

MEDIA KIT

WEST VIRGINIA
Explorer

WWW.WVEXPLORER.COM

ABOUT WEST VIRGINIA EXPLORER

West Virginia Explorer (<https://WVExplorer.com>) has been a leading provider of travel information for West Virginia since 1999. We promote our state by providing travel writing and public-relations services for hundreds of travel and tourism businesses -- from sole-proprietor operations to some of the state's largest resorts and whitewater rafting outfitters.

4,724,012

PAGE VIEWS

1,594,060

NUMBER OF VISITS

OUR MISSION

Our mission is to bolster economic development in West Virginia by marketing travel and tourism and supporting the preservation of its natural and cultural resources.

REACH BY LOCATION

We reach readers from as far away as the South Pacific almost daily, though the larger part of our audience hales from regions in which our advertisers are most invested.

The top 20 cities we reach, in order of daily traffic, are Washington, Charleston, New York City, Huntington, Morgantown, Beckley, Princeton, Fairmont, Pittsburgh, Clarksburg, Greenville, Boston, Atlanta, Parkersburg, Chicago, Nashville, Columbus, Teays Valley, Charlotte, Richmond. Please feel free to ask about other cities in which you may desire to be seen.

EDITORIAL CALENDAR

January

ADVERTISING DEADLINE DEC 28

Night Skies

February

ADVERTISING DEADLINE JAN 28

Romantic Getaways

March

ADVERTISING DEADLINE FEB 28

Spring & Gardening

April

ADVERTISING DEADLINE MAR 28

Hiking & Wildflowers

May

ADVERTISING DEADLINE APR 28

Whitewater & Boating

June

ADVERTISING DEADLINE MAY 28

Parks & Forests

July

ADVERTISING DEADLINE JUN 28

Midsummer Dreams

August

ADVERTISING DEADLINE JUL 28

Fall Festivals

September

ADVERTISING DEADLINE AUG 28

Autumn Wonders

October

ADVERTISING DEADLINE SEP 28

Heritage & Hauntings

November

ADVERTISING DEADLINE OCT 28

Holiday Magic

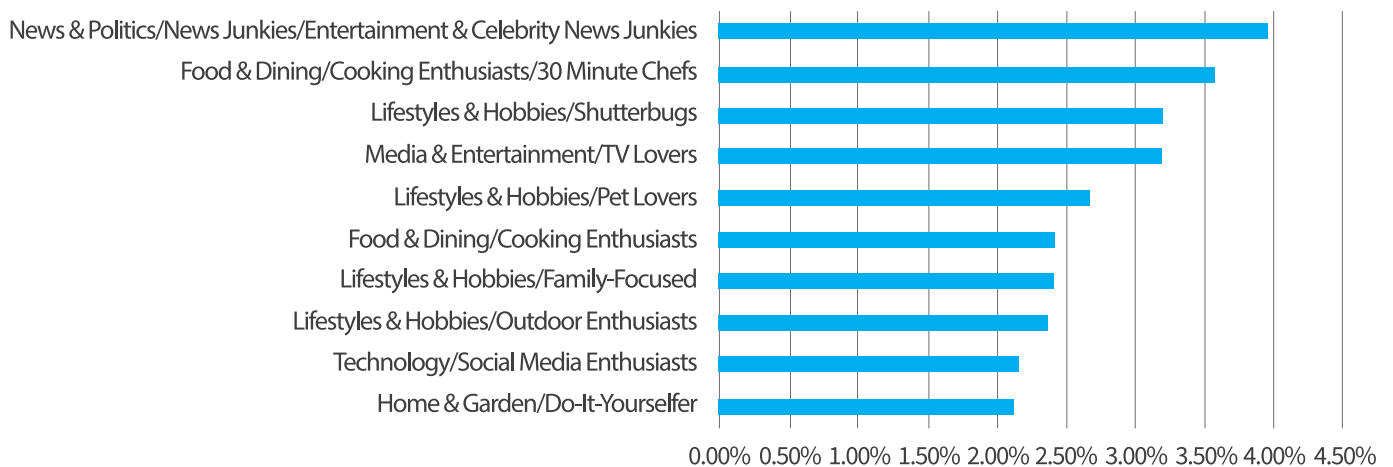
December

ADVERTISING DEADLINE NOV 28

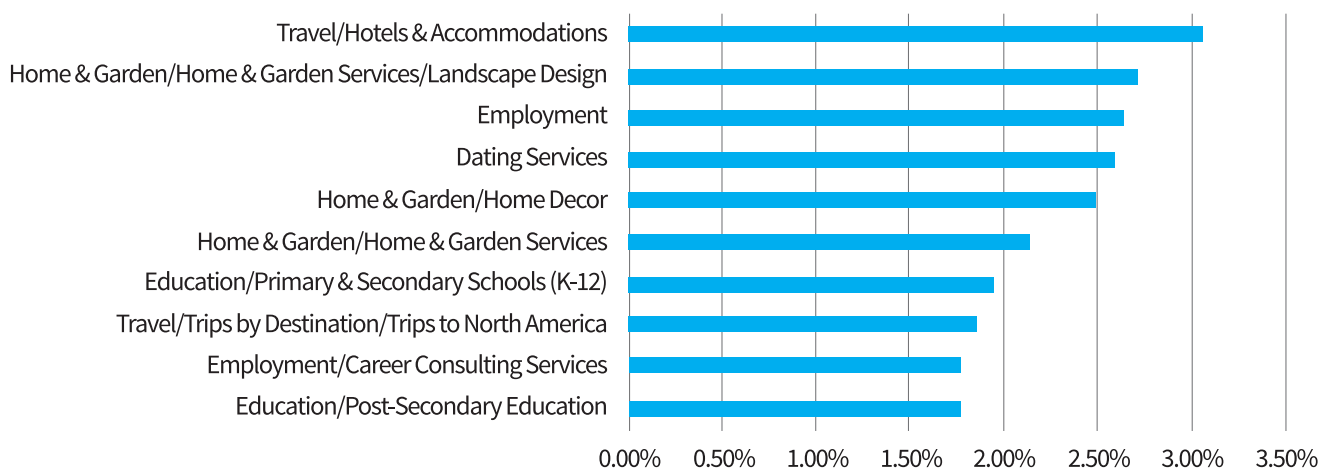
Winter Sports

AUDIENCE INTERESTS SIMILAR TO TV AUDIENCES

LIFESTYLE INTERESTS SIMILAR TO TV AUDIENCES



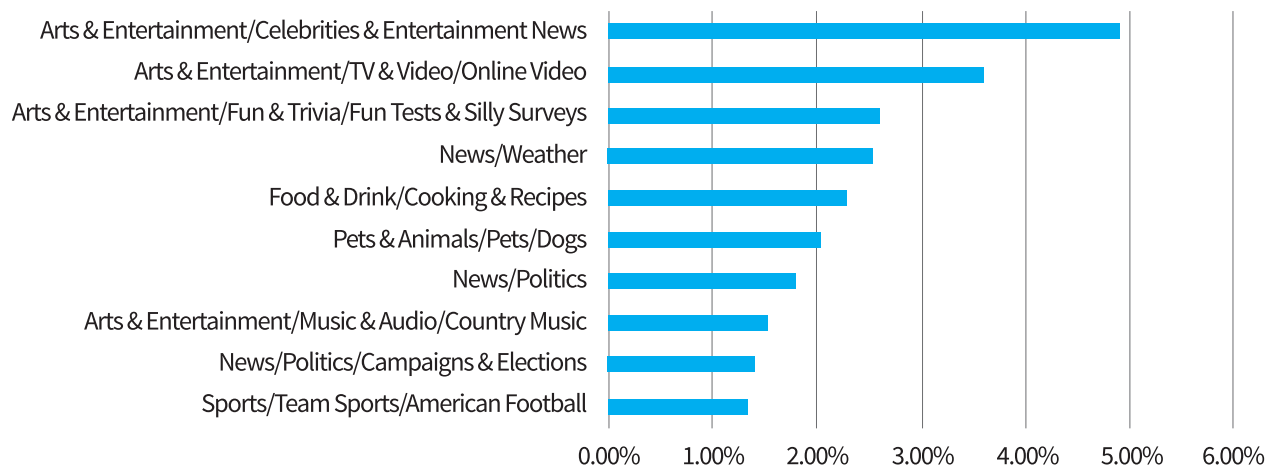
PRODUCT-PURCHASE INTERESTS



Source: These are the chief interests reported by Google analytics based on online travel and purchasing activities of visitors to West Virginia Explorer.

