

THE HOMESTYLE ADVANTAGE

ADVERTISING EFFECTIVENESS

Advertising in *HomeStyle* works because people love the magazine. Published every month since 1989, *HomeStyle* has gained the trust of an ever-growing readership.

READER LOYALTY

Advertising in *HomeStyle* works because people read it throughout the month. Ads are an integral part of its design, and are read as avidly as the editorial.

WIDE DISTRIBUTION

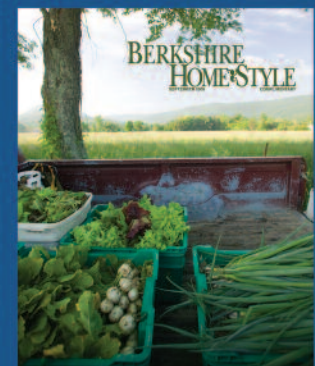
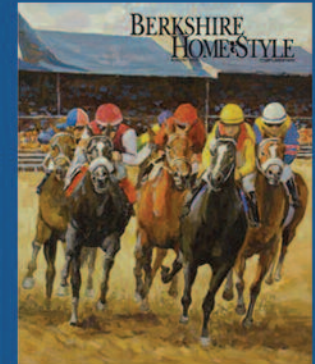
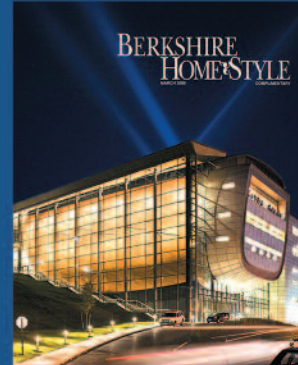
Advertising in *HomeStyle* works because of its large readership. The magazine can be picked up at the beginning of the month at over 400 locations and is read online throughout the month.

BERKSHIRE HOME&STYLE

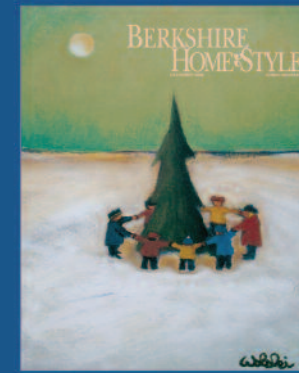
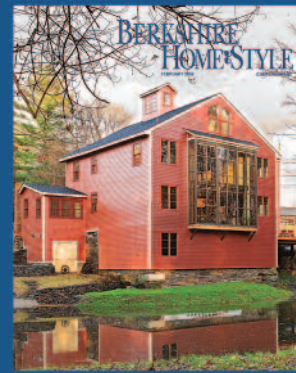
PO Box 14, 60 River Road, Austerlitz, NY 12017
518.392.3604 ☎ fax: 518.392.3301
info@berkshirehomestyle.com 🌐 www.berkshirehomestyle.com

BERKSHIRE HOME&STYLE

2011 MEDIA KIT



EVERY MONTH since 1989 our readers have picked up *HomeStyle* to read about current trends in home decorating and design, about food and wine with ideas and suggestions by some of the region's leading restaurateurs, about the month's offerings in music, theatre and dance, about people and events—about the best the region has to offer. The name *HomeStyle* has become synonymous with the magazine's mission as **The Magazine of Home and Good Living**.



HOME &
DESIGN

GARDEN

FOOD

LIVING

ARTS &
ENTERTAINMENT

OUR REGION

EDUCATION

OUR
CHILDREN

MOVIES

REAL ESTATE

EDITORIAL CALENDAR

SPRING

The region in bloom. Nurseries and landscape designers place their ads, and gardeners look to our monthly gardening articles for inspiration. They have done so since 1989!

SUMMER

A region so rich in culture! Our popular "Ten Really Special Occasions" is the essential guide for locals and visitors for the best events in music, theater and dance.

FALL

The leaf peeper season inspires stories and photography that highlight the famously beautiful layout and design of *HomeStyle*.

WINTER

Skiing, ski gear, skating and snow covered trails inspire our writers. And, as always, *HomeStyle* readers look to *HomeStyle* for a good read, no matter what the season.

*"Beautifully designed and presented.
Always a pleasure to look at and read."*

— reader comment

*"We get more business from our ad in
your magazine than from any other."*

— advertiser comment

A PROFILE OF OUR READERS:

89%...Own their own home.

76%...Are between 36 and 65 years old.

