



# Media Information Kit • 2025

**Serving the Northern Neck and Middle Peninsula  
of Virginia's Chesapeake Bay Region**

[www.RivahGuide.com](http://www.RivahGuide.com) • 804-435-1701

27 North Main Street • P.O. Box 400 • Kilmarnock, Virginia 22482

Email: [Rivah@rapprecord.com](mailto:Rivah@rapprecord.com)



# About The Rivah Visitor's Guide

A *free* guide to the Northern Neck and Middle Peninsula—from the Potomac to the York Rivers.

The perfect marketing tool for any business serving tourists, weekenders, and locals.

The Rivah Visitor's Guide serves Virginia's Chesapeake Bay region including Essex, Gloucester, Lancaster, Mathews, Middlesex, Northumberland, Richmond, and Westmoreland counties as well as Historic Yorktown.

Locals, weekenders and visitors of all ages pick up The Rivah Visitor's Guide each month to enjoy our creative and informative feature articles and local calendars and **keep it** as a comprehensive resource for dining, events, attractions and services in the region. Don't miss this opportunity to reach them!

- **up to 20,000** copies each month will be delivered to hundreds of newsstand locations and blue Rivah boxes! Including: Convenience stores, restaurants, gift shops, motels, supermarkets, marinas, etc.
- Readers can subscribe for free to view the **e-Edition** of our visitor's guide on computers, tablets, and phones from our website: **RivahGuide.com**.

**Each issue includes:**

- Dining guide
- Restaurant reviews
- Community events calendar
- Attractions
- Museums and historic sites
- Arts and music
- Boating
- Fishing
- Golf
- Camping
- Lodging
- Family diversions
- Feature articles written by our team of award winning journalists



The Rivah Visitor's Guide is published jointly by the Rappahannock Record in Kilmarnock, VA and the Southside Sentinel in Urbanna, VA.

**Rappahannock Record**  
27 North Main Street  
PO Box 400  
Kilmarnock, VA 22482  
804-435-1701

**Southside Sentinel**  
276 Virginia Street  
PO Box 549  
Urbanna, VA 23175  
804-758-2328



**New in 2025: Announcing an extra issue of the Rivah!**

*Now enjoy a seventh issue added to the Rivah season.*

## Why Advertise in The Rivah Visitor's Guide?

**Target audience:** The Rivah Visitor's Guide is the area's only visitor's guide and covers 8 counties in the Northern Neck and Middle Peninsula of Virginia's Chesapeake Bay region. Tourists, families with second homes, as well as locals who want to be in the know, pick up the Rivah month after month.

**Large distribution area:** The Rivah Visitor's Guide distributes up to 20,000 copies each month, from May through November, to hundreds of locations such as marinas, restaurants, gift shops and hotels, as well as outdoor blue distribution boxes. Our target area is the Middle Peninsula and Northern Neck of Virginia from the York River to the Potomac River, covering Essex, Gloucester, Lancaster, Mathews, Middlesex, Northumberland, Richmond and Westmoreland counties and Historic Yorktown. Our delivery team resupplies the blue boxes and other key locations throughout the month to ensure that copies are available to our readers.

**Fun and informative features:** Features written by our award winning journalists provide a glimpse into this special region, its people and the unique things to do and see at the Rivah. Dining reviews, the popular annual Best of the Rivah contest, historical columns and fishing reports are other highlights.

**Comprehensive calendars and directories:** Each edition includes event and music calendars that readers keep handy throughout the month. Directories such as lodging, dining, museums, diversions, parks and recreation, and marinas in each of our counties are also included in each issue.

**Rivah flare:** Our visitor's guide is a full color tabloid size magazine with engaging photos and design elements. Our bright logo and cover photography is eye catching. We strive to convey the pleasant lifestyle this area has to offer. Our motto is "The Rivah: More than a place . . .it's an attitude!"

**Content and returning advertisers:** Our publication boasts repeat advertisers who appreciate the added benefit of discounts for advertising in multiple issues. Advertisers can send in a camera-ready design or let our graphic designers create the perfect ad for your business. Your advertising dollar will go even further with The Rivah Visitor's Guide website, [www.RivahGuide.com](http://www.RivahGuide.com), and e-Edition! Readers can take the Rivah with them on tablets and phones.

**30+ year success:** Our readers and advertisers have supported this publication for 32 years. Our coverage area has grown and developed through the years as a popular destination for relaxation and fun. Beginning in 1993, The Rivah Visitor's Guide has also grown through the years and currently averages 90 to 100 pages. We look forward to continuing to showcase our region and sharing its special features.



