


Grid

GREATER RICHMOND | LIVE + WORK + PLAY



MEDIA KIT





***RICHMOND GRID* IS A
SOLUTIONS-ORIENTED
MAGAZINE DESIGNED
TO CELEBRATE HOW
WE LIVE, WORK, AND
PLAY IN THE REGION.**

Our bold and glossy print publication is published four times a year, featuring diverse and interesting people, local businesses, innovators, and community builders. As part of our commitment to constructive journalism, Grid produces content that emphasizes solutions that inspire readers to take action, to get involved in RVA, to support local businesses, and to become change-makers.



**OUR
MAGAZINE**



85%

of readers will consider buying something as a result of seeing it in our magazine.



THE REGION'S MOST AMBITIOUS EXAMPLE OF PRINT RESURGENCE
POWERED BY A DIFFERENT FORM OF JOURNALISM

➔ CO-CREATED STORIES, HIGHLY ENGAGED READERS:

For constructive journalism to work, *Grid* engages its readers far beyond the role of content-consumers. We're not a passive publication, and we see our readers as the most untapped source and encourage them to invest and share their knowledge as part of our publishing process. As a result, *Grid* has become a platform for the community to spotlight what's working and to find solutions together. *Grid* readers regularly support the advertisers who participate in this approach to storytelling in RVA. On average, **75% of readers will talk to someone about something they've seen in our magazine.**

➔ POSITIVE NEWS AND POSITIVE ADVERTISING MAKE READERS FEEL THEY CAN TAKE ACTION:

Instead of calling out the "bad guys," *Grid* chooses to spotlight the "good guys" in RVA. Our content provides examples of ways to take action, get involved, and support the people, organizations, and businesses who are moving Richmond forward. On average, **85% of readers will consider buying something as a result of seeing it in our magazine.**

➔ CONSTRUCTIVE JOURNALISM ADDS VALUE AND IS GOOD FOR BUSINESS:

Grid aims to provide a more accurate picture of Richmond, one that includes everyone. We take a future perspective to the usual critical reporting, with a focus on solutions that can lead to societal progress. We see it as a way for local journalism to strengthen engagement from all Richmonders. Advertisers play a key role in supporting this model, and as a result can increase their brand's relevance while adding value to the RVA community. **70% of readers report that they have felt positively about an advertiser they've seen in our magazine.**





A RICH MIX OF BEAUTIFUL PHOTOS, ESSAYS, AND PROFILES ON THE PEOPLE, ORGANIZATIONS, BUSINESSES, AND MOVEMENTS THAT ARE
INSPIRING CHANGE.

➔ A SENSE OF DISCOVERY

Grid's unique sensibility—a combination of eye-catching photography and insightful storytelling—creates an immersive experience that gives readers a sense of discovery into the worlds of local business, art, music, craft beer, design, technology, startups, makers and community causes.

➔ A COMMUNITY OF STORYTELLERS

Written by subject matter experts in their field, *Grid's* approach to storytelling connects and inspires across print, digital and social media by using local writers who are intimately familiar with their topic and craft.

➔ A BLEND OF ONLINE AND OFFLINE EXPERIENCES

Grid brings people together through our pages, their mobile devices, at our live events, and through our stories. We use our print platform combined with a dynamic digital presence to enable interconnectivity, to inspire, and to drive positive change in RVA.

➔ A PARTNER ABLE TO CREATE MEANINGFUL CONNECTIONS WITH THOSE ON A MISSION

We offer advertisers an opportunity to connect with Richmonders who drive forward ideas and actions that impact the region. Under the Grid umbrella, we offer customized programs that include print, social media, retail, and branding services for those with a powerful story to tell.



**GRID IS
DELIVERED
BY BIKE
TO 125+
LOCATIONS.**

GRID OVERVIEW

GRID IS QUALITY-DRIVEN, NOT DEADLINE-DRIVEN. THAT MEANS WE AIM TO PUBLISH ON A QUARTERLY BASIS, BUT ONLY PRINT WHEN THE CONTENT FEELS RIGHT.

Grid is a conscious-lifestyle publication that celebrates how we live, work, and play **IN RVA.**

Grid is driven by a strong and highly engaged **READERSHIP OF 45,000+.**

Grid is printed on **FSC-CERTIFIED RECYCLED PAPER** using soy-based inks.

