

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

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, home & design, 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** distributed to **the Greater Capital District in New York, Columbia & Greene Counties and the Berkshires of Massachusetts**. Going strong since 1989, we are locally owned and operated.

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.

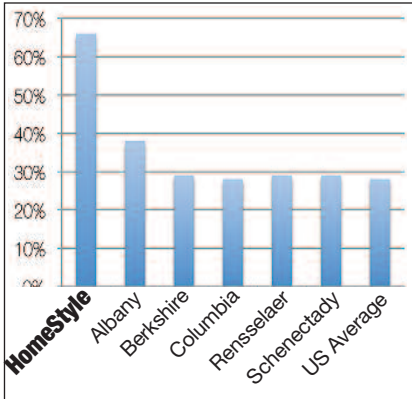
The magazine is a **tabloid size publication** printed on high-quality, glossy stock in full color by a local printing company. Our size means **we’re not going to get lost in the shuffle.**

The magazine is hand-delivered to over **200 locations** in six 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.readhomestyle.com**, is posted days before the printed issue is available. **Ads in this online addition 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.

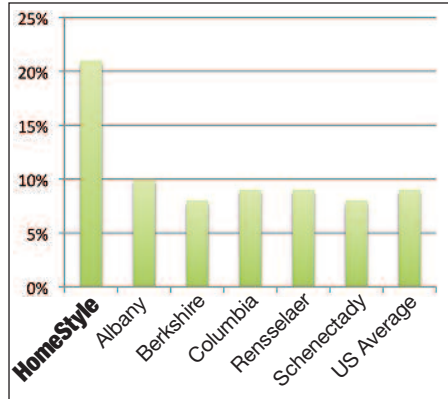
EDUCATION

Bachelor's Degree or higher



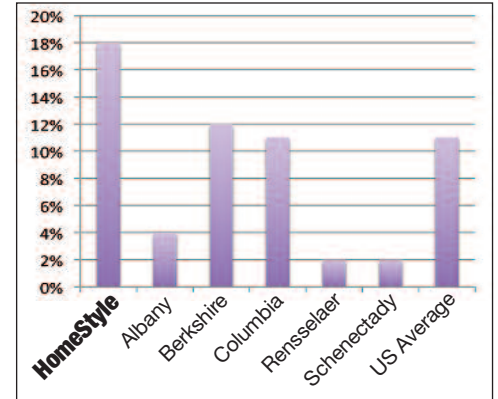
INCOME

Over \$150,000



HOME VALUE

\$500,000 or more



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

Source: U.S. Census Bureau, 2009-2011 American Community Survey along with a survey of 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

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

BERKSHIRE COUNTY MASSACHUSETTS

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

For a detailed distribution list, please visit our website.

Advertiser Comments:

“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 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

“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

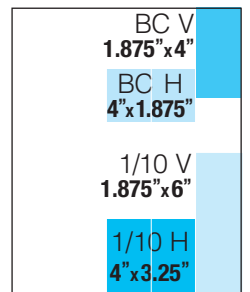
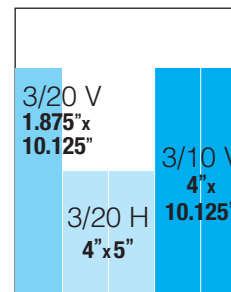
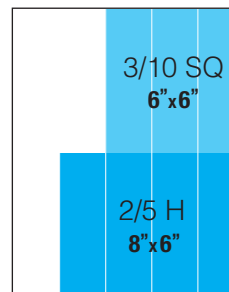
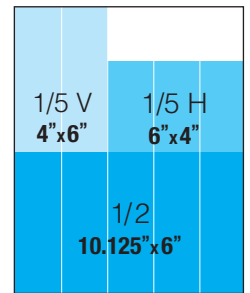
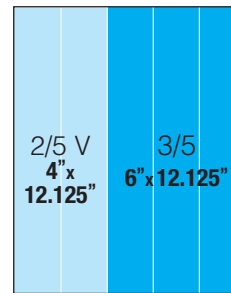
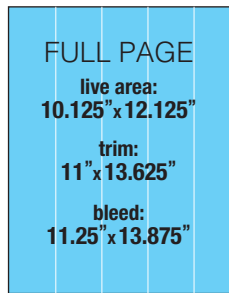
“As you know, we are very loyal to your publication.”

— Valerie Winig, Wingate Ltd.
Great Barrington, MA

2022 Rate Card (Effective 1/1/2014)

HomeStyle is a five-column, tabloid-format magazine printed on premium glossy stock, distributed at the beginning of each month. Rates are **per insertion** (per month) 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 4" x 6" (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" x 1.875" (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 should be emailed to ads@readhomestyle.com. Contact us for more information.

TERMS: Please see our website ("to advertise" tab) for complete information.

Berkshire & Greater Capital District
HOME•STYLE
The region's magazine of home & good living.

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