



Details:

"Your Corner" is a tabloid specific to Isle of Wight. This product will be taking the place of The Observer
Content is local, friendly, interactive, and provides a platform for smaller advertisers.
Product is direct mailed to every household in Isle of Wight County (15,000) arriving during the first week of every month
Content is focused on entertainment and restaurant news, rather informal, reader stories, and recreation.

Coverage Area:

Isle of Wight including: Smithfield, Carrolton, Windsor, Carrsville, Zuni, and Ivor

Sizes:

- 5x11.5, 3x11.5, 5x5.5, 3x5.5, 2x5.5, 2x2.75
- 5x2 strips (front page, eats, and go)
- 2x2 (Deal of the Day)
- 1x3.25 (Business Directory)

Demographics:

- Adult Population: 33,717
- Households: 14,500
- Average Age: 39
- Average Household Income: \$57,000



The Virginian-Pilot

*Where
Neighbors
Meet*

*Contact
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Sample at
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