Grid is delivered by bike to **125+ DESTINATIONS** throughout the region.

Grid is **80-GLOSSY PAGES** of beautiful photos, thought-provoking essays, and solution-oriented profiles on the people, organizations, businesses, and movements that inspire change.



22,000+



15,000+



6,000+





**75% OF READERS WILL TALK TO
SOMEONE ABOUT SOMETHING
THEY'VE SEEN IN OUR MAGAZINE.**

HOW *GRID* OPERATES

Grid is a B Corp, a new type of company that uses the power of business to solve social and environmental problems.

B Corps are to business what Fair Trade certification is to coffee or USDA Organic certification is to milk. B Corps are for-profit companies certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency.

Today, there is a growing community of more than 2,100 Certified B Corps from 50 countries and over 130 industries working together toward one unifying goal:

to redefine success in business.

AWARDS

Grid is a proud recipient of the “Best for the World” award. The B Impact Assessment gives companies a score based on how they perform on metrics for impact on their communities, the environment, workers and customers. Each year B Lab highlights businesses who have scored in the top 10 percent of all Certified B Corporations on the assessment. Companies that have scored in the top percentiles across a majority of the assessment’s categories, are honored as:

Best for the World.

Certified



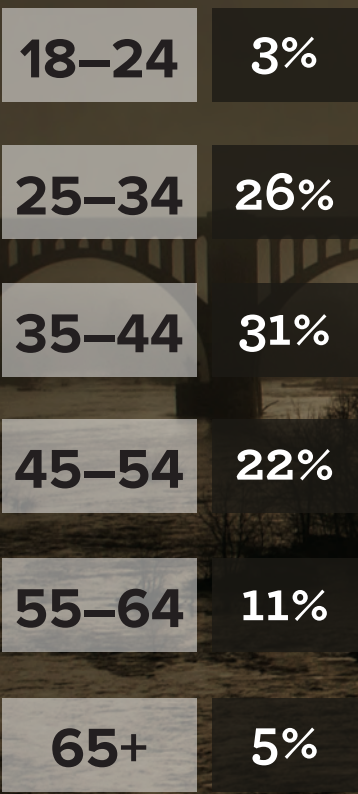
Corporation

AUDIENCE

GENDER:



AGE:



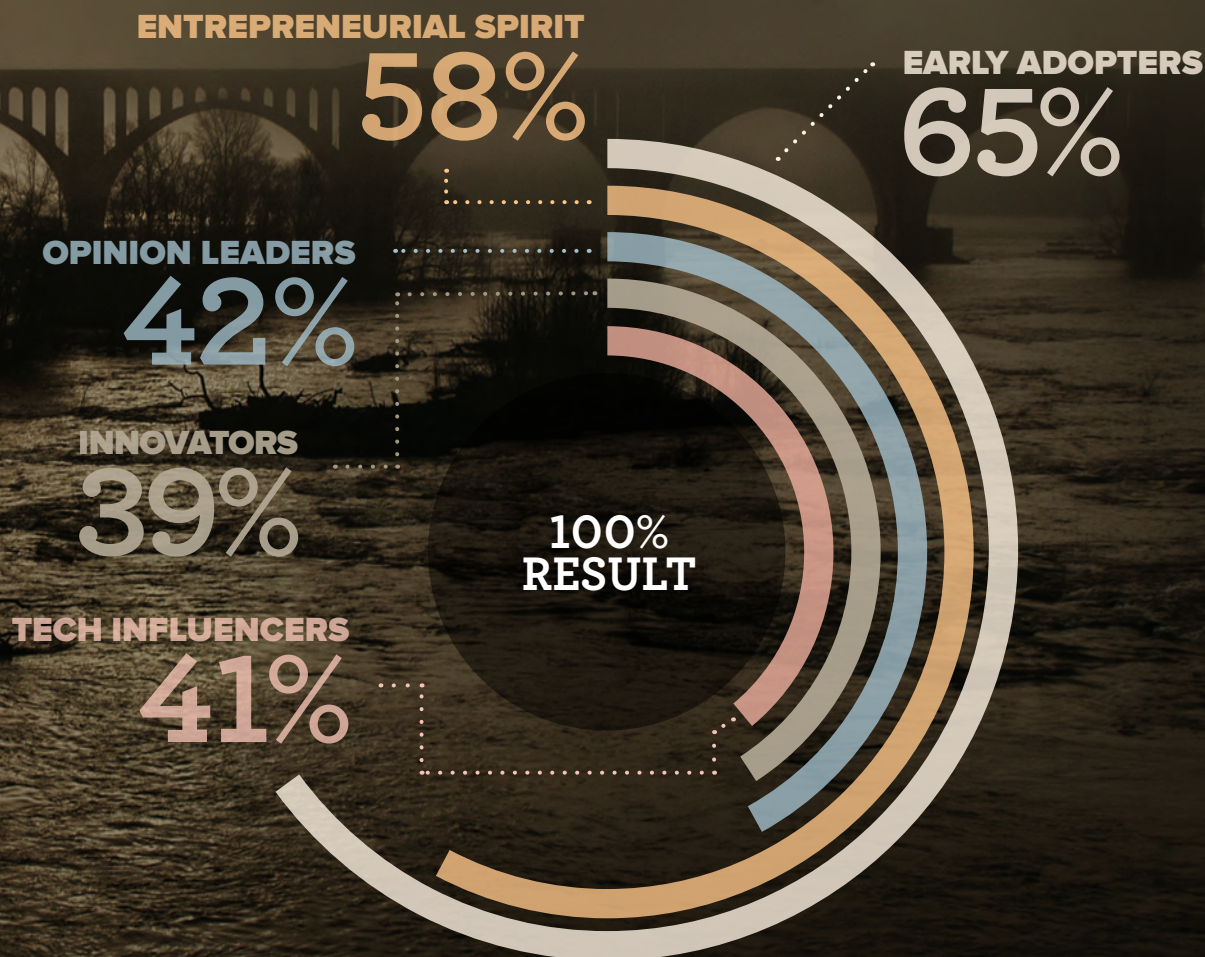
LOCATIONS:

- RICHMOND
- HENRICO
- MIDLOTHIAN
- BON AIR
- CHARLOTTESVILLE

- VIRGINIA BEACH
- MECHANICSVILLE
- LAKE SIDE
- CHESTER

COMMUNITY

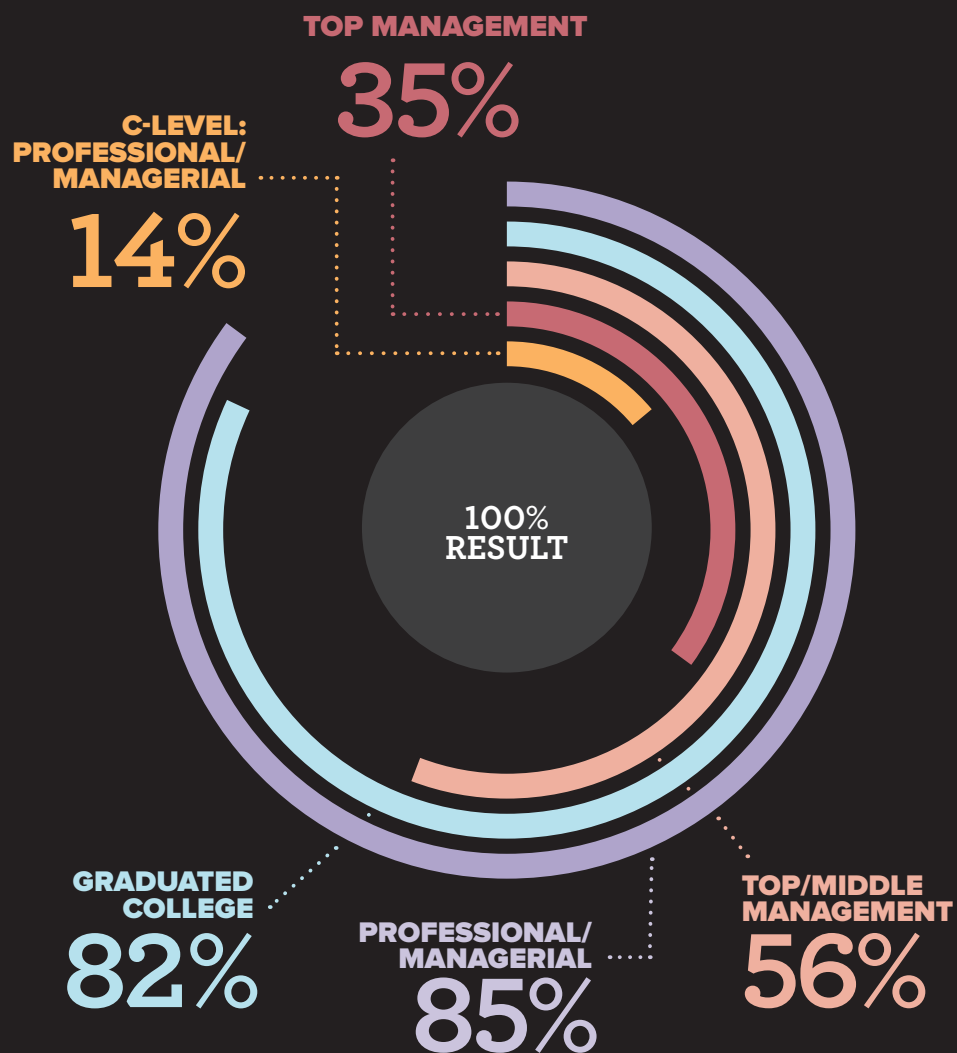
Align your brand with Grid's network of storytellers, change amplifiers, early adopters, influencers, and ambitious community leaders.