*Cover photo courtesy of LeAnn Porch*



## 2025 Publication Schedule

|                   |                              |                                 |
|-------------------|------------------------------|---------------------------------|
| <i>May:</i>       | on stands <b>April 24</b>    | ad deadline <b>April 11</b>     |
| <i>June:</i>      | on stands <b>May 22</b>      | ad deadline <b>May 9</b>        |
| <i>July:</i>      | on stands <b>June 26</b>     | ad deadline <b>June 13</b>      |
| <i>August:</i>    | on stands <b>July 31</b>     | ad deadline <b>July 18</b>      |
| <i>September:</i> | on stands <b>August 28</b>   | ad deadline <b>August 15</b>    |
| <i>Fall:</i>      | on stands <b>October 2</b>   | ad deadline <b>September 19</b> |
| <i>Holiday:</i>   | on stands <b>November 20</b> | ad deadline <b>November 7</b>   |



# The Rivah Visitor's Guide 2025 Ad Sizes

per column inch rate: \$20

**Full page**  
5 col. x 10.955

\$1095.50

|   |                                 |
|---|---------------------------------|
| <b>3 col. x 5.2</b><br>\$312.00             | <b>2 col. x 5.2</b><br>\$208.00 |
| <b>1/2 page</b><br>5 col. x 5.2<br>\$520.00 |                                 |

|                                 |   |
|---------------------------------|---|
| <b>1 col. x 5.2</b><br>\$104.00 | <b>4 x full</b><br>4 col. x 10.64<br>\$851.20 |
|---------------------------------|---|

|   |   |
|---|---|
| <b>3 x full</b><br>3 col. x 10.64<br>\$638.40 | <b>2 x full</b><br>2 col. x 10.64<br>\$425.60 |
|---|---|

|   |                                 |  |
|---|---------------------------------|--|
| <b>2 col. x 2.5</b><br>\$100.00               | <b>3 col. x 2.5</b><br>\$150.00 |  |
| <b>Jr. page</b><br>4 col. x 7.875<br>\$630.00 |                                 |  |

|                                   |                                  |  |
|-----------------------------------|----------------------------------|--|
| <b>3 col. x 7.875</b><br>\$472.50 | <b>2 col. x 1.2</b><br>\$48.00   |  |
|                                   | <b>2 col. x 2</b><br>\$80.00     |  |
|                                   | <b>2 col. x 3.75</b><br>\$150.00 |  |
| <b>5 col. x 2.5</b><br>\$250.00   |                                  |  |

## Column Widths

One column: 1.7217  
Two columns: 3.5683  
Three columns: 5.415  
Four columns: 7.2617  
Five columns: 9.1083

## Column Heights

|       |      |
|-------|------|
| 10.64 | 3.75 |
| 7.875 | 2.5  |
| 5.2   | 1.2  |

## Color Rates

up to 30" \$70  
more than 30" \$100

## Premium placement glossy advertising

**Back page:** Full page color/  
glossy: \$1,630.50

**Inside front page:** Full page  
color/glossy: \$1,425.50

**Inside back page:** Full page  
color/glossy: \$1,310.50

Custom ad design is included

*Other glossy sizes may be available*

## Special discounts

*SAVE by advertising each month!*  
(10 column inch minimum)

- any two issues: \$19 per col. in.
- any three issues: \$18 per col. in.
- any four issues: \$17 per col. in.
- any five issues: \$16 per col. in.
- any six issues: \$15 per col. in.
- all seven issues: \$14 per col. in.



**More Rivah . . .  
More Discounts!**

*Discounts and rates will be adjusted for ads that do not run in scheduled multiple issues.*

## Expand your coverage

\* **Pick-up rate:** For your same ad to run within 30 days in the Southside Sentinel or Rappahannock Record: \$9 per col. in.



*Our advertising representatives are ready and available to answer any questions and assist you with creating your ad!*

## Middle Peninsula

**Gloria Abbott**  
*Advertising Manager*  
Gloria@ssentinel.com  
804-758-2328 ext. 103

## Northern Neck

**Susan Graves**  
*Advertising Manager*  
SusanGraves@RappRecord.com  
804-435-1701 ext. 15

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**Marilyn Bryant**  
*Advertising Representative*  
Marilyn@RappRecord.com  
804-435-1701 ext. 11

