

2026 TRAVEL GUIDE

VIRGINIA

VA250




VIRGINIA
RESTAURANT • LODGING • TRAVEL
ASSOCIATION

Published for VRLTA
by VistaGraphics, Inc.

2026 MEDIA KIT - MEMBER RATES



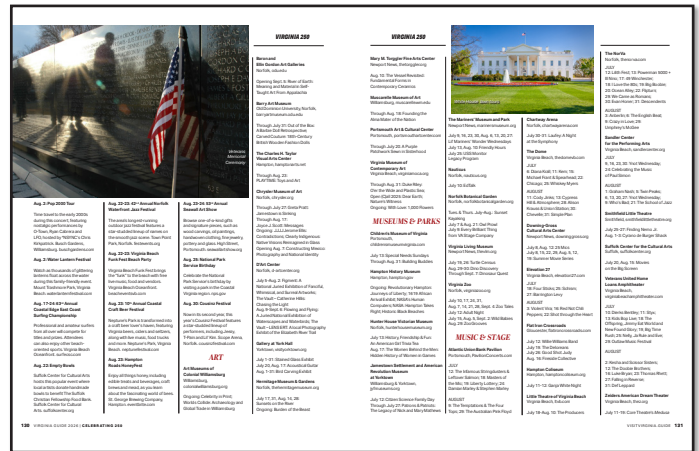
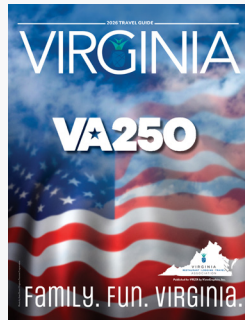
VIRGINIA IS HOME TO AMERICA'S 250TH CELEBRATION

Tell your story.

Place your message in front of Virginia's large and lucrative travel market. Your events, your destination, your activities and more.

Layout & Design. The 2026 Guide will continue to bring a clean, immersive design that evokes emotion and conveys the experiences offered by the destination. Our oversized, large format will allow for more space on page and larger, more impactful imagery. Our heavier cover stock and brighter text stock will showcase the new design in the best possible way. The overall effect is a quality keepsake that will continue to sell the destination and your business long after the visitor returns home with their souvenir guide in hand.

Storytelling. 2026 is time to tell your story—on our pages. Let our crisp white pages and colorful vibrant magazines connect with those visitors who want to learn about your business. Engage them with your unique story, establish and enhance your brand in their eyes and connect with those visitors who want to learn more about your business. Our talented writers can help you make your business the “must see—must do” experience in Virginia.



DESIGN

Clean, immersive design that evokes emotion and shares the experience of the destination.

PAGE SIZE

Large format provides more space on page and for larger more impactful imagery.

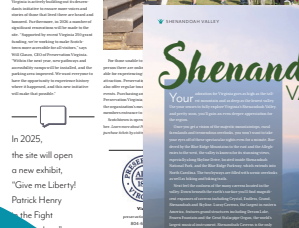
PAPER

Upgrades in cover basis weight (up 56%) and in paper brightness (up 11%).



HEAR THE VOICES of Our Past

Virginia's history is a living story, and the Virginia Historical Society is the best place to hear it. The Society's collection of artifacts, documents, and photographs tells the story of the state's past. The Society's exhibits are designed to be interactive and engaging, allowing visitors to learn about the state's history in a new and exciting way.



Distribution

The Virginia Guide is the most comprehensive and highly distributed Visitors Guide for Virginia.

The Virginia Guide is presented at quality locations and around the state of Virginia. Distribution includes Visitor Centers and Welcome Areas, Leisure Resorts and Boutiques Hotels, Advertisers, Attractions, and more.

200,000 COPIES

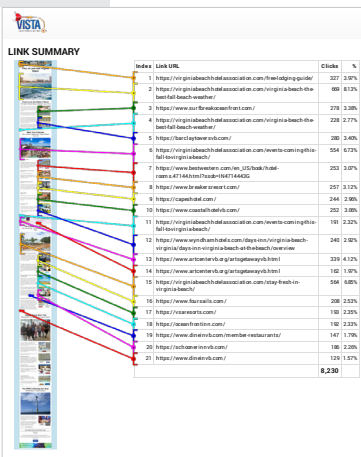
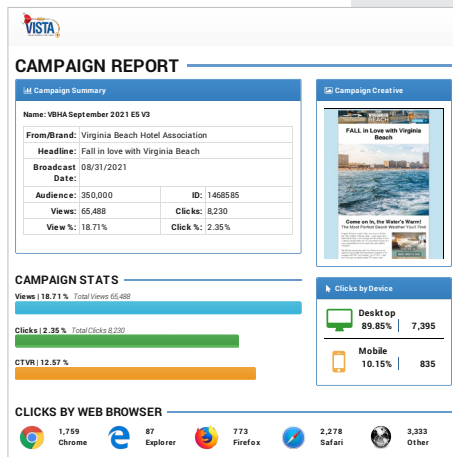
< See Separate Sheet for Full Distribution Locations

EMAIL /PRINT

Cooperative Email

Direct email going to households making over \$80,000 per year who are interested in traveling to Virginia. 1 million emails are planned with 4 deployments of 250,000, (Audience profile will include history travelers, patriotic destination travel and families. Geo-target will include sample metrics known feeder markets for Virginia). The planned months are March, May, August and October 2026.

