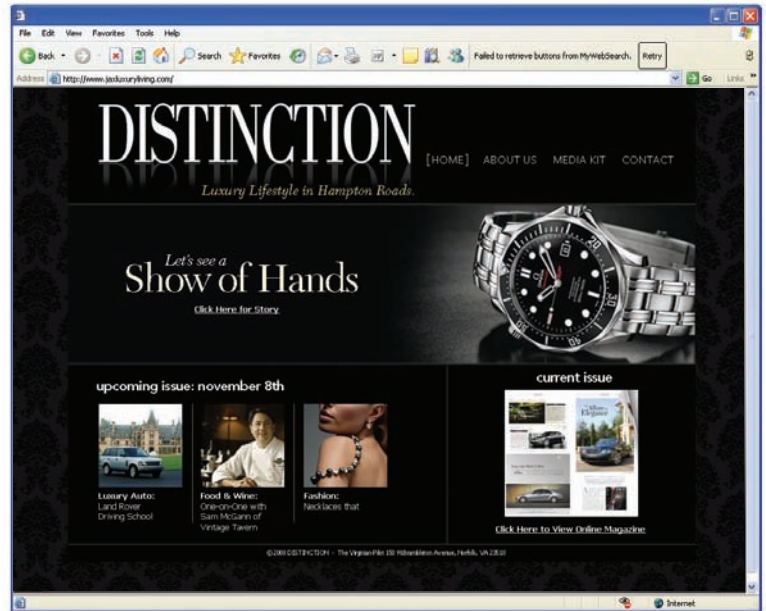


3 DISTINCTION

online component expanding the horizon

www.DistinctionHR.com

- In-Paper promotions
- Online ads on pilotonline.com
- E-mail updates

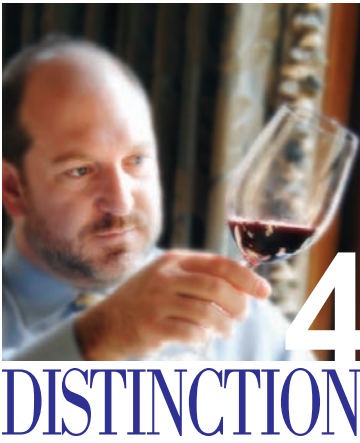


benefits

- Longer shelf life
- Broader audience
- Convenience
- Extra features

features

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



demographics

who loves luxe?

consumer habits

- Over 2 times more likely to buy on HDTV
- 50% more likely to buy a major appliance
- Almost 5 times more likely to buy a pool or spa
- Nearly 6 times more likely to buy a sail boat
- 4.5 times more likely to buy a new car

lifestyle

- 2 times more likely to have played golf in the past year
- 2 times more likely to have attended a symphony or opera concert
- 4 times more likely to have taken 5 or more domestic air round-trips
- 2 times more likely to have purchased a bottle of wine in the past month

financial

- 2.5 times more likely to own a second home
- 2 times more likely to have a 401K
- Over 2 times more likely to have a home improvement loan
- 2 times more likely to have an IRA
- 90% more likely to have money market funds
- 3 times more likely to have contributed money to the arts in the past year
- 2 times more likely to have used a stock broker in the past year

(Source: The Scarborough Report, 2007 R2)

camera ready ads

making it easy

300 DPI CMYK PDF File

Log on to <http://ezpilotclassified.com/adsupportads/>

Upload your Hi-Resolution Camera Ready PDF File

Check us out online at www.DistinctionHR.com



distribution

travel in the best circles

Below are just a few of the neighborhoods you can find this publication on [April 25, 2009](#).

virginia beach

alanton • princess anne hills • bay colony • little neck
west neck • bayville • linkhorn shores • linkhorn estates

norfolk

lochhaven • east beach • larchmont
meadowbrook • algonquin • belvedere

chesapeake

cahoon plantation • woodard's mill • edinburgh
carrriage house estates • emerald greens

portsmouth

glensheliagh • hatton point
churchland • olde towne

suffolk

cedar point • harbor view • riverview
governor's pointe • barrell point estates

gotta have it

reserve your space

To reserve your ad space, contact your
Sales Representative or Denise Wilson at
446.2143 by Wednesday March 18, 2009.

The Virginian-Pilot
PilotOnline.com
TheVirginianPilot.com

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