

New Products, continued.

VOW Bride

VOW Bride addresses the needs of brides in search of local wedding resources. The magazine provides appealing editorial content to create an attractive environment for businesses offering bridal merchandise in Hampton Roads. Vow Bride is a free magazine published twice a year. Brides can visit us online at VowBride.com. This comprehensive website provides directories and resources for brides to be.

For more information email kimcwadsworth@aol.com or jocelyn.fetzer@pilotonline.com.

Special Events

Mid-Atlantic Boat Show

Feb 12 - Feb 14, 2010
Virginia Beach Convention Center
Email russ.kostinas@pilotonline.com.

Healthcare Career Day

February 16, 2010
Constant Convocation Center
Call Recruitment Advertising
at 757-446-2900.

Vow Bride Magazine (Bridal Event)

February 21, 2010
Virginia Beach Convention Center
Email katherine.byrd@pilotonline.com.

Transitioning Military Security Clearance Recruiting Event
March 16, 2010
Constant Convocation Center
Call Recruitment Advertising
at 757-446-2900.

Training Seminars

Direct Marketing 101 for Advertisers

January - April
Pilot Direct
Learn the basics of direct marketing and how to use it successfully. To register for available dates email bari.villafranca@pilotdirect.com.

For more information about these first quarter special opportunities and events, contact us at (757) 622-1455



PilotMediaSolutions

MARKETING INSIGHTS FOR OUR BUSINESS COMMUNITY

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Q U A R T E R L Y N E W S L E T T E R



Pilot
MEDIA

PRINT
DIGITAL
DIRECT MARKETING

MESSAGE FROM THE PUBLISHER

Happy New Year and welcome to the inaugural edition of Pilot Media Solutions. Each quarter, these pages will share information that I hope will demonstrate how we can be your essential business partner.

The Pilot Media leaders and I are excited about the opportunities for growth and prosperity in 2010. To take advantage of these opportunities, we understand that you must get your message out. Pilot Media is well positioned to assist you with all of your marketing needs.

To help you put your message in front of a mass market, The Virginian-Pilot aggregates the largest daily audience in South Hampton Roads with more than 447,000 readers on Sunday, and more than 349,000 readers on other days. You can reach online users with Pilot Media's Web sites, the most visited local sites in the region with more than 75,000 daily visitors and more than 1.3 million monthly unique visitors. We can help you market your business on national sites like Google, Yahoo!, Monster and Facebook and we can manage campaigns on those sites.

We have a collection of 20 niche publications and Web sites for businesses seeking target audiences. We can assist you in reaching the military audience in Hampton Roads: Pilot Media publishes all of the military base newspapers in the region. We can help you reach local business professionals as we publish the region's sole business journal, Inside Business. We also reach the largest audience of parents in Hampton Roads with Tidewater Parent, our local parenting magazine.

Pilot Direct can help you reach your current and potential customers through commercial printing, data services, mail, email, and other direct marketing products. Pilot Direct has country-wide mail solutions. In fact, more than 60% of the mail pieces handled by Pilot Direct are delivered outside of Hampton Roads.

Our comprehensive portfolio of solutions enables us to serve all customer segments: small companies, medium-sized businesses, and large corporations. We have affordable, effective and efficient vehicles for each segment.

Inside these pages we describe advertising and marketing products and services that we hope you will take advantage of in the first quarter of 2010. We want to help you achieve excellent business results.

Thanks for reading this, and thanks for considering and choosing Pilot Media as your business partner.

Maurice A. Jones

Maurice Jones, President and Publisher



Kelly Warren,
Virginian-Pilot
Advertising Director



David Mele,
Pilot Interactive
General Manager



Ed Power,
Targeted Publications
General Manager



Sara Lovell,
Pilot Direct
General Manager

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To learn more about Pilot Media products and services call us today at (757) 622-1455.

Message from the Publisher
Opportunities in the Pilot
Direct Marketing Delivers
Interactive Marketing to Grow
New Products
Special Events & Training

INSIDE:

First Quarter Opportunities in The Pilot

Summer Camp Guide

This popular annual edition provides parents with a comprehensive listing of local camps and activities so they can plan their children's summer. This year marks the addition of an online portal that will help organizations and businesses submit their most relevant information regarding camps, facilities and events.

Section publishes: Wednesday, March 10th

Online portal and advertising deadline: Monday, March 1st.



"Best Of"

In 2009, over 500 businesses participated in one of our area contests. Best Of includes the five city areas of South Hampton Roads and the Peninsula cities. This year's contest kicks off March 14th and promises even more excitement with several new changes!

• **Business-to-Business Contest** This year, Best Of will partner with Inside Business magazine to create a new regional contest for business-to-business categories. The voting site for these categories will be added as a part of the online city-wide contest and will be accessible through PilotOnline.com, HamptonRoads.com, and InsideBiz.com.

• **Mobile Website** This platform will provide the opportunity to use a cell phone to text in votes or to log on to the mobile site to view multiple cities and categories, just as if the voter was at home with their personal computer.

