

BERKSHIRE HOME & STYLE
AUGUST 2013
COMPLIMENTARY
The region's magazine of home and good living



2016
MEDIA KIT

Reader Comments:

“Your magazine is absolutely gorgeous. I read the whole thing, cover to cover.”

— J.B., Altamont, NY

“Beautifully designed and presented. Always a pleasure to look at and read.”

— N.D., Kinderhook, NY

“I love your magazine and it has a huge following in Hampshire and Berkshire Counties.”

— J.D., Worthington, MA

“Very much enjoy your magazine and have visited many of the areas I have read about.”

— B.Z., Watervliet, NY

“Love the magazine. I’ve been reading it for years. The covers are beautiful. I especially love the town pages—like Hudson and Chatham. I tear them out and go scout around for new places to see.”

— D.R., Saratoga, NY

“I look forward to your magazine every month!”

— G.L., Troy, NY

“I am attracted to good graphics and automatically reach for this publication. I actually STUDY the ads! I like the large size of this mag[azine] and the whole layout.”

— P.H., Albany, NY

Why We’re Different

Berkshire HomeStyle is not your average cookie-cutter magazine. We are **The Magazine of Home and Good Living**. We present curated editorial from knowledgeable local writers on food, fashion, nature, wellness, arts and entertainment, movie reviews and more. There’s a lot to see and do in our wonderful region and we bring our readers the best of the best.

We are the **only monthly regional magazine** to cover the **Capital District, the Upper Hudson Valley in New York, the Berkshires of Massachusetts and Southern Vermont**. Going strong since 1989, we are locally owned and operated.

Berkshire HomeStyle is much admired for its design. Covers are often framed because of their beauty and sophistication. **It’s not a magazine that gets tossed aside, rather it’s saved and shared.**

Advertisers see their **ad placed near related text**, its effectiveness further enhanced by being listed in the Advertiser Index. We offer **free design services** to advertisers.

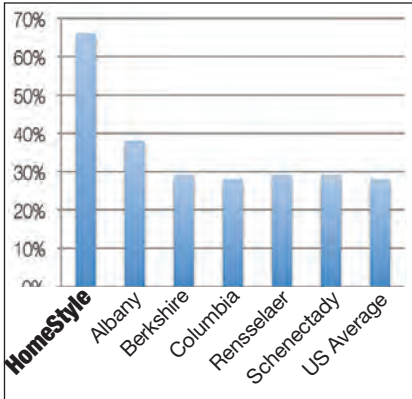
The magazine is a **tabloid size publication** printed on high-quality, glossy stock in full color by a local printing company. Our size means **we’re not going to get lost in the shuffle.**

The magazine is hand-delivered to over **300 locations** in seven counties by local drivers **who know their territory**. We meticulously keep track of each and every magazine to make sure it is reaching reader’s hands.

The online edition, **www.berkshirehomestyle.com**, is posted days before the printed issue is available. Ads are linked directly to advertiser’s websites. A preview email is sent out to over 2,500 recipients. Our **unique-user-open and click-through rates are higher than industry averages**. Issues since 2010 are archived online.

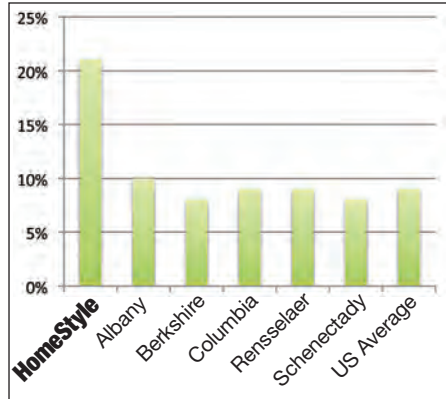
EDUCATION

Bachelor's Degree or higher



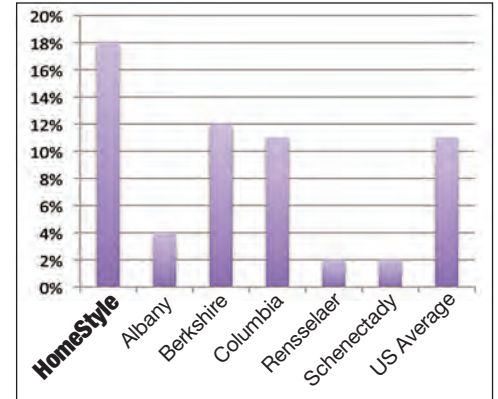
INCOME

Over \$150,000



HOME VALUE

\$500,000 or more



These charts represent a comparison of **Berkshire HomeStyle** readers to national and county averages.