**READERSHIP
IS 45,000+
STRONG
AND
HIGHLY
ENGAGED**



DEMOGRAPHICS





**WE ARE NOT
A PASSIVE
PUBLICATION**



**OUR
STUDIO**



Grid is a proud recipient of the
“Best for the World” award.



Grid magazine offers a full-service branding agency called **Proof**. Here you can tap into *Grid*'s award-winning writers and designers to create the type of content that your audience truly values and engages with on an ongoing basis. Our team is available to help you streamline every step of the content creation process—including meaning ideation, opportunity analysis, professional writing, corporate storytelling, and graphic design. Here's a sampling ➡

➔ MAGAZINE INSERTS

Grid's unique sensibility—a combination of eye-catching photography and insightful storytelling—creates an immersive experience that gives readers a sense of discovery into the worlds of local business, art, music, craft beer, design, technology, startups, makers and community causes.

- ✕ *Grid's* team will create a branded booklet that can be inserted into the publication as a special print piece. These booklets can be pulled out of the magazine as well as printed as overruns for separate distribution. Booklets vary from 4 to 20 pages in length. Advertisers can either sponsor a booklet or have a full booklet entirely about their brand created from scratch. Examples include The Downtown Dining Guide by Venture Richmond and Innovation Starts Here map by The Innovation Council.
- ✕ *Grid* accepts booklets designed by the advertisers or we can create a custom booklet for your brand using our writers, photographers, and design team.
- ✕ *Grid* offers the ability to publish the booklet inside the magazine as well as printing discounts for overruns that are distributed separate from the publication.
- ✕ Please note that *Grid* magazine does not publish paid article content and only offers sponsored booklets with an advertisers logo on the cover that clearly indicates to the reader that the insert is sponsored.

➔ CONTENT MARKETING

- ✕ Storyteller-In-Residence: we embed a *Grid* writer within your organization to help your brand tell its story.
- ✕ *Grid* matches you with the right content creators for your most critical channels—social media, email, and blogs.
- ✕ Infographics, Presentations, and Data Visualization
- ✕ Videos and motion graphics
- ✕ eBooks and longform writing



➔ **BRANDING**

- ✕ Brand purpose discovery
- ✕ Corporate storytelling
- ✕ Brand idea and positioning
- ✕ Brand architecture
- ✕ Innovation and new concept development
- ✕ Opportunity mapping
- ✕ Provider outreach campaigns