• **Facebook Links and a "Best Of" Facebook Page** will also be added into the marketing mix.

• **The Best Of The Best Contest** This fall certain category winners will earn the right to face off in a head-to-head competition across city lines to win the Best Of The Best Hampton Roads.

Last year, over 1,000 businesses won the right to say they were the "Best!" Could this be your year to make that claim?

Participation deadline: Friday, February 12th

Publication dates:

All voting sites go live 12 am, Sunday, March 14th

Best Of City editions – Sunday, March 14th

Inside Business edition – Monday, March 15th

Special Sports Coverage

Every year we offer unique opportunities to reach fans of many different sports, but this year The Winter Olympics brings even more sports coverage. Target sports fans by advertising around one of these upcoming sports events.

• **Daytona 500** The race will be held Sunday, February 14th but special NASCAR coverage will start earlier in the week.

• **The 2010 Winter Olympics** The Pilot will have daily coverage February 12 all the way to the closing ceremonies on the 28th.

• **March Madness** The Virginian-Pilot sports section will have complete information and analysis of the teams in the NCAA championship contest.

For more information regarding these publications or sections, please call your Pilot Media Representative or call 622-1455 or 446-2030.

Direct Marketing – A Powerful Tool *That Delivers*

How can you make sure that your message is seen, and how do you reinforce your message in a crowded marketplace? One effective solution is using targeted direct mail or email marketing. Pilot Media is one of the region's direct marketing industry leaders with our direct marketing company, Pilot Direct.

Our targeted solutions include both direct mail and email marketing with products such as postcards, self-mailers, letters, brochures, email messages, personalized web pages and more. We can help you reach current customers and create loyalty campaigns with direct mail and email marketing solutions, and also attract new prospects by analyzing your customer database, finding similar prospects, or acquiring lists that represent your customer segments. Want to target wine lovers, pet lovers, or golfers? We can create a targeted solution to help you find the best prospects for your business and the insight to keep your current customers coming back. Direct mail and email are powerful tools that deliver results.

For more information on direct mail and email marketing, call (757) 622-1455



Interactive Marketing to Grow in 2010



Interactive marketing represented 12% of all national advertising spending in 2009, and is forecast to grow to 21% of all ad spending by 2014, according to Forrester Research (U.S. Interactive Forecast, 2009).

The leading categories of interactive marketing for 2009, as a percent of total interactive marketing spending, were:

Search Marketing:	60%
Display Advertising:	30%
Email Marketing:	5%
Social Media:	3%
Mobile Marketing:	2%

Marketers are increasingly turning to interactive solutions because consumer usage of online platforms is growing rapidly, results are highly measurable and campaigns can be matched to any size budget, with strong return on investment (ROI).

Have you incorporated the right mix of interactive marketing tactics into your 2010 marketing plan? **Pilot Interactive**, founded in 1993, has the experience, expertise and full suite of interactive solutions to move your business forward.

Did You Know?

- In 2009, Pilot Interactive averaged **1,275,000 unique visitors per month** to our PilotOnline.com/HamptonRoads.com network of sites. That's the equivalent of 510 sold out shows at Norfolk's Chrysler Hall!

- Pilot Interactive has **312,000 registered users**, many of whom have opted to receive news and information by email from us.

We can help you use interactive marketing to target and reach highly sought after consumers. Whether it's display, search or social media, we can help you implement, maintain and track your interactive program.

For more information contact us at (757) 622-1455.

New Products to More Effectively Target Your Customers



Precision Ads

Now you can put your free-standing offer right on top of The Virginian-Pilot inside the delivery bag. This new service permits advertisers to geographically target advertisements in a large-space full-color format at a very low cost. With Precision Ads businesses can purchase distribution to neighborhoods at a fraction of U. S. Postal rates. Online tools enable advertisers to manage their own marketing program.

For more information email christine.stewart@pilotonline.com.

Health & Wellness

Making its debut in April of 2010, *Hampton Roads Health & Wellness* will be a glossy magazine distributed quarterly in free racks and healthcare offices and will offer local content focused on helping our residents stay healthy and active with information on medical services and organizations dedicated to health and well-being.

For more information email deborah.wilson@pilotonline.com.

Hampton Roads Professional Woman

Starting in March of 2010 this quarterly publication will be part of Inside Business, The Hampton Roads Business Journal. It will highlight the careers of area professional women and their leadership and involvement in the community. Additional copies will also be rack distributed at locations throughout Hampton Roads.

For more information email bill.blake@insidebiz.com.

Just Me!

Beginning in February 2010, the flip side of our free monthly publication Tidewater Parent will be *Just Me!* With information about health and beauty, fashion, arts and entertainment, food, local events, and much more, *Just Me!* will attract moms and other women interested in taking a little time for themselves. 52,000 copies will be distributed to over 1,000 locations throughout Hampton Roads.

For more information email tammy.lindquist@pilotonline.com.