HILARY KANTER  
Editor

Hilary is a seasoned editor and writer who is passionate about both magazine publishing and the cultural richness and beauty of the Fredericksburg, Virginia area. She grew up a stone’s throw from the Empire State Building in New York City, obtained her undergraduate degree in journalism and psychology from The George Washington University in Washington, D.C., and has worked in publishing ever since. Before she began working at The Free Lance-Star Companies, she spent eighteen years editing magazines and books in Washington. She has lived in New York, Washington, D.C., and Northern Virginia, but has called Fredericksburg home since 2000.

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IMPECCABLE VIRGINIA

Allow us to introduce ourselves

IMPECCABLE Virginia is the new Fredericksburg-region lifestyle magazine. It will include a variety of stories covering the subjects that we all care about—what to eat, what to drink, interesting places to visit and people to meet, things to buy, how to make our homes look beautiful, both inside and out—all with an eye toward impeccable taste.
Here are a few samples:

<table>
<thead>
<tr>
<th>OFFERINGS</th>
<th>My favorite things</th>
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</thead>
<tbody>
<tr>
<td>FOR THE TEA DRINKER</td>
<td>Sophisticated coffee machines are everywhere, but discriminating tea drinkers will surely enjoy a top-of-the-line tea-making machine such as the sleek Breville One-Touch Tea Maker ($249.95) available at Teavana.</td>
</tr>
<tr>
<td>FOR THE SAVVY</td>
<td>Every year patterns of change elegantly unfold throughout Virginia. Many trends (say, 2016), which have been used in Italy for more than 3,000 years, will thrive in Italy and herpanized by Lorraine, a seller in a local housewares store. Each year's new design will not only be new but old and have a special touch. Each year's new design will not only be new but old and have a special touch.</td>
</tr>
<tr>
<td>FOR THE AVIS READER</td>
<td>Sophisticated coffee machines are everywhere, but discriminating tea drinkers will surely enjoy a top-of-the-line tea-making machine such as the sleek Breville One-Touch Tea Maker ($249.95) available at Teavana.</td>
</tr>
<tr>
<td>FOR THE DEDICATED TEACHER</td>
<td>Sophisticated coffee machines are everywhere, but discriminating tea drinkers will surely enjoy a top-of-the-line tea-making machine such as the sleek Breville One-Touch Tea Maker ($249.95) available at Teavana.</td>
</tr>
<tr>
<td>FOR THE MAILMAN</td>
<td>Sophisticated coffee machines are everywhere, but discriminating tea drinkers will surely enjoy a top-of-the-line tea-making machine such as the sleek Breville One-Touch Tea Maker ($249.95) available at Teavana.</td>
</tr>
<tr>
<td>FOR THE ANIMAL LOVER</td>
<td>Sophisticated coffee machines are everywhere, but discriminating tea drinkers will surely enjoy a top-of-the-line tea-making machine such as the sleek Breville One-Touch Tea Maker ($249.95) available at Teavana.</td>
</tr>
<tr>
<td>FOR THE TECH SAVVY</td>
<td>Sophisticated coffee machines are everywhere, but discriminating tea drinkers will surely enjoy a top-of-the-line tea-making machine such as the sleek Breville One-Touch Tea Maker ($249.95) available at Teavana.</td>
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**TASTEMAKERS** will profile a notable area resident in each issue. In this issue, get to know Jud Honaker, head of the Commercial Development Division of the Silver Cos.

**TRAPPINGS** Lauren Skinner, owner of Princess Anne Street’s retro shop Hooked, talks with writer Lindley Estes about trends, styles, and what’s in vogue as she sees it.

**FOODIES**, take note. With FEAST, the first issue of IMPECCABLE Virginia will bring you into the kitchen with Joy Crump, the culinary genius behind Foode (and Top Chef contestant).

**VENTURE** Saturday’s coming up and you want to get out of town but not go too far? In this first issue, acclaimed writer Kristin Davis will take us with her on a tour of Virginia’s cideries.

