

The Essential Read on the Region

Richmond magazine

42
years

2021-22 MEDIA KIT

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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.

Richmond
magazine



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

[Simmons Multi-Media Engagement Study, Spring 2017]

71%

of Richmond magazine **Facebook** followers are **female** and established household **decision makers**.
21% are 35-44 and **18% are 45-64**

(July 31, 2021)

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]

Engaged Digital Audience



Instagram
Followers as of July 31, 2021

44.7k



Twitter
Followers as of July 31, 2021

67.9k



Facebook
Followers as of August 19, 2021

28.8k

Total social media followers: **141.8k**



Richmondmagazine.com
Unique Monthly Visitors

104k

January 2021

53% desktop, 41% mobile, 6% tablet



e-newsletters

87.4k

Subscriber total

Average open rate **26.3%**
as of June 2021



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.

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.

R•Home (EVERY OTHER MONTH)

Celebrating 14 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**.

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.