93%...Are college educated.

96%...Keep the magazine a week or longer.

99%...Use it as a resource for products and services.

HOME&STYLE *The region's magazine of home and good living since 1989.*

THE BOTTOM LINE

WHAT OUR ADVERTISERS SAY:

Throughout the year we poll our advertisers. "Are you satisfied with the magazine and do you have tangible results from your ads?" Here are some typical replies:

Hedström & Judd

"Stylish, interesting, intelligent...and we get a good response. Could hardly be better!"

— Barry Judd

Hedström & Judd, a regular advertiser since June 2005, specializes in a light, elegant look with Scandinavian and Gustavian influences.

The Lighting Place

"We've received numerous phone inquiries and contracts from our advertisements in *HomeStyle*."

— Dotty Verch

The Lighting Place, an advertiser since 2006, is the Capital District's largest lampshade and lighting center offering both traditional and contemporary lighting.

Hudson Home

"We have been very happy with the response to our advertising in *Berkshire HomesStyle*. It is an excellent advertising value for the money."

— Richard Bodin

Hudson Home has created an environment that combines country living with urban sensibility and has been an advertiser in HomeStyle since January 2005.

Kitchen 2 Baths

"You do a wonderful job, a beautiful magazine."

— Diana Jamieson

Kitchen 2 Baths, a regular advertiser since 1999, does custom cabinetry for the home.

Country Carpenters

"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

An advertiser since early 2004, Country Carpenters offers post and beam construction, carriage houses and garden sheds.

Jim Lovejoy Cabinetmaker

"We get more business from our ad in your magazine than from any other."

— Jim Lovejoy

Jim Lovejoy has advertised custom quality cabinetry for kitchens, libraries and home entertainment centers since 2001.

Upholstery Unlimited

"*HomeStyle* has always been my favorite publication for my work. It is classy and upscale. The ad placement is always great and as a result, *HomeStyle* has been the catalyst for many of my customers. I will always advertise in *HomeStyle*."

—Debra Whalan

Upholstery Unlimited has been a regular advertiser since September 1994.

WHAT OUR READERS SAY:

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

"Reads like a book"

"Speaking of ads—I am very impressed with the quality of them."

"I truly love the design of your magazine. Ads are done beautifully."

"This magazine is a joy to come across."

"HomeStyle is a refreshing pleasure! From cover to cover—attractive, smart and informative."

"Very tasteful, good source of quality ads."

"Exactly the right geographical area of coverage for my interests."

"I think this is a fine & intelligent publication—I search for it!"

"Great looking and reading mag!"

"Your magazine has opened my eyes to many new places to visit close to home."

"I hope you have many more years of success. I love the magazine."

"Your magazine has become the high point of my late-in-life days."

"Thank you for creating a magazine for changing times in this beautiful area we live in."

"I love your publication—beautiful and smart."

HOME & STYLE











A name you can trust.

HOME & STYLE

Rate Card (Effective 12/1/2010)

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

NUMBER OF INSERTIONS

	12x	6x	3x	Single Insertion
 Full Page – 5 col. x 12.125” 10.125” w. x 12.125” h.	\$1478	\$1556	\$1638	\$1724
 Full Page with Bleed 11” w. x 13.625” h. (trim size) <i>Please see spec sheet for more information.</i>	\$1775	\$1867	\$1966	\$2069
 3/5 – 3 col. x 12.125” V: 6” w. x 12.125” h	\$952	\$1003	\$1055	\$1111
 1/2 – 5 col. x 6” H: 10.125” w. x 6” h.	\$805	\$847	\$893	\$940
 2/5 – 4 col. x 6” and 2 col. x 12.125” H: 8” w. x 6” h. V: 3.95” w. x 12.125” h.	\$658	\$693	\$730	\$768
 3/10 – 2 col. x 10.125” and 3 col. x 6” V: 3.95” w. x 10.125” h. H: 6” w. x 6” h.	\$509	\$537	\$565	\$594
 1/5 – 3 col. x 4” and 2 col. x 6” H: 6” w. x 4” h. V: 3.95” w. x 6” h.	\$362	\$381	\$401	\$422
 3/20 – 2 col. x 5” and 1 col. x 10.125” H: 3.95” w. x 5” h. V: 1.875” w. x 10.125” h.	\$289	\$303	\$319	\$336
 1/10 – 2 col. x 3.25” and 1 col. x 6” H: 3.95” w. x 3.25” h. V: 1.875” w. x 6” h.	\$213	\$225	\$236	\$249
 Business Card – 2 col. x 1.875” and 1 col. x 3.875” H: 3.95” w. x 1.875” h. V: 1.875” w. x 3.95” h.	\$138	\$144	\$152	\$160
Inside Back Cover	\$1899	\$1999	\$2104	\$2215
Inside Front Cover	\$2112	\$2223	\$2340	\$2463
Back Cover	\$2464	\$2594	\$2731	\$2875

