

BERKSHIRE  
AUGUST 2016  
COMPLIMENTARY  
HOME & STYLE  
The region's magazine of home and good living.



BERKSHIRE  
APRIL 2015  
COMPLIMENTARY  
HOME & STYLE  
The region's magazine of home and good living.



BERKSHIRE  
JULY 2016  
COMPLIMENTARY  
HOME & STYLE  
The region's magazine of home and good living.



BERKSHIRE  
OCTOBER 2014  
COMPLIMENTARY  
HOME & STYLE  
The region's magazine of home and good living.



BERKSHIRE  
OCTOBER 2014  
COMPLIMENTARY  
HOME & STYLE  
The region's magazine of home and good living.



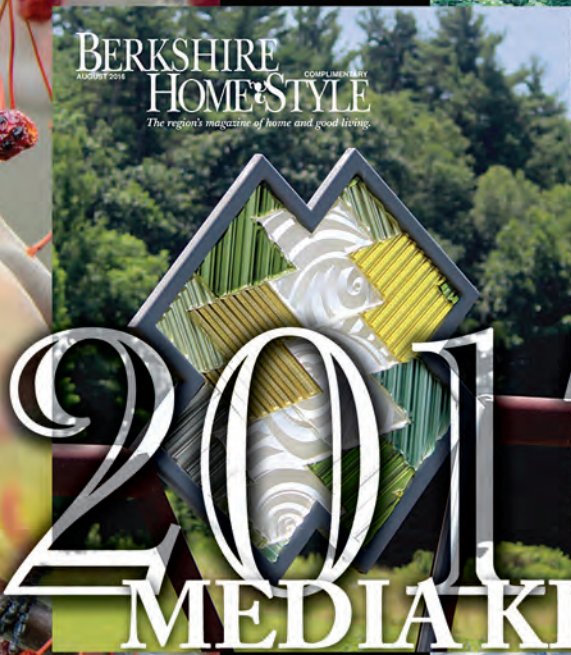
BERKSHIRE  
NOVEMBER 2015  
COMPLIMENTARY  
HOME & STYLE  
The region's magazine of home and good living.



BERKSHIRE  
APRIL 2016  
COMPLIMENTARY  
HOME & STYLE  
The region's magazine of home and good living.



BERKSHIRE  
AUGUST 2016  
COMPLIMENTARY  
HOME & STYLE  
The region's magazine of home and good living.



BERKSHIRE  
MAY 2016  
COMPLIMENTARY  
HOME & STYLE  
The region's magazine of home and good living.



2017  
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.**

---

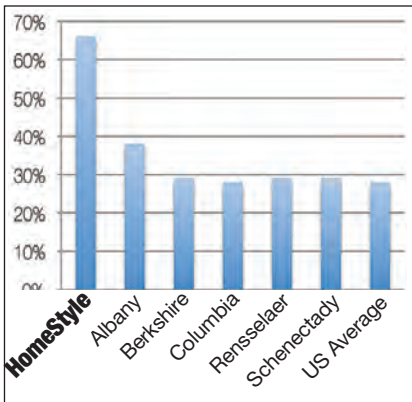
The magazine is hand-delivered to over **300 locations** in seven counties by local drivers **who know their territory**. We meticulously keep track of each and every magazine to make sure it is reaching reader’s hands.

---

The online edition, **[www.berkshirehomestyle.com](http://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 2,800 recipients. Our **unique-user-open and click-through rates are higher than industry averages**. Issues since 2011 are archived online.