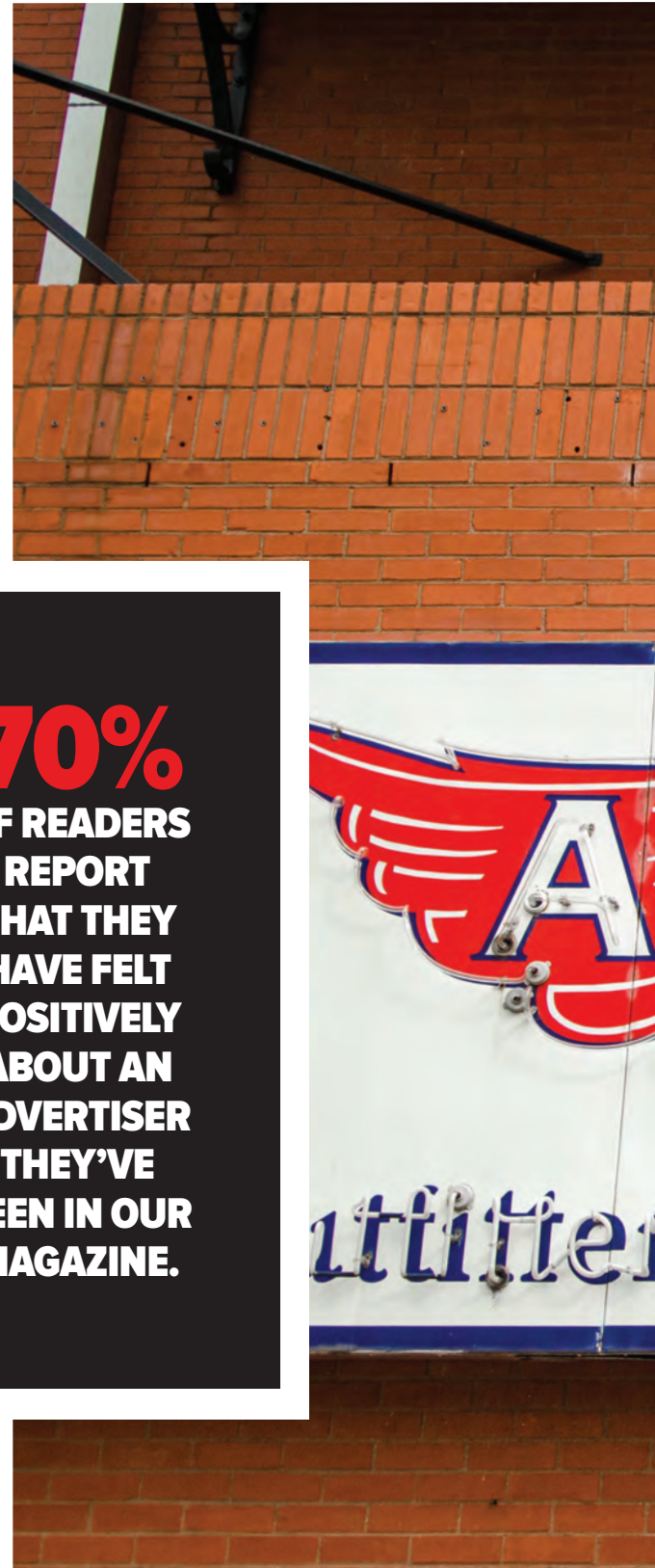
➔ **DIGITAL MEDICAL MARKETING**

- ✕ Digital marketing audit and opportunity analysis
- ✕ Digital marketing strategic roadmap
- ✕ Social content creation
- ✕ Community development and reputation management
- ✕ Digital ad campaigns and promotions
- ✕ Social-centric SEO
- ✕ Email marketing

➔ **EXPERIENTIAL MARKETING**

- ✕ Brand experiences
- ✕ Tradeshows
- ✕ Exhibits
- ✕ Dinner events

70%
OF READERS
REPORT
THAT THEY
HAVE FELT
POSITIVELY
ABOUT AN
ADVERTISER
THEY'VE
SEEN IN OUR
MAGAZINE.