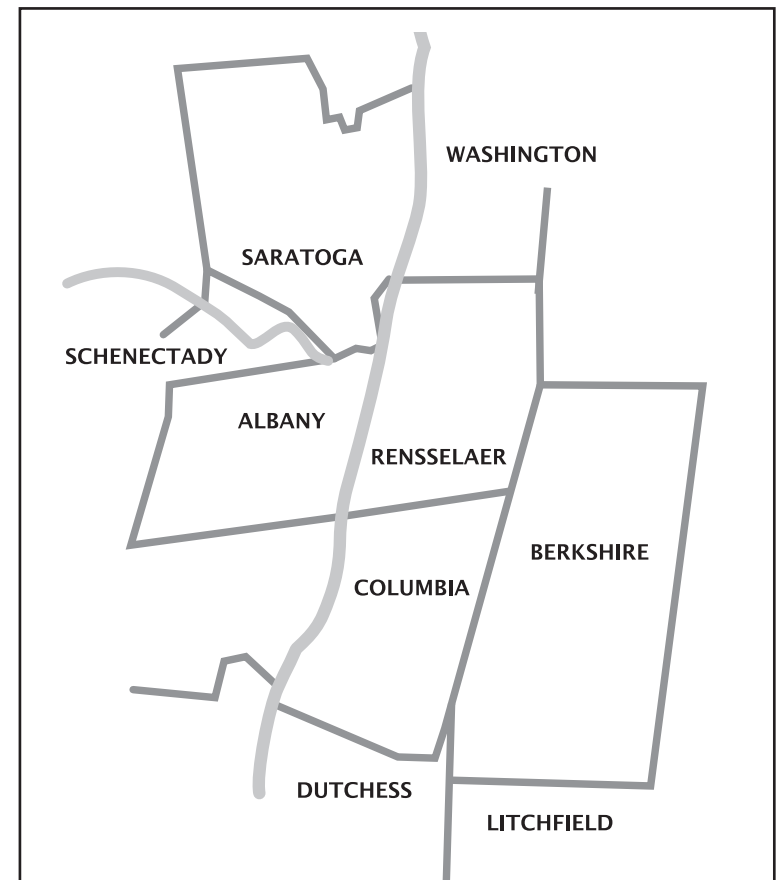
Berkshire HomeStyle, PO Box 14, 60 River Road, Austerlitz, NY 12017

Tel: 518-392-3604 ☎ Fax: 518-392-3301

www.berkshirehomestyle.com ☎ ads@berkshirehomestyle.com

HOME & STYLE

distributed throughout our region at over 400 locations.



HomeStyle is also published online in its entirety at

www.berkshirehomestyle.com

providing a direct link to advertisers' websites.

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HOME & STYLE

Distribution

MASSACHUSETTS

BECKET

Becket General Store

GREAT BARRINGTON

Barrington Brewery
Berkshire Property Agents
Berk. So. Comm. Ctr.
Bizalion's Fine Food
Bridlewood Home
Furnishings
Café Adam
Carr Hardware
Chamber of Commerce
Comfort Inn & Suites
Co-op Market
Domaney's Wine & Spirits
E. Caligari
Farmhouse
Four Brothers
Fuel
GB Bagel
Guido's
Hammertown
Holiday Inn Express
Locke, Stock & Barrel
Mahaiwe Theatre
Martin's Restaurant
Plaza Package
SOCO Ice Cream
The Thornwood Inn
Uncommon Grounds
Ward's Nursery
Waterware
Wingate

LEE

Ben's Clothing
Cakewalk
East Lee Package
Juice & Java
Lee Library

Lee Package Store
Outlets at Lee
Red Apple Chinese Rest.
Sullivan Station Restaurant
The Grind
Toole Insurance Agency

