

ADVERTISE IN HUNTINGTON QUARTERLY



Distribution

The Huntington Quarterly magazine is published four times a year (Spring, Summer, Autumn and Winter) by HQ Publishing Co. in Huntington, West Virginia. Approximately 5,000 copies are printed each quarter and are mailed to subscribers or sold on local newsstands. Research indicates that the Huntington Quarterly is read by at least three different consumers.* As such, the magazine has a total readership of 15,000.

*Circulation Verification Council

ADVERTISING

DEMOGRAPHICS

Rates

		B&W	Full Color
Cover Rates:	Cover 2:	NA	\$2165
	Cover 3:	NA	\$2165
	Cover 4:	NA	\$2415
Inside Rates:	Full Page	\$1155	\$1545
	2/3 Page	\$ 980	\$1345
	1/2 Page	\$ 780	\$1155
	1/3 Page	\$ 630	\$ 980
	1/6 Page	\$ 350	\$ 725

In three surveys of Huntington Quarterly's readers, studies conducted by Marshall University's Center for Business & Economic Research, the Circulation Verification Council and Peachtree Data found the following demographic information:

\$149,000 **\$400,000**

Average Household Income

Average Home Value

63% Frequently buy products from ads seen in this magazine

56 Average age of readers

Discounts

Two-issue contract: 5% discount Four-issue contract: 10% discount
 Advertising Agencies: 15% discount Charities or 501(c)(3): 30% discount

Dimensions

Full Page	7½" x 9¾"
Full Page with bleed	8¾" x 11⅛"
2/3 Page	4¾" x 9¾"
1/2 Page	7¼" x 4¾"
1/3 Page Square	4¾" x 4¾"
1/3 Page Vertical	2¼" x 9¾"
1/6 Page Vertical	2¼" x 4¾"
1/6 Page Horizontal	4¾" x 2¼"

Art Requirements

Ads must be submitted digitally. PDF is the preferred file format. Images must be at least 300 dpi to ensure best quality production. No low-resolution web images please.

Huntington Quarterly is not responsible for any inaccuracy in printing as the result of erroneous electronic files provided by third party creatives or creative agencies.

- 38% are retired
- 76% are college graduates
- 52% are female; 48% are male
- 99% have Internet access
- 99% are registered voters
- 77% read magazine cover-to-cover
- 89% own their own home
- 69% are married
- 98% would recommend this magazine to a friend or business contact
- 87% have investment portfolio. Average value: \$637,698
- 90% dine out at least once per week
- 80% keep the magazine for at least three months
- 55% vacation out of state
- 32% vacation in state