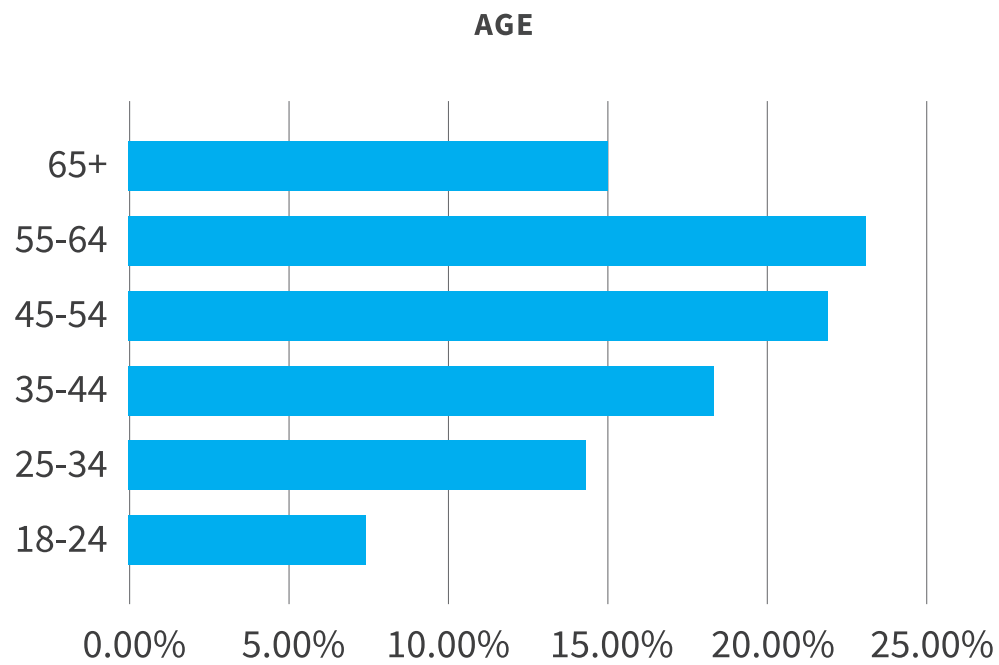
AUDIENCE INTERESTS SIMILAR TO TV AUDIENCES

SPECIFIC INTERESTS



Source: These are the chief interests reported by Google analytics based on online travel and purchasing activities of visitors to West Virginia Explorer.

