The Essential Read on the Region

We offer indispensable advice to our readers about the best in dining, the arts, education and services within the region, while our features, profiles and news reports on local issues tell readers what’s at stake.

With signature issues such as Top Doctors, Best Restaurants, the 32nd Best & Worst of Richmond and the annual Real Estate Guide, we have a recognizable brand, in print, through social media and through events. The Richmond region has a complex past and a compelling future.

Richmond magazine helps readers navigate the now.

Adults 18-49 trust and immerse themselves in magazine media more deeply than other media

[Simmons Multi-Media Engagement Study, Spring 2017]

72% of Richmond magazine Facebook followers are female and established household decision makers

(June 2019)

We are the only magazine in the region with

100% paid readership

79% of readers have a college degree or higher

Median household income

$162,000

76% of readers still have old edition when new edition arrives

[May 2016 CRMA Study]
Amplify Your Brand at Our Events

The Elbys
Dining awards that celebrate the Richmond region’s restaurant industry and those who support it
Attendance: 800
Month: April
2019: Held at Hardywood West

Top Doctors
An invitation-only event that gathers the Richmond region’s top physicians and medical professionals
Attendance: 250
Month: April
2019: Held at Graduate Hotel’s Rooftop

33st Best and Worst
A party with the area’s best in food, shopping, culture and more
Attendance: 300
Month: August
2019: Held at River City Roll

R·Home for the Holidays
A gathering focused on holiday decor and entertaining
Attendance: 300
Month: November
2019: Held at Williams & Sherrill

FOR SPONSORSHIPS AND INVOLVEMENT, CONTACT BEVERLY GEORGE AT BEVERLYG@RICHMAG.COM
Engaged Digital Audience

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**Engaged Digital Audience**

- **Twitter**: 68.8k followers as of June 26, 2020
- **Instagram**: 38.4k followers as of June 26, 2020
- **Facebook**: 26.9k followers as of June 26, 2020

**Total social media followers**: **134.1k**

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**Richmondmagazine.com**

- **Unique Monthly Visitors**: 119k
  - Feb. 2020
  - 53% desktop, 41% mobile, 6% tablet

**e-newsletters**

- **Weekly subscribers**: 83.5k
  - Open rates exceed 27%
“New Tune To SOL Scores,”
October 2018

“So nice to read a story on this subject. Seems very rare to have an administrator with this much heart and involvement. The story was very educational, informative, detailed, and interesting. Lots of research went into doing this story. This story was on a subject very different from the others.”

Jack Cooksey
Specialty Writing

“Beautiful Work!”

“Within These Walls,”
October 2018

“Very powerful images telling a very powerful story. The photos capture many emotions packed with substance and with great attention to framing and light. The details captured draw the reader and make us want to learn more about their journey.”

Carlos Bernate
Specialty Photography
2019 Virginia Press Association Ad Awards

“"I love the use of photo for the background because it gave it simplicity while allowing enough space for the little bit of straight forward information that the readers needed. Overall, great looking ad and executed perfectly.”

Lauren Baldwin and Rachel Lee for Specialty Advertising for the 2018 Designer House publication

1st Place

Cartwright Landscaping
Advertiser
Home & Garden Category

C.P. Dean
Advertiser
Entertainment Category

Handyman Matters
Advertiser
Professional/Technology Category

1st Place

2nd Place

Palette
Advertiser
Home & Garden Category

JUDGE COMMENTS

“A gorgeous photo does the selling in this ad. Too often designers pack too many photos into an ad where a single photo can tell the advertiser’s story.”
Our Family of Publications

Richmond Magazine
Richmond magazine and its issues such as Best & Worst, Top Docs and Best Restaurants give you what you need to know about the region every month. In addition to the print and digital issues, you can find fresh content daily at www.richmondmag.com and through weekly e-newsletters.

R·Home (EVERY OTHER MONTH)
Celebrating 13 years of delivering intriguing interior and exterior design, architecture and home decor, R·Home is the region’s only locally focused and produced editorial shelter magazine. Signature issues include Readers’ Favorites survey and the Where to Find It Guide.

Bride (JUNE & DEC.)
Richmond Bride is the region’s original, full-size color editorial magazine. Signature events and issues include the annual A-List of top-tier bridal pros and the annual Artful Wedding, an intimate bridal event geared to discerning brides and their families.

RVA Traveler (APRIL & OCT.)
Richmond magazine’s travel writers take readers on weekend getaways within three hours of the city. We feature the newest attractions, tried-and-true favorites and undiscovered gems.