LENOX

Berkshire Bagel
Berkshire Harvest
Berkshire West
Canyon Ranch
Chamber of Commerce
Chocolate Springs
Clearwater Natural Foods
Cornell Inn
Cranwell Resort
Gateway Inn
Kimball Farms
Lenox Library
Loeb's Supermarket
McLean Realtors
Pines at Bousquet
Stop & Shop
Shear Design Hair Salon
The Village Inn
Town Hall
Walker House

MONTEREY

General Store

NORTH ADAMS

Mass MoCA
Super Stop & Shop

OTIS

Poultry Farm

PITTSFIELD

Albany Berkshire Ballet
AAA
Berkshire Museum

Christine's Home Furn.
Colonial Theater/Vstr. Ctr.
Crowne Plaza
Dakota Restaurant
Dottie's Coffee
Guido's
Harry's Supermarket
Juice & Java
Nejaime's
Palmer's
Pittsfield Library
Stop & Shop
Twin Hearts
Yankee Hotel
Zucco's Family Rest.

SANDISFIELD

New Boston Inn

SHEFFIELD

Berkshire 1802 House
Campo de Fiori
Cupboards & Roses
Painted Porch
Sheffield Pottery
Silk's

SOUTH EGREMONT

Egremont Spirits
John Andrews
Kenver

STOCKBRIDGE

Country Curtains
Elm Street Market
Michael's Restaurant
Red Lion Inn

WEST STOCKBRIDGE

Café Pommo Doro
Hotchkiss Mobiles
Shaker Mill Tavern
The Great Exchange

MASSACHUSETTS (CONT.)

WILLIAMSTOWN

Berk. Visitor's Ctr.
Clark Art
Helen's Place
Public Library
Sweetwood/Sweet Brook
The Orchard
Water St. Grille
Wild Oats
Williams Newsrooms
Williams Inn

NEW YORK

ALBANY

Albany Center Galleries
Albany Commons
Albany County Airport
Albany Cty. Visitors Bureau
Alb. Inst. of History & Art
Albany Museum
Albany Pump Station
At the Warehouse
Ben & Jerry's
Bookhouse
Bountiful Bread
Capital Rep
Chinese Restaurant
Coulson's
Crown Plaza
Daily Grind
Empire St. Plaza Concourse
Empire Wines & Spirits
Hist. Alb. Parts Warehouse
Honest Weight Food Co-op
Macaroni Grill
Muddy Cup
My Favorite Things
NYS Controllers Bldg.
Palace Theater
Public Lib. (Del.)
Public Lib. (Wash.)
Regency Inn
Renaissance Floral Design
Spectrum Theatre
State Offices 100 State
State Offices 40 N. Pearl
Stuyvesant Photo
The Lighting Place
Ultra Violet Café

Uncommon Grounds
WAMC
Westmere News
Yono's

ALTAMONT

Indian Ladder Farms

AUSTERLITZ

Post Office

BALLSTON SPA

Aird Dorrance
Coffee Planet
Double M Western
Sunset Café

CANAAN

Canaan Gen. Store

CASTLETON

Schodack Diner

CHATHAM

Berry Farm
Charron's
Chatham Bookstore
Chatham Chinese
Chatham Real Food
Market
Chatham Vill. Cake
Shoppe
First Niagara
Joyce Goldstein Gallery
Kinderhook Bank
Kinderhook Bank
Lynn Dee's Gallery
MacHaydn Theater
Mini-Mall (Bagel Café)
Price Chopper
Ralph's Pretty Good Café
Rte 66 Spirits
The Chatham House
Video Visions
What's the Scoop

CLAVERACK

Claverack Food Mart
Xtra Mart

CLIFTON PARK

Borders
Empire Buffet
Exit 9 Wine & Liquor
Warehouse
Grecian Gardens Rest.

Green Grocer
Halfmoon Diner
Hampton Inn
Shenendehowa Lib.

COLONIE

A Plus Sunoco Gas
Best Western - Wolf Rd.
Colonie Diner
Pancho Mexican Rest.