**DOMICILE** The Greater Fredericksburg region has hundreds—even thousands—of elegant, stately, storied residences. This feature article is your ticket into one of those homes we all drive by and wonder about.

In the first issue of IMPECCABLE Virginia, we are invited into Brompton, home of the president of the University of Mary Washington.

Early winter also signifies the start of the gift-buying season. Holidays are approaching, so watch our GIFT GUIDE for the most creative, most elegant, and most unusual things to wrap up and give to friends and family—or keep for yourself.

Welcome to IMPECCABLE Virginia. You won’t want to miss a page.
Impeccable Virginia is an exclusive magazine mailed directly to Central Virginia homes with annual incomes of $150,000+. Living between the state capital and the nation’s capital, Impeccable Virginia households have a short drive to an array of options. Now is your opportunity to reach this target audience where stories will focus on luxury life styles of travel, arts, beauty, fashion and entertainment.
Display Advertising Specifications
The boxes depicted on this page are the actual size of the ads as they will appear in IMPECCABLE Virginia.

Also Available:
Full Page
7.375" width by 9.625" height
with bleed Top/Bottom/Left/Right + 0.9353"

1/4 Page Horizontal
3.554" width by 4.6807" height

1/8 Page Horizontal
3.554" width by 2.2077" height

1/2 Page Vertical
3.554" width by 9.625" height
with bleed Top/Bottom/Left or Right + 0.0313"
Magazine Advertising Contract

Date: __________  Account: _______________________________________________________

Advertiser’s Name: __________________________________________________________________________________

Address: __________________________________________________________________________________________

City: _________________________________________ State: __________________________  Zip: ________________________

_____________________________ (Advertiser) hereby agrees to purchase advertising in IMPECCABLE VIRGINIA magazine in accordance with the terms and conditions set forth in this agreement. The advertiser hereby authorizes publication of advertising specified under the options selected below and agrees to pay for said advertising in accordance with the terms and conditions set forth by the magazine

Advertiser agrees to purchase________ edition(s) of IMPECCABLE VIRGINIA magazine, at an ad size of____________________ with a corresponding cost of $________________________per ad.

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>2 Page Spread</td>
<td>$3,995</td>
<td>$3,695</td>
<td>$3,395</td>
</tr>
<tr>
<td>Back Page</td>
<td>$3,595</td>
<td>$3,295</td>
<td>$2,995</td>
</tr>
<tr>
<td>Premium Positions</td>
<td>$3,095</td>
<td>$2,795</td>
<td>$2,495</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,495</td>
<td>$2,245</td>
<td>$1,995</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,595</td>
<td>$1,445</td>
<td>$1,295</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$900</td>
<td>$825</td>
<td>$750</td>
</tr>
<tr>
<td>Eighth Page</td>
<td>$550</td>
<td>$525</td>
<td>$495</td>
</tr>
</tbody>
</table>

IMPECCABLE VIRGINIA is published the first week of December, February, April, June, August, and October. Contracted ads must be published in consecutive issues. (Non-consecutive dates not allowed)

Advertiser understands and hereby agrees that this is a contract for the purchase of advertising and the contract cannot be cancelled. In the event that the advertiser fails to meet the terms of this contract, then advertiser agrees to pay the difference between the contract rate agreed to herein and the open single edition rates found on rate card above for all ads published. __________ Advertiser’s initials

The Publisher reserves the right to change any of the terms, conditions or rates set out in this contract 30 days after mailing to the Advertiser, a copy of the change. In the event of such notification, the advertiser shall have the right to terminate this contract without penalty by giving notice to the Publisher in writing prior to the date of such a change.

The above terms, rates and conditions are acceptable and agreed to by:

Signature of authorized Advertiser’s representative ________________________________ Title ___________________________ Date ______________

Printed Name of authorized Advertiser’s representative ____________________________ Title ___________________________ Date ______________

Name of authorized Magazine’s representative ________________________________ Title ___________________________ Date ______________