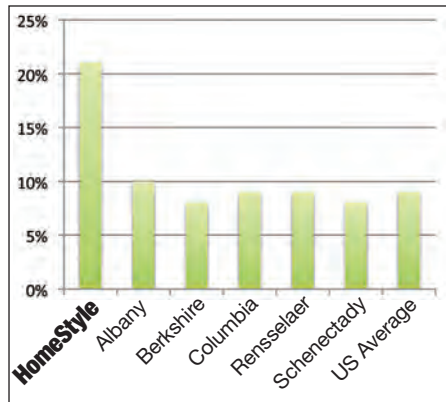
# EDUCATION

Bachelor's Degree or higher



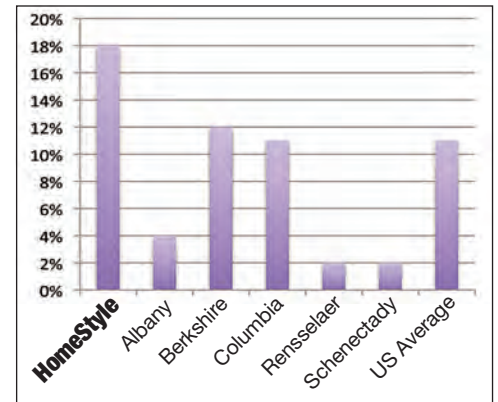
# INCOME

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

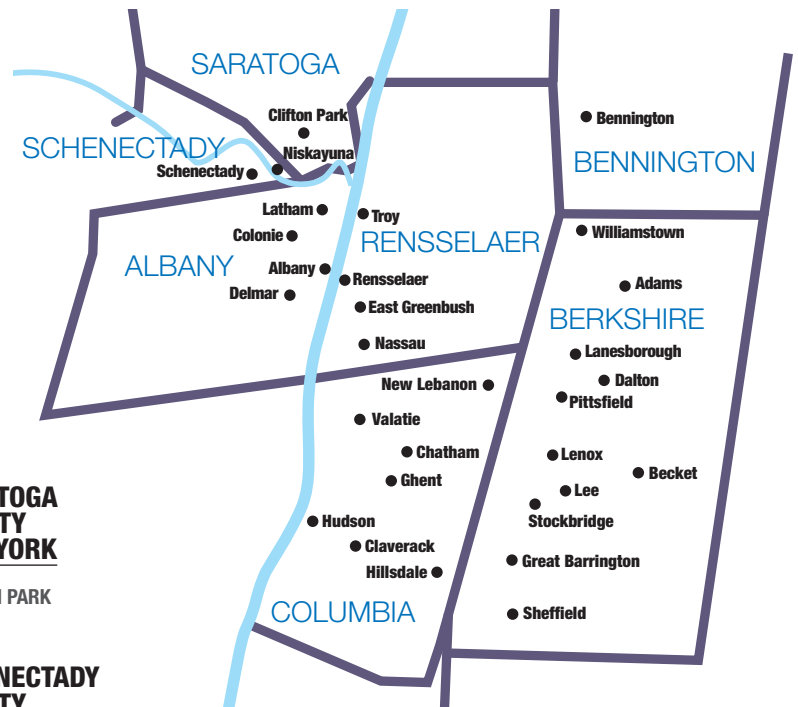
CASTLETON  
EAST GREENBUSH  
NASSAU  
NORTH GREENBUSH  
RENSSELAER  
SCHODACK  
TROY

## 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

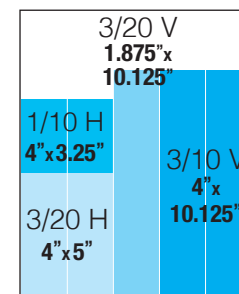
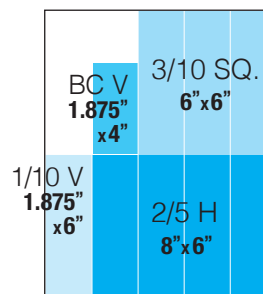
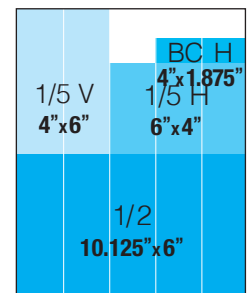
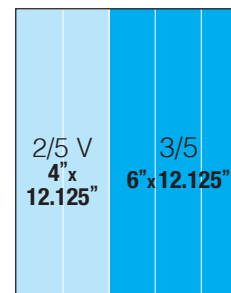
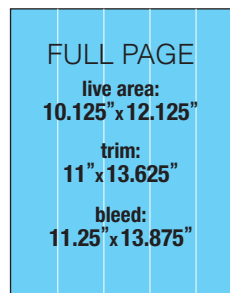
**“As you know, we are very loyal to your publication.”**

— Valerie Winig, Wingate Ltd.  
Great Barrington, MA

## 2017 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     |
|---|-----------------------|--------|--------|--------|--------|
| <b>Full Page</b> 10.125" w. x 12.125" h.                        |                       | \$1792 | \$1887 | \$1986 | \$2091 |
| <b>3/5</b> 6" w. x 12.125" h.                                   |                       | \$1154 | \$1216 | \$1280 | \$1347 |
| <b>1/2</b> 10.125" w. x 6" h.                                   |                       | \$977  | \$1028 | \$1083 | \$1140 |
| <b>2/5</b> 8" w. x 6" h. <b>or</b> 4" w. x 12.125" h.           |                       | \$798  | \$840  | \$885  | \$931  |
| <b>3/10</b> 4" w. x 10.125" h. <b>or</b> 6" w. x 6" h.          |                       | \$616  | \$652  | \$686  | \$720  |
| <b>1/5</b> 6" w. x 4" h. (horizontal or vertical)               |                       | \$418  | \$440  | \$463  | \$487  |
| <b>3/20</b> 4" w. x 5" h. <b>or</b> 1.875" w. x 10.125" h.      |                       | \$351  | \$368  | \$387  | \$408  |
| <b>1/10</b> 4" w. x 3.25" h. <b>or</b> 1.875" w. x 6" h.        |                       | \$258  | \$272  | \$287  | \$302  |
| <b>Business Card</b> 4" w. x 1.875" h. (horizontal or vertical) |                       | \$168  | \$172  | \$184  | \$194  |
| <b>Inside Back Cover</b> bleed: 11.25" w. x 13.875" h.          |                       | \$2303 | \$2424 | \$2550 | \$2687 |
| <b>Inside Front Cover</b> bleed: 11.25" w. x 13.875" h.         |                       | \$2561 | \$2695 | \$2838 | \$2986 |
| <b>Back Cover</b> 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](mailto:ads@berkshirehomestyle.com). Contact us for more information.

**TERMS:** Please see our website (“to advertise” tab) for complete 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