# RivahGuide.com

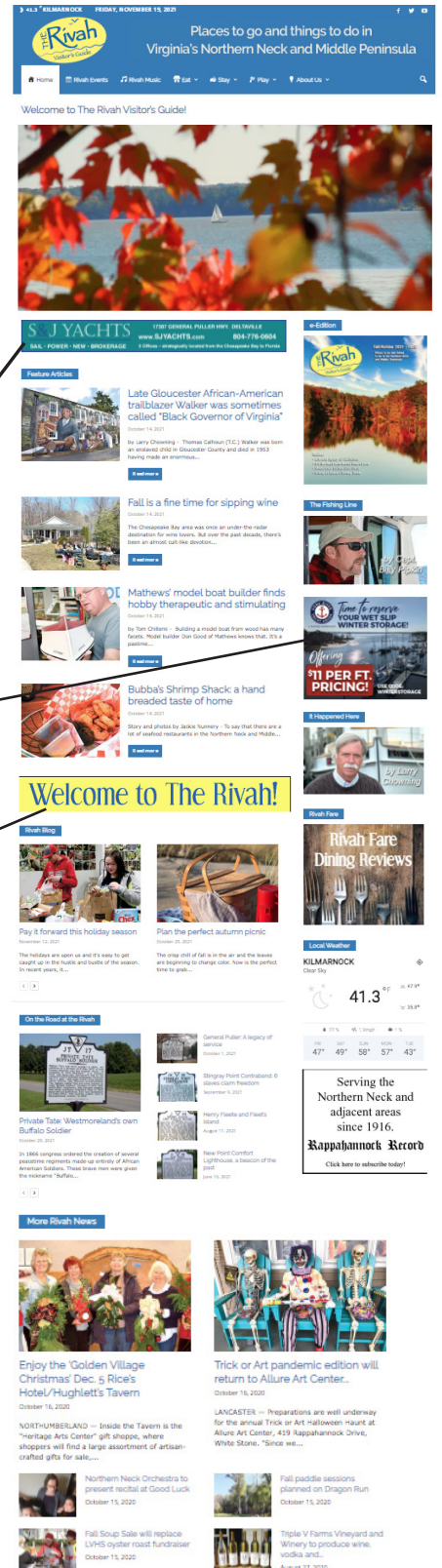
*It's a personal tour guide, event planner, map, and yellow pages all in one!*

## The Rivah Visitor's Guide is online!

Everything our readers love about The Rivah Visitor's Guide can easily be accessed on tablets, phones and computers at [www.RivahGuide.com](http://www.RivahGuide.com).

Our website is updated year round and highlights include the most recent e-Edition, a digital replica of our printed publication, events calendar, music calendar and informative feature stories. Also available are directories, including restaurants, lodging, diversions, museums and more. Weather and fishing reports, columns and reader-submitted photos of fun at the Rivah all convey the pleasant lifestyle of the Northern Neck and Middle Peninsula of Virginia.

**Reach "come-heres", "been-heres", and "want-to-be-heres" wherever they are. Promote your business or event at RivahGuide.com!**



| Web Ad Only   |       |
|---|-------|
| <b>Medium Rectangle</b><br>(monthly) 300 x 250 pixels | \$100 |
| <b>Splash Banner</b><br>(weekly) 720 x 90 pixels      | \$100 |
| <b>Middle Banner</b><br>(monthly) 720 x 90 pixels     | \$250 |

|                                      | Special Discounts |                                     |
|--------------------------------------|-------------------|-------------------------------------|
|                                      | With Any Print Ad | With S Sentinel.com or R Record.com |
| <b>Medium Rectangle</b><br>(monthly) | \$50              | \$50                                |
| <b>Splash Banner</b><br>(weekly)     | \$90              | \$90                                |
| <b>Middle Banner</b><br>(monthly)    | \$125             | \$150                               |



# By the numbers

8

Counties covered in the Northern Neck and Middle Peninsula of Virginia, affectionately referred to as Rivah Country.

96

Average pages per month in our full color publication with eye-catching glossy cover.

14,000-  
20,000

Copies printed per month.

7



Printed issues per year May through our Holiday edition, plus year-round up to date information can be found on our website [www.RivahGuide.com](http://www.RivahGuide.com).

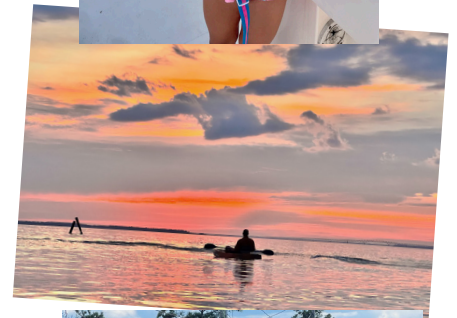
over

425

Newsstands located throughout our coverage area.

32

Successful years of publication.



The Rivah: More than a place  
... it's an attitude!