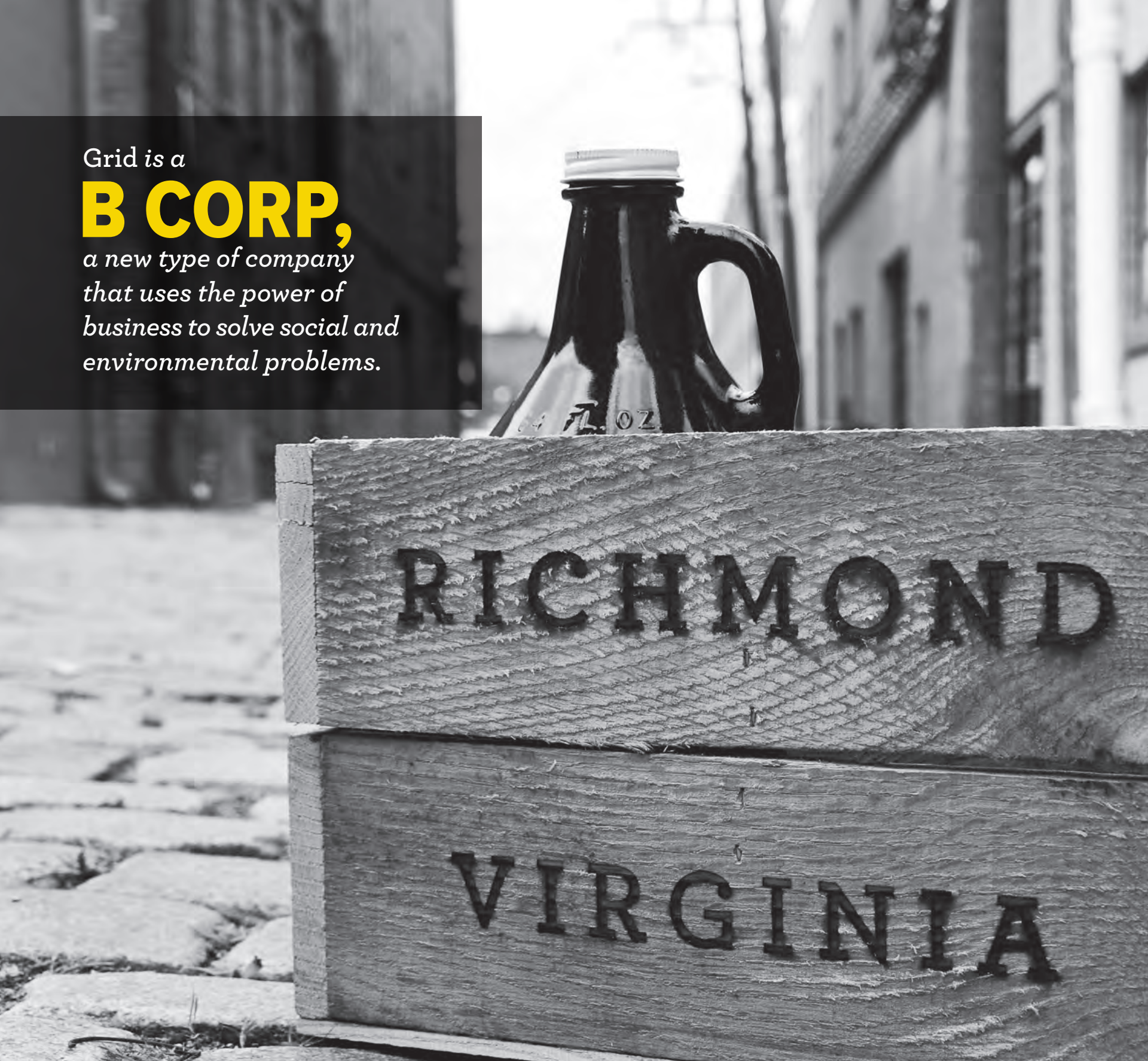
RES

OUR SHOP

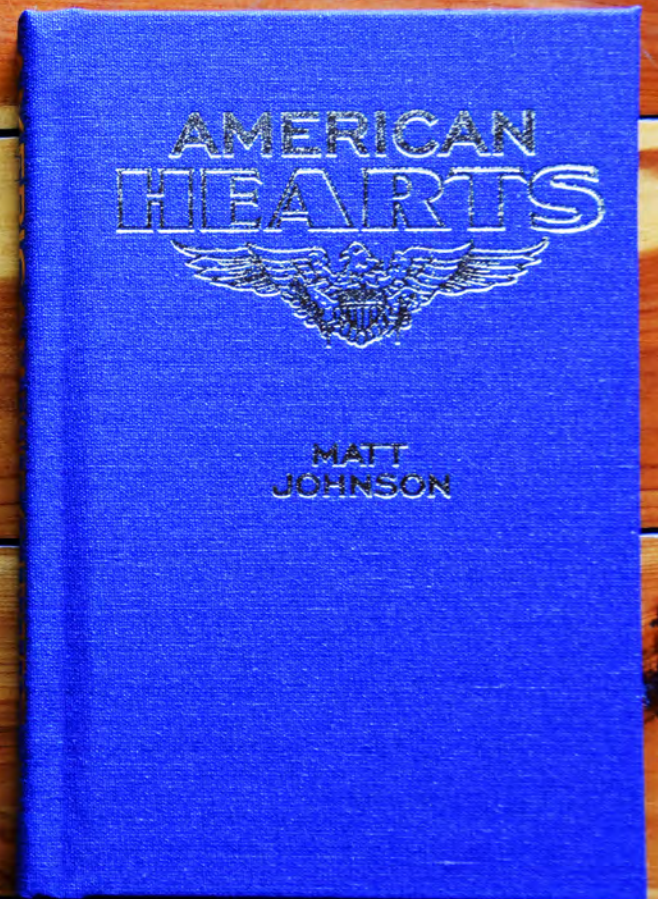
Grid is a

B CORP,

*a new type of company
that uses the power of
business to solve social and
environmental problems.*



GRID BRINGS PEOPLE TOGETHER



Our magazine's maker shop, called **Grid Supply Co.**, is one small way to show what happens when hard working people take collective action. When we mashup and remix the creations of others. And when we participate in collaborative projects.

A sister project of Grid

magazine, our limited edition products bring to life the stories of craftspeople featured in our print publication. Together, Grid Supply Co. and the magazine celebrate a time when making things by hand was the norm and served as an important part of our economy. This is our small way of telling good stories in three dimensional form as our writers and story subjects build limited edition goods together as part of the storytelling process.

We've teamed up with local makers to offer oyster knives, bourbon flasks, growler crates, grill aprons, fine writing instruments, beer bikes, and more. Contact *Grid* to collaborate on a product or keepsake that represents your brand.



**WE ARE ALL
MAKING
SOMETHING.
IT'S WHAT
DEFINES US.**

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SIZES & SPECS

FULL PAGE*

8.375" WIDE

X

10.875" TALL

VERTICAL HALF PAGE

3.575" WIDE

X

9.875" TALL

HORIZONTAL HALF PAGE

7.375" WIDE

X

4.8" TALL

QUARTER PAGE

3.575" WIDE

X

4.8" TALL

EIGHTH PAGE

3.575" WIDE

X

2.3" TALL

*Full page, full bleed ads require an additional .125" bleed. Keep all copy within 8.125" x 10.625"