CRARYVILLE

Martindale Chief Diner

DELMAR

Delmar Mkt. Place
Chinese Restaurant
Liquor Store
My Place Restaurant
Perfect Blend

EAST CHATHAM

Classic Country
Country House
E. Chatham Wines
The Cottage Restaurant
Slattery's Gen. Store
Xtra Mart (295)

EAST GREENBUSH

Alexis Diner
Comfort Inn
David Michaels Salon
Kinderhook Bank
Lynn Dee's Gallery
My Place Restaurant
Runaway Gas Station
Sweater Venture
The Country Trunk
Vineyards Wine & Liquor

GHENT

Countryside Woodcraft
Hawthorne Vall. Farm Store
Whitestone Café

GLENMONT

Price Chopper

GREENWICH

Greenwich Local Market
Reynolds Real Estate
Union Village Ltd.

NEW YORK (CONT.)

GUILDERLAND

Best Western Sovereign Borders
Metro 20 Diner
Miyako's Japanese Rest.

HILLSDALE

B&G Wine & Liquor
Four Brother's Pizza
Hillsdale Diner

HUDSON

Ackerman's
Barns & Farms Realty
Ca'Mea Restaurant
Casa Urbana
Cascades Restaurant
Chamber of Commerce
Cobble Pond (Rte. 9H)
Coffee House
Country Squire Inn
DeMarchin
Dunkin Donuts
Fairview Plaza Key Bk.
Fairview Wines/Spirits
Fingar Insurance
First Niagara - Greenport
Price Chopper
First Niagara - Hudson City Center
First Niagara-Fairview
Halstead Property
Hedstrom & Judd
Hudson Home
Strongtree Organic
Coffee Roasters
Hudson Town & Country
Keystone
Kinderhook Bank
Kozel's Restaurant
Majestic Pools
Migliorelli Farm
Nicole Fiacco
Nolita's Bakery Café
PM Wine Bar
Space 360
Spotty Dog Books & Ale
Tanzu's Tea Room
The Second Show
Swallow Coffee
Vasilow's
Verdigris Art & Tea
Wasabi Restaurant
White Rice

KINDERHOOK

Bagel Thyme
Bean's
Blackwood & Brouwer
Hannaford Supermarket
Kinderhook Bank
Kinderhook Diner
Pi Café

LATHAM

76 Diner
ABC Sport & Fitness
Comfortex
Coulson's
Earl B. Feiden
Holiday Inn Express
Kitchen Express
New 2 You
Newton Wine & Spirits
Quality Inn
Troy's Landscape Supply

LOUDONVILLE

Certified Framing

MILLERTON

Four Brother's Pizza
Gilmor Glass Works
Grand Union Supermkt
Harney & Sons Fine Teas
Herrington's
McEnroe Farm
The Movie House
Trotta's Liquor

NEW LEBANON

Angel's Trumpet
EZ Mart
Hitchin Post
Jimmy D's

NISKAYUNA

Co-op Supermarket
Farmer Boy Diner

OLD CHATHAM

Old Chatham Country Store

PHILMONT

Lagonia's

PINE PLAINS

Antique & Vintage Woods
of America
Balsamo Antiques
Hammertown Barn

Mountain Cow Café
Peck's Market
Stissing Design

RED HOOK

Annex Antiques
George Cole Auctions
Historic Village Diner
IGA
J.B. Peel Tea/Minafras

RENSELAER

Amtrak Station

RHINEBECK

Beekman Antiques
Chamber of Commerce
CJ's Pizza
Hammertown
Super Stop & Shop
The Beekman Arms
Workers and Dreamers

SAND LAKE

Hannaford Supermarket

SARATOGA

70 Beekman St. Gallery
Antara Home
Borders
Country Corner Café
Hungry Spot Café
Local Pub & Tea House
Roosevelt Inn
Saratoga Diner
Saratoga Downstreet
Marketplace
Saratoga Dreamsleep
Saratoga Library
Schuyler Pond
Skidmore Scribner Library
& Bookstore
Uncommon Grounds

SCHENECTADY

Best Tile
Chez Daisie Crêperie
Kugler's Red Barn
Open Door Bookstore
Proctors
Schenectady Museum

SCHUYLERVILLE

River Front Studio

SPENCERTOWN

Spencertown Academy
Spencertown Store

TROY

ACC Arts Center
Bournebrook Antiques
Brown's Brewery
Clement Frame & Art
Country View Diner
Daily Grind
Daisy Baker's
DeFazio's Italian Imports
Flavour Café
Francesca's
Franklin Square Hotel
Holmes & Watson
J & K Bloom Jewelers
Market Block Books
Mocha Blend Café
New Old Stuff
NYS Theater Inst.
Renss. Cty. Histor. Soc.
Romanations Jewelers
Rug & Carpet Outlet
Spill 'n the Beans
The Living Room
Trojan Horse
Troy City Hall
Troy Library
Troy Visitors Center
Truly Rhé

