

2027  
EDITION

# menu

A TASTE OF VIRGINIA'S BLUE RIDGE

SALES  
CLOSE  
NOV 20

Capturing local and visiting culinary enthusiasts, The Roanoker Magazine presents *The Menu: A Taste of Virginia's Blue Ridge*.

CELEBRATING  
OVER 50 YEARS  
of local  
dining!



## REACH YOUR AUDIENCE

- Choice of a full-page sample of your restaurant's menu and/or a display ad
- Menu guide listing on theRoanoker.com, linked to your menu in the digital version
- Guide listing in EVERY 2027 issue of the Roanoker magazine
- Foodie Friday Reel shared to our highly engaged social media posts
- Website Engagement: On average, visitors to dining and restaurant related pages of TheRoanoker.com stay on the site 64% longer than other visitors. Online reader research has shown that 92% of those visitors are interested in dining information.
- Inclusion in Roanoke Scene e-newsletter

Full Page  
Menu Sample



## Marketing Made Easy

### STRONG PRINT DISTRIBUTION

- Press run of 20,000
- Rack distribution in select local grocery stores and restaurants
- Inserted in the January/February issue of the Roanoker Magazine
- Standalone copies at select area festivals, advertisers, waiting rooms, and more
- Inserted in Visit VBR Visitors Guide locally

## NEW THIS YEAR:

The Menu Guide—divided into five local regions (Roanoke City, Roanoke County, Botetourt County, Franklin County and Salem)—will feature the annual Roanoker Magazine Dining Award reader poll results for **each** region.

10,000 copies will be inserted into the local distribution of Visit VBR's Visitors Guide (hotels/motels, visitors centers, and other local distribution outlets).



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VIRGINIA'S BLUE RIDGE VISTAMEDIA



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**2027 INTEGRATED PACKAGES** are available to our restaurant partners and include print and digital exposure for a full year in **The Roanoker**, **Visit VBR's Visitors Guide** and **The Menu**.

*\*Limited space available. First come, first served.*

## Bonus Package

### THE MENU + THE ROANOKE (6 ISSUES IN 2027)

- 1 Full Page Ad in The Menu (Jan/Feb)
- Quarter Page Ads in Mar/Apr, May/June, July/Aug, Sept/Oct, and Nov/Dec issues of The Roanoker (\$350 each)
- Restaurant Feature in 3 issues of the Roanoke Scene e-newsletter
- **Special Bundle Pricing: \$4,690** (12 monthly payments of \$391.00)

## Standard Package

### THE MENU + THE ROANOKE (3 ISSUES IN 2027)

- 1 Full Page Ad in The Menu
- 3 Quarter Page Ads in The Roanoker's Dining Section (Mar/Apr, May/June, July/Aug) (\$425 each)
- Restaurant Feature in 2 issues of the Roanoke Scene e-newsletter
- **Special Bundle Pricing: \$4,215** (12 monthly payments of \$352.00)

## The Menu Guide a la Carte

- 1 Full Page Ad in The Menu
  - Restaurant Feature in issue of choice of the Roanoke Scene e-newsletter
  - **\$3,540** (12 monthly payments of \$295)
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- 1/2 Page Ad in The Menu
  - Restaurant Feature in issue of choice of the Roanoke Scene e-newsletter
  - **\$2,000** (12 monthly payments of \$167)



## All Menu Guide Advertisers Include:

- Opportunity to participate in Foodie Friday Reels
- Featured Restaurant Listing on TheRoanoker.com linking to your website
- **Your listing in the dining section of every 2027 issue of The Roanoker**
- **Ads are replicated in the digital version linking to your website.**

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