- ✗ All ads must be submitted in CMYK at 300 DPI
- ✗ File formats accepted: PDF, JPG, TIFF
- ✗ Please do not include printers marks.
- ✗ Send all artwork to pspicer@richmondgrid.com

ONLINE PRICING

Grid offers two size options for digital ads. All digital ads appear throughout the site on a rotating basis.

	PER MONTH	PER QUARTER/YEAR
BANNER AD	300	Volume discounts are available for quarterly and annual commitments. Contact for details.
BOX AD	250	

BANNER AD: 936px X 120px

BOX AD: 600px X 500px

CONTACT

pspicer@richmondgrid.com | 804-503-9231

PRINT PRICING

		ONE TIME	TWO TIMES*	FOUR TIMES*	SIX TIMES*
INTERIOR RATES	FULL	1,500	1,350	1,200	1,125
	HALF	750	675	600	565
	QUARTER	475	430	380	365
	EIGHTH	250	225	200	185
	ACTION SECTION COVERS	1,750	1,575	1,400	1,300
PREMIUM RATES	INSIDE FRONT COVER	2,000	1,800	1,600	1,475
	INSIDE BACK COVER	2,200	1,980	1,760	1,650
	BACK COVER	2,500	2,250	2,000	1,875
	CENTER SPREAD/BOOKLET	2,800	2,520	2,240	2,100

* All multiple insertions are slated for consecutive issues only.

STRATEGIC COMMUNICATIONS PACKAGE

Grid’s business philosophy calls for an alliance with only a handful of select partners that are purpose-driven and have a meaningful story to tell. We do our best work when we connect with a select group of partners working together to leverage Grid’s print publication, social media, web articles, retail store, and branding services. We’re proud to connect these service lines as a package for those looking to develop a powerful voice and take action in the community. Contact us to discuss a communications package designed around your organization’s purpose.



Grid