WEB DEMOGRAPHICS



54%



46%

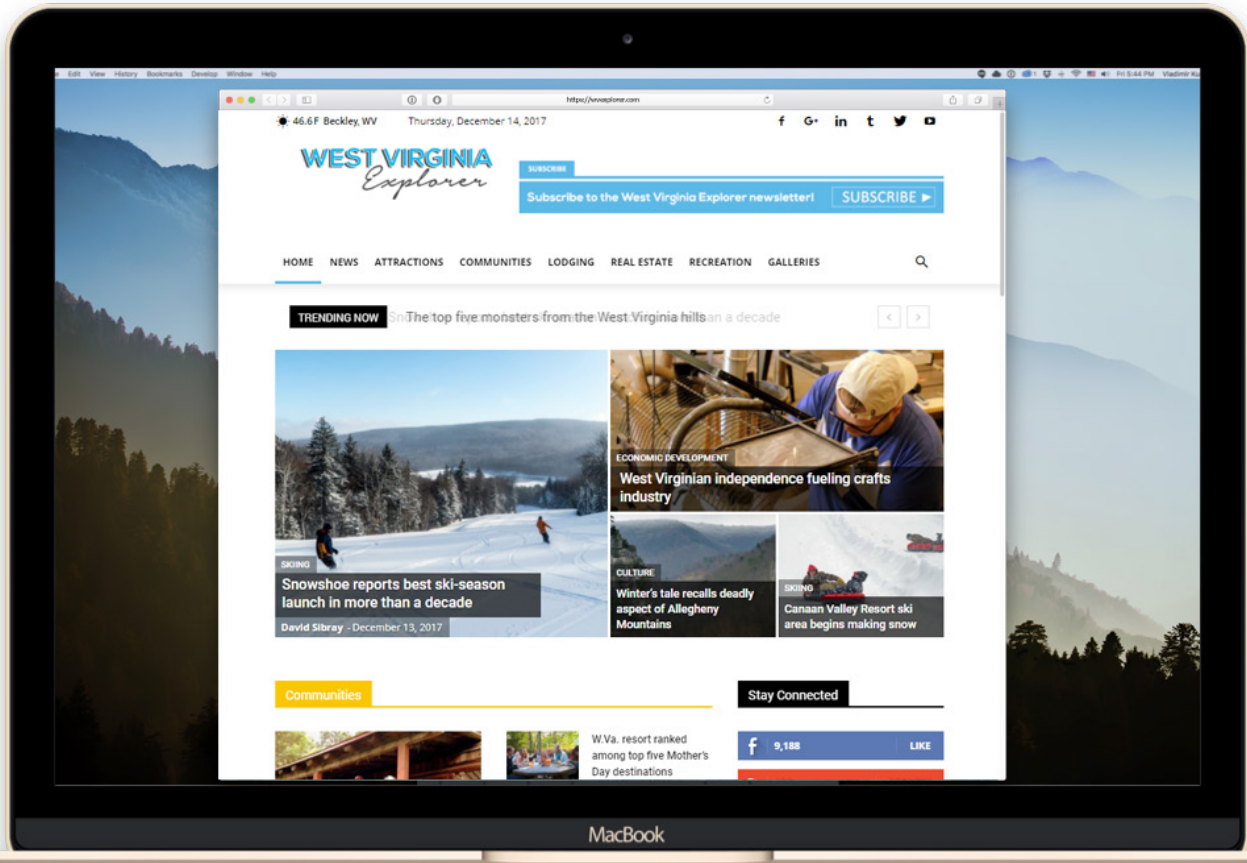
WEB STATS

1,102,048
unique visitors

1,594,060
number of visits

4,724,012
page views

7.08 minutes
time spent on
page



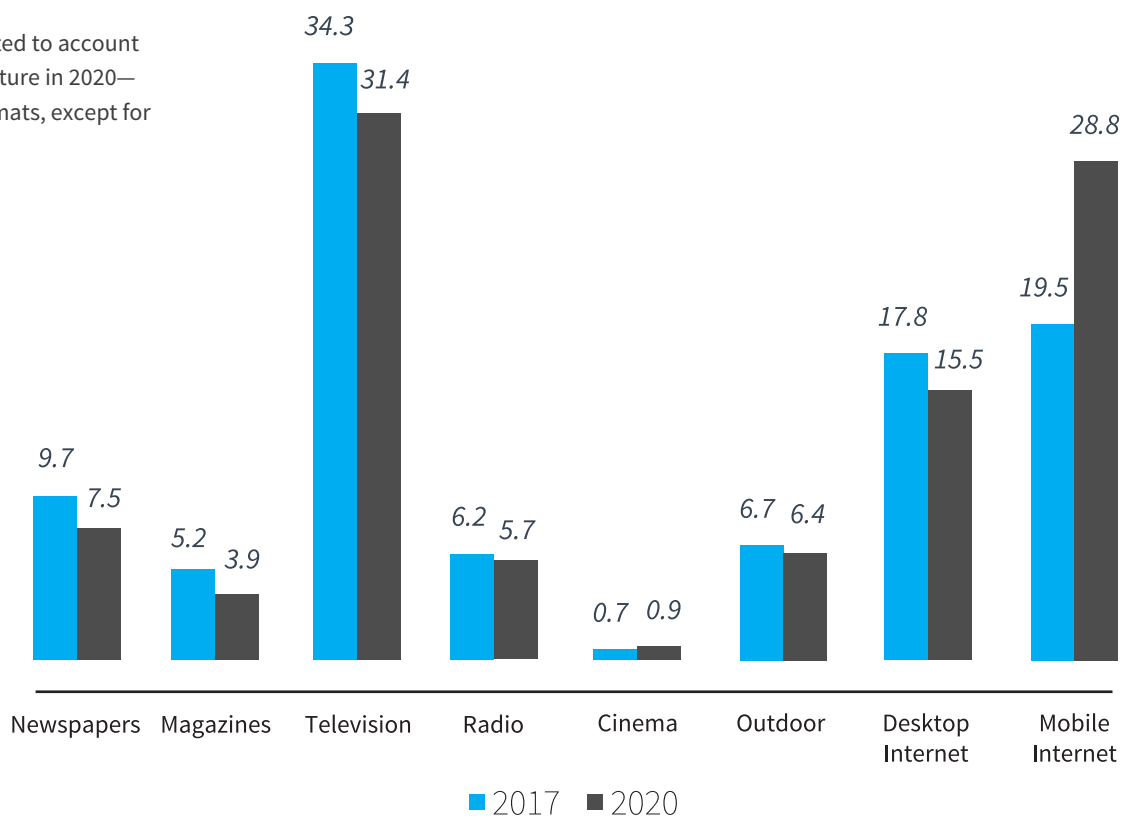
MARKET TRENDS

INTERNET ADVERTISING

“Internet advertising is the biggest advertising medium in the world and the biggest driver of growth,” said Jonathan Barnard, Head of Forecasting and Director of Global Intelligence at Zenith. “Our unique research shows that brands are starting to use it effectively after struggling to adapt over the last few years.”

