

Bay HERITAGE

MEDIA KIT • 2026



PEOPLE, PLACES AND TRADITIONS
OF THE LOWER NORTHERN NECK
AND MIDDLE PENINSULA

Bay HERITAGE

2026

AD DEADLINE: September 4
PUBLICATION DATE: September 24

Award Winner!

We are proud to share that multiple issues of Bay Heritage have won awards for special supplements in the Virginia Press Association annual news contest.

*H*eritage and history are two words that always go together.

Our heritage includes valued objects and qualities such as landmarks, arts, customs and traditions passed down from generation to generation, items from the past which are valued enough today to save for tomorrow. Our history tells us about the events and incidents that determined our present and will shape our future. *Bay* HERITAGE celebrates both by exploring the culture of living local and celebrating the distinctive elements of our area.

In this supplement from the Rappahannock Record and Southside Sentinel, we pay homage to what makes our area special, highlighting the industries that are at the heart of our heritage: seafood, farming, and tourism. We honor the people, places and the history of the Northern Neck and Middle Peninsula.

Included are in-depth stories about the fabric and roots of our community, local personality profiles, businesses, and stories about the past, present, and future that we share.

Community favorite!

Bay Heritage magazine generates positive feedback from the community. Each year, we receive meaningful comments from our readers who look forward to this special publication.

Celebrate our local flavor and our simple way of life.
Live local. Love local.
Be a part of *Bay* HERITAGE.



All pages are full color and printed on glossy, high quality paper.

- Your advertising message will be effectively targeted to over 8,000 readers of the Rappahannock Record and Southside Sentinel and beyond. Potential exposure is 18,464 (includes pass along rate).
- An additional 1000 copies will be distributed to high-traffic areas of Lancaster, Northumberland and Middlesex counties.
- Copies will also be available free for download from our popular websites:
SSentinel.com and RRecord.com.



SIZE OPTIONS AND SPECIFICATIONS

Custom ad design included

Full Page

Available with or without bleed

Without bleed

9.1083" (w) x 10.955" (h)

With bleed

file size with bleed: 10.25" (w) x 12.45" (h)

trim size: 10" (w) x 11.955" (h)

live area: 9.1083" (w) x 10.955" (h)

\$1,320

Premium Placement

Inside front/back cover: \$1,420

Back cover: \$1,470

Double

4.5" (w) x 5.2" (h)

\$420

Single

4.5" (w) x 2.5" (h)

\$220

Half Horizontal

9.1083" (w) x 5.2" (h)

\$820

Jr. Page

9.1083" (w) x 7.9" (h)

\$920

Half Vertical

4.5" (w) x 10.6" (h)

\$820

Triple

4.5" (w) x 7.9" (h)

\$620

Bay HERITAGE

ADVERTORIAL

Our advertorial special provides an in-depth, behind-the-scenes peek into businesses and organizations to highlight their meaning and connection to our area.

SAMPLE



Fred Gaskins, *publisher of the Southside Sentinel*

The **Southside Sentinel** has been in business since April 1896. The weekly newspaper covers the county of Middlesex and portions of adjacent counties. News coverage of local government, businesses, churches, schools and sports helps readers stay informed about their community.

The Sentinel also provides advertising space in the newspaper and on their website, and printing services. The paper is available at local newsstands, by mail, or electronically on computer screens, tablets and smart phones.

Unlike large daily papers focused on national topics, the Sentinel concentrates weekly on local news, local advertising, and what is happening with local people – your friends and neighbors. Each week 4000 copies are printed and dispersed to paid subscribers and newsstands. Readers depend on the Sentinel to keep them informed about local matters. Those same readers are key to a distinctive advertising and marketing structure unmatched in the local area.

Fred Gaskins and his wife Bettie Lee have been the owners and publishers of the Southside Sentinel since 1966.



SOUTHSIDE SENTINEL

276 Virginia Street

Urbanna, VA

804-758-2328

What local means to Fred

"For us, local on the map may mean much of the Middle Peninsula and most of the Northern Neck. It's a community bound by common interests, surrounded by the Chesapeake Bay and the Rappahannock and Potomac rivers. From May to October each year, the Southside Sentinel co-publishes The Rivah Visitor's Guide, a magazine distributed for tourists in 8 area counties."

Your advertorial will feature:

- Photography
- Write up about your business
- Special layout/design
- Exposure on our social media sites: Southside Sentinel, Rappahannock Record and The Rivah Visitor's Guide

\$620

Southside Sentinel

Gloria Abbott
758-2328 ext. 103
Gloria@ssentinel.com

Rappahannock Record

Susan Graves
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