

2026 TRAVEL GUIDE

VIRGINIA



VA250



Published for VRLTA
by VistaGraphics, Inc.

2026 MEDIA KIT - MEMBER RATES



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.

CAMPAGNA REPORT

CAMPAGNA STATI

CLICKS BY WEB BROWSER

LINK SUMMARY

Index	Link	Clicks	%
1	http://www.visitbeach.com/visitbeach/guide/beach-weather/	321	3.9%
2	http://www.visitbeach.com/visitbeach/beach-weather/	681	8.1%
3	http://www.visitbeach.com/visitbeach/beach-weather/	278	3.2%
4	http://www.visitbeach.com/visitbeach/beach-weather/	238	2.7%
5	http://beachplayhouse.com/	280	2.4%
6	http://www.visitbeach.com/visitbeach/beach-weather/	554	6.7%
7	http://www.visitbeach.com/visitbeach/beach-weather/	253	3.0%
8	http://www.visitbeach.com/visitbeach/beach-weather/	257	3.1%
9	http://coastaladv.com/	244	2.6%
10	http://www.coastaladv.com/	252	3.0%
11	http://www.visitbeach.com/visitbeach/beach-weather/	191	2.3%
12	http://www.visitbeach.com/visitbeach/beach-weather/	241	2.8%
13	http://www.visitbeach.com/visitbeach/beach-weather/	235	2.4%
14	http://www.visitbeach.com/visitbeach/beach-weather/	162	1.9%
15	http://www.visitbeach.com/visitbeach/beach-weather/	558	6.6%
16	http://www.visitbeach.com/visitbeach/beach-weather/	208	2.3%
17	http://www.visitbeach.com/visitbeach/beach-weather/	180	2.0%
18	http://www.visitbeach.com/visitbeach/beach-weather/	180	2.0%
19	http://www.visitbeach.com/visitbeach/beach-weather/	147	1.7%
20	http://www.visitbeach.com/visitbeach/beach-weather/	188	2.0%
21	http://www.visitbeach.com/visitbeach/beach-weather/	129	1.5%
		8,230	



Come Feel the LOVE in Virginia This Summer

When considering all of the incredible destinations in our state, there are countless reasons to visit. One of the best of the lot for sunbathing and relaxation 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 the west. There are more than pretty places to visit here, however, with hidden 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 in the Virginia magazine Editor-in-Chief Leona Baker in which she recounts a tasting tour taken by a small group of travel industry leaders, who visited nearly 20 wineries, breweries and distilleries in Virginia.

Read about their "Favorite Finds" at these stops:

- Wasserbund Brewing
- Trail & Barrel Distillery
- Blue Mountain Distillery
- Spirit Lab Distilling
- Bryan's Craft Distillery
- Blue Rock Hard Cider
- WildMountain Brewery
- Blue Mountain Distillery
- Blue Mountain Brewery
- Veritas Vineyards and Winery
- Blue Mountain Vineyards
- Basic City Beer
- Flying Fox Vineyard
- Blue Mountain Distillery
- Hill Top Berry Farm Winery & Meadery
- Blue Mountain Hard Cider
- Devils Backbone
- Blue Mountain Winery
- North American Sale Brewery
- Three Notch'd Brewing
- Blue Moon 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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