GLOBAL ADSPEND BY MEDIUM

Internet advertising is expected to account for 44.3% of total ad expenditure in 2020—more than all traditional formats, except for television, put together.



Source: Zenith

MARKET ANALYSIS

Display advertising may have suffered a bad reputation, but many companies are enjoying high rates of returns from display campaigns, according to a 2017 article published by Disruptor Daily. “While companies rarely succeed through display advertising alone, it’s clear that it’s an important piece in the jigsaw when it comes to creating a true omni-channel experience.”

Disruptor Daily author Dane Caine recommends that advertisers test display campaigns on a case-by-case basis. “Display is just like any other advertising channel,” Caine writes. “If you use it well, the results will speak for themselves. And if it doesn’t work out, you can always shift your budget elsewhere.”

Display advertising has become as important as search advertising for digital marketers, partly because of the increased saturation of other marketing outlets.

Display was traditionally employed as a tool for increasing brand awareness rather than generating sales and a direct return on investment, but more marketers are turning to display advertisements to offer an additional edge. This is particularly the case for e-commerce stores. Marketers are finding that remarketing through display advertising can help close more sales.

US SMALL BUSINESS ADMINISTRATION ADVICE

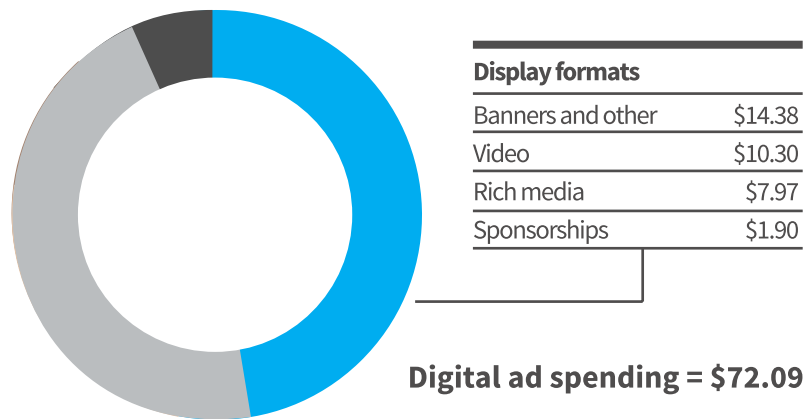
When setting a marketing budget, the U.S. Small Business Administration recommends thinking in terms of a percentage of your revenue:

As a general rule, small businesses with revenues less than \$5 million should allocate 7-8 percent of their revenues to marketing. This budget should be split between 1) brand development costs (which includes all the channels you use to promote your brand such as your website, blogs, sales collateral, etc.), and 2) the costs of promoting your business (campaigns, advertising, events, etc.).

This percentage also assumes you have margins in the range of 10-12 percent (after you’ve covered your other expenses, including marketing).

– U.S. Small Business Administration

US DIGITAL AD SPENDING, BY FORMAT, 2016



■ Display \$34.56 ■ Search \$33.28 ■ Other \$4.25

Source: www.eMarketer.com

ADVERTISING

ADVERTISEMENT

BANNER ADS

West Virginia Explorer currently provides banner advertising for its customers in four locations on most pages—at the top of each page, at the lower right, and within interior posts. Banners afford the most effective way to reach the West Virginia market.

LISTING ADS

We provide listing advertisements on many pages. Listings provide advertisers the opportunity to target specific audiences. For instance, the page “Ghent (WV) Cabins” is designed specifically to penetrate the market for cabins and lodges near Ghent and Winterplace ski area. Please ask your advertising representative for a list a relevant pages on which listing advertisements are available.

NEWSLETTER ADS

West Virginia Explorer provides advertising through quarterly email newsletters, the rates for which are increasing as circulation increases.

NATIVE ADS

Because West Virginia Explorer is a qualified news source, we do not accommodate native advertising or sponsored content. We do work with public relations services to provide vetted content.

“Gorgeous house!”

150
FRANK
FAYETTEVILLE, WV

Spacious 4 BR, 2 BA
Vacation Rental

CONTACT INFORMATION



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