Sample Metrics



Spectacular sunset ocean views in Virginia Beach

Come Feel the LOVE in Virginia This Summer

When considering all of the incredible destinations in our country, there are countless reasons to put the Commonwealth of Virginia at the top of the list for summer vacation spots. Virginia is a gorgeous region with a widely diverse landscape ranging from charming coastal towns, such as Virginia Beach and Cape Charles, on its eastern side to stunning mountain communities like Roanoke and Charlottesville in its western parts. Much more than a pretty place, Virginia boasts dynamic urban hubs like Richmond and Northern Virginia offering top-notch attractions and dining options to tranquil rural areas dotted with family farms and farm markets to award-winning wineries and vineyards. Does this sound like summer fun? Keep reading for



Photo (above) Getty Images

Wine and Other Tasty Libations

Wine lovers love Virginia and the Virginia Wine Country. Did you know that there are approximately 200 wineries in the Commonwealth? What better way to become acquainted with the region than sampling the local flavors of the area. Over the years Virginia has made a name for itself in the wine industry as well as other libations.

For an insider's look at Virginia libations, be sure to check out this article by Coastal Virginia Magazine Editor-in-Chief Leona Baker in which she recounts a tasting tour taken by a small group of CoVa Magazine readers, who visited nearly 25 wineries, breweries and distilleries in Virginia.

Read about their "Favorite Finds" at these stops:

- Waterford Brewing
- Trail & Error Distillery
- Vines Brewing Company
- Spirit Lab Distilling
- Bryant's Cider & Brewery
- Bold Rock Hard Cider
- Wildman's Brewery
- Valley Road Winery
- Blue Mountain Winery
- Veritas Vineyards and Winery
- Alpha Mountain Winery
- Basic City Beer
- Flying Fox Vineyard
- Silverback Distillery
- Hill Top Berry Farm Winery & Meadery
- Blue Tread Hard Cider
- Devil's Backbone
- Cardinal Point Winery
- North American Sake Brewery
- Three Notch'd Brewing
- Schlegel Brewing
- Patch Brewing

[Click here to read the article](#)



Print Included

The Virginia Restaurant, Lodging & Travel Association (VRLTA) is the unified voice for the Virginia restaurant, lodging, travel and hospitality suppliers, which creates value for members by promoting the legislative interests of the industry.



Expand your reach to the customers you want. Don't miss your opportunity to come aboard and enjoy the benefits.

\$23.7 BILLION

IN DIRECT TRAVEL-RELATED EXPENDITURES

Distribution: Statewide distribution include the following:

- 200,000 copies annually
- Distributed to individual inquiries from travel professionals, AAA offices and other special requests.
- **Dominant presence in all 12 Virginia Welcome Centers, all 33 Safety Rest Areas and 27 Visitor Centers.**

ALL NEW Planned Distribution at 41 Leisure Resorts and Boutique Hotels.

Space Reservation: 2/13/26

Ad Approval Deadline: 2/28/26

Delivery: April 26



Digital Specifications/Rates

Page Size	Annual Rate	Print + 1 Million Email Campaign	Ad Dimensions (w x h)
Full Page Profile*	\$8,160	\$12,230	8.375" x 10.875"
Full Page Display*	\$9,060	\$13,130	8.375" x 10.875"
Combo*	\$15,480	\$19,550	
Double Page Profile*	\$14,700	\$18,770	16.75" x 10.875"
Double Page*	\$16,315	\$20,390	16.75" x 10.875"
Combo*	\$27,800	\$31,870	
1/2 Page Profile	\$5,340	\$9,910	7.75" x 4.625" or 3.75" x 9.75"
1/2 Page	\$5,940	\$10,010	7.75" x 4.625" or 3.75" x 9.75"
Combo	\$10,160	\$14,230	
1/4 Page	\$3,570	\$7,640	3.75" x 4.75"
1/8 Page	\$2,120	\$6,190	3.75" x 2.265"
Upgraded Listing VisitVirginia.guide	\$260	\$4,390	

* Full page and double page add .125" all around for bleed, live area is safe within .5" within trim.

Plus 20% for all cover positions; Plus 10% for other special placement. Billing is upon publication, March 2026. (Limited to 6 ads per 1 million emails)

AGENCY AD SUBMISSION INFO

IN YOUR AD PROVIDED:

- 1) Include a physical address, phone number, area code, and website if available.
- 2) Black body copy should be **100% K** (NOT 4 color).
- 3) For ads with a coupon offer, add this disclaimer "Redeem this coupon to receive offer."

WHAT SHOULD I SEND?

WE ONLY ACCEPT:

- PDF format
- Image resolution of **300 DPI**
- All fonts must be embedded
- All color must be **CMYK**
- No spot colors or RGB

HOW TO SEND ARTWORK:

- 1) Email artwork to the Client Relations Manager
- 2) Send large files via file sharing sites, such as WeTransfer, MediaFire, 4shared, & Dropbox

Space Reservation: 2/13/26 Ad Approval Deadline: 2/28/26 Delivery: April 26

SPACE RESERVATION, CLIENT SERVICES, DIGITAL SOLUTIONS

Call: 757-422-8979 ext. 156 | Email: sales@vgnet.com

For billing questions, assistance, or credit card payments: Dawn Meehan at 757-422-8979 ext. 112 or dawn@vgnet.com

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