Source: U.S. Census Bureau, 2009-2011 American Community Survey along with a survey of *Berkshire HomeStyle* readers in February 2013.

- 👤 62% female, 38% male
- 👤 92% are aged 40 and over
- 👤 87% are or were married
- 👤 80% hold an associate's degree or higher
- 👤 41% are employed full-time or self-employed
- 👤 46% are retired

- 👤 40% have an income of \$35,000-\$74,999
- 👤 43% have an income of \$75,000 and above
- 👤 66% own a home valued at \$200,000 or more
- 👤 88% live in this region
- 👤 92% read the magazine in print
- 👤 87% of the magazines are read by 2 or more people

ALBANY COUNTY NEW YORK

ALBANY
COLONIE
DELMAR
GUILDERLAND
LATHAM
LOUDONVILLE

BENNINGTON COUNTY VERMONT

BENNINGTON

BERKSHIRE COUNTY MASSACHUSETTS

ADAMS
BECKET
CHESHIRE
GREAT BARRINGTON
HANCOCK
LEE
LENOX
NORTH ADAMS
PITTSFIELD
SHEFFIELD
SOUTH EGREMONT
STOCKBRIDGE
WILLIAMSTOWN

COLUMBIA COUNTY NEW YORK

AUSTERLITZ
CANAAAN
CHATHAM
CLAVERACK
CRARYVILLE
EAST CHATHAM
GHENT
GREENPORT
HILLSDALE
HUDSON
KINDERHOOK
NEW LEBANON
OLD CHATHAM
SPENCERTOWN
VALATIE

RENSSELAER COUNTY NEW YORK

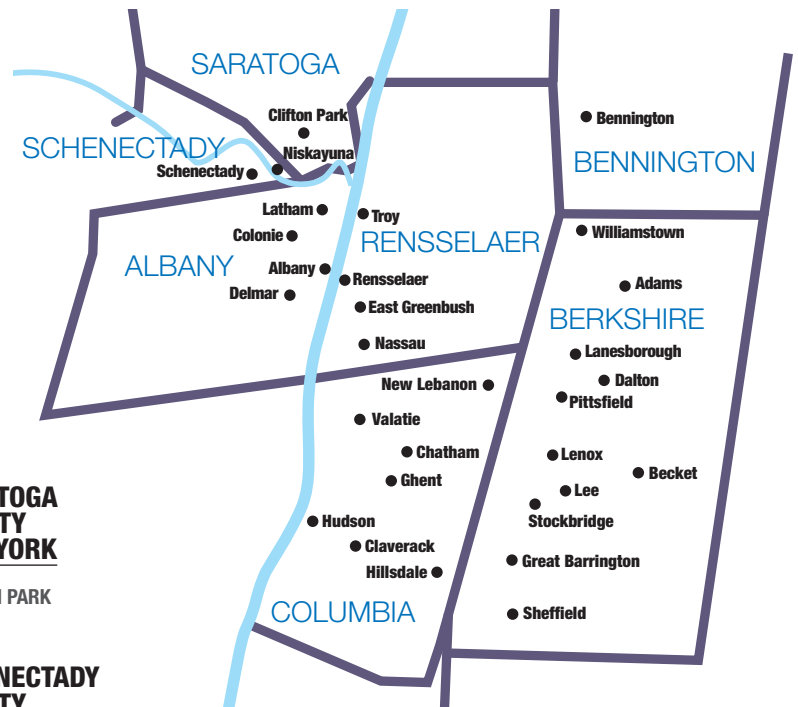
CASTLETON
EAST GREENBUSH
NASSAU
NORTH GREENBUSH
RENSSELAER
SCHODACK
TROY

SARATOGA COUNTY NEW YORK

CLIFTON PARK

SCHENECTADY COUNTY NEW YORK

NISKAYUNA
SCHENECTADY



For a detailed distribution list, please visit our website.

Advertiser Comments:

“Berkshire HomeStyle is in a class by itself. The magazine is a high-quality publication that continues to attract customers to our business. Our longtime presence in the magazine should say it all... it works!”