VALATIE

Cross Eyed Owl
Golden Harvest Farm
Great Finds
Hannaford Supermarket
Kinderhook Bank
Kinderhook Wine & Spirits
KJ's Gymnastics
Main Street Café
Mario's Hardware
Medical Arts Bldg.
New York Designer
Fabric Outlet
Wild Horse Wine/Liquor

NORTHWEST CONNECTICUT

CANAAN

Blackforest Café
Classic Country Homes
Decker and Beebe
Pharmacy
Segalla's Turnkey Housing
Stateline Wine & Spirits

CORNWALL BRIDGE

Baird's General Store
Cornwall Bank
Frame & Carpet Store
Iron Bank
Northwest Lumber

KENT

Apothecary
Backcountry Outfitters
Fife & Drum
Kent Kitchen Works
Kent Wine & Spirits
Terstan

LAKEVILLE

Boathouse Restaurant
Herrington's
Interlaken Inn
Lakeville Interiors
Lime Rock Racing
Salisbury Bank
Woodland Restaurant

SALISBURY

LaBonne's
Litchfield Bank
Passports
Pastorale
Salisbury Bank
The White Hart Inn

You can also see Berkshire HomeStyle on the Web at

www.berkshirehomestyle.com

The magazine is online in its entirety—so the websites listed in the directory will now take you directly to the advertiser's website.

The region's restaurants, lodgings and places to visit are listed on the "Our Region" page.

SENDING DIGITAL FILES:

Our preferred file format is PDF-X1a. This format includes images in CMYK color format, 300 dpi resolution and all fonts embedded. Email your files to us at ads@berkshirehomestyle.com.

Files may also be sent from these applications:

- Quark XPress 8.6 (with fonts and images included)
- Adobe Photoshop CS4 (300 dpi, tif or jpg flat files)
- Adobe Illustrator CS4 (embed images and send fonts)
- InDesign CS4 (with fonts and images included)

COLOR & RESOLUTION:

Files should be built using 4-color (CMYK) with high resolution images (300 dpi). Do not use RGB or indexed colors for your files. Do not use CMYK to print black text (rich black)—all blacks should be 100% of the black plate only. Any ads that are black and white should only be 100% black. Do not send files with spot colors.

INK DENSITY:

Color density (total amount of ink applied while printing) should not exceed 300%. Example: 85% Cyan, 15% Magenta, 10% Yellow, 20% Black = 130% total ink density

CREATING PDF FILES:

The easiest way to create your pdf file is to use the “PDF-X1a” option when creating your pdf file. Please make sure your file already has all images created in CMYK, no spot colors are being used, all images are high resolution and are placed no larger than 100%.

FULL PAGE BLEED ADS:

trim size: 11” x 13.625”

bleed: .25” outside of trim

live area: keep all text within .375” of trim

PREFLIGHTING:

All ads are preflighted (checked) prior to publication. If time allows, and the ad does not meet the specifications above, the advertiser will be notified prior to going to press.

ONLINE COMPATIBILITY:

Now that the magazine is online in its entirety, the advertiser should keep the following details in mind when designing their ads to ensure a smooth transition.

For your website to be an active link:

- the www needs to be present in the web address
- the web address needs to be in lowercase (not all caps)
- the web address needs to be created in a font, not from a picture/image
- the resulting file sent to HomeStyle must either be the original Quark, InDesign file, or a PDF-X1a file. It **CANNOT** be a tif, jpg, or an eps file that has had fonts created from outlines. *All pdf files do not work.* The fonts **MUST** be present within the file for the link to be active. An EPS file from Illustrator will be fine if the fonts were not converted to outlines—be sure to include fonts when you send in your ad. Exporting/saving the file as a PDF-X1a will ensure that the fonts will be embedded and the links will remain intact.

An email address will also be active (and open the viewer’s default email program) if it contains the “@” symbol. You don’t have to have it lowercase as the website, but it does need to be created in a font, and not made from a picture.

ASSISTANCE:

Our Art Director is available if any advertiser needs assistance with the design of their ad or any of the specifications above. Please contact your representative or call the office to discuss your production questions.

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