— Mary Feiden, Earl B. Feiden
Latham, NY

“We have been very happy with the response to our advertising in Berkshire HomeStyle. It is an excellent advertising value for the money.”

— Richard Bodin, Hudson Home
Hudson, NY

“Yours is a quality publication and the advertisers are the type I want to be associated with. Yes, I do get results from the ad and want to keep running it.”

— Paul Baker, Country Carpenters
Hebron, CT

“Berkshire HomeStyle has played a vital role in successfully helping us reach new customers month after month, as well as keeping our loyal and existing customers in the know.”

— Meg Stratton, Classic Country
East Chatham, NY

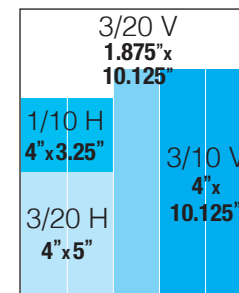
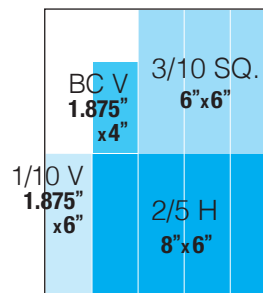
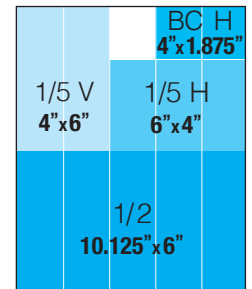
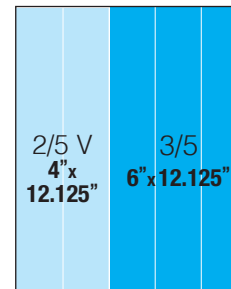
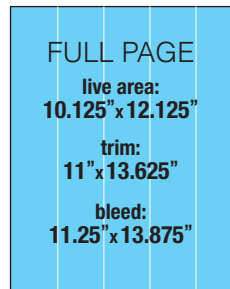
“As you know, we are very loyal to your publication.”

— Valerie Winig, Wingate Ltd.
Great Barrington, MA

2016 Rate Card (Effective 1/1/2014)

Berkshire HomeStyle is a five-column, tabloid-format magazine printed on premium glossy stock, distributed at the beginning of each month. Rates are for full-color advertisements.

Size	Number of insertions:	12x	6x	3x	1x
Full Page 10.125" w. x 12.125" h.		\$1792	\$1887	\$1986	\$2091
3/5 6" w. x 12.125" h.		\$1154	\$1216	\$1280	\$1347
1/2 10.125" w. x 6" h.		\$977	\$1028	\$1083	\$1140
2/5 8" w. x 6" h. or 4" w. x 12.125" h.		\$798	\$840	\$885	\$931
3/10 4" w. x 10.125" h. or 6" w. x 6" h.		\$616	\$652	\$686	\$720
1/5 6" w. x 4" h. (horizontal or vertical)		\$418	\$440	\$463	\$487
3/20 4" w. x 5" h. or 1.875" w. x 10.125" h.		\$351	\$368	\$387	\$408
1/10 4" w. x 3.25" h. or 1.875" w. x 6" h.		\$258	\$272	\$287	\$302
Business Card 4" w. x 1.875" h. (horizontal or vertical)		\$168	\$172	\$184	\$194
Inside Back Cover bleed: 11.25" w. x 13.875" h.		\$2303	\$2424	\$2550	\$2687
Inside Front Cover bleed: 11.25" w. x 13.875" h.		\$2561	\$2695	\$2838	\$2986
Back Cover bleed: 11.25" w. x 13.875" h.		\$2988	\$3154	\$3311	\$3487



DIGITAL FILE REQUIREMENTS: Our preferred file format is PDF-X1a. Jpg or flattened tif files are also acceptable. The file should be at 100% of size, 300 dpi resolution in a CMYK format, with all fonts embedded. We **do not** accept Microsoft Word, Publisher or PowerPoint files. Files can be emailed to ads@berkshirehomestyle.com. Contact us for more information.

**BERKSHIRE
HOME&STYLE**
The region's magazine of home and good living.

216 Clark Road, Chatham, NY
518-392-3604
berkshirehomestyle.com
info@berkshirehomestyle.com