A POWERFUL BRAND

—Delivering your target clientele in print, online, and in person—

Hudson Valley Magazine is the region’s most comprehensive resource covering the seven county area bordering the magnificent Hudson River. Each issue delivers thought-provoking, informative stories highlighting dining, home, health, fashion, travel, real estate, events, activities and more.

With our impressive print publication, strong digital and social media presence and always-popular local events, we bring advertisers and customers together at a variety of touchpoints across multiple platforms.

Hudson Valley Magazine’s audited distribution is delivered via subscribers and newsstand sales at prime retail locations. Copies are also distributed at area hotels, select doctor and dentist offices, as well as sponsored events and Hudson Valley Magazine’s popular signature events.

AN AWARD-WINNING BRAND

45
years in the Hudson Valley region

City and Regional Magazine Association
Winner, for Civic Journalism
Finalist, for Redesign
COVETED CONSUMERS
—Reaching an affluent, influential audience—

$219,703
Average Household Income:

73%
Female

27%
Male

26%
Ages 55-64

25%
Ages 45-54

5%
Ages 21-34

21%
Ages 65-74

96.5%
Regularly Read the Magazine:

26%
Ages 35-44

25%
Ages 45-54

71%
frequently purchase products or services from ads seen in Hudson Valley Magazine

EDUCATED & INFLUENTIAL
• 98% attended college
• 40% have a professional/managerial position
• 16% own or co-own a business

SOURCE: 2015 CVC READERSHIP STUDY

HOME OWNERS
• 92% own a home
• $700,277 average value of primary residence
• 60% will purchase furniture/home furnishings in the next 12 months
• 59% will purchase lawn & garden products in the next 12 months
• 54% will purchase home improvement products in the next 12 months
• 52% will use a lawn care service in the next 12 months

SHOPPERS
(plan to purchase in the next 12 months)
• 80% will purchase women’s clothing
• 65% will purchase men’s clothing
• 42% will purchase children’s apparel
• 41% will make purchases at a florist or gift shop

ACTIVE & INVOLVED
• 89% will dine out or attend an event
• 77% plan to travel
• 72% will consult a tax advisor
• 61% will consult a financial planner
• 55% will join a health club/exercise class
• 31% dine out 6-10 times per month

Source: 2015 CVC Readership Study
2017 SIGNATURE EVENTS

—Engaging new customers face-to-face—

Become a Sponsor of one of our Signature Events and partner with the #1 lifestyle publication in the Hudson Valley region. Sponsorships are available at a variety of different levels to meet your budget and marketing needs.

**MAY**

Excellence in Nursing Awards

*Hudson Valley Magazine*’s Excellence in Nursing Awards honor the area’s top nurses who have gone above and beyond the call of duty. Supervisors at healthcare facilities are invited to nominate nursing staff who they feel deserve special recognition for their service, dedication, and healing.

**AUGUST**

Burger & Beer Bash

Join the party as the Hudson Valley’s top restaurants grill up their signature sliders and compete for the title of Best Burger. Guests enjoy burgers, refreshments and live entertainment!

**OCTOBER**

Best of Hudson Valley® Party

The annual Best of Hudson Valley® Party is a celebration of the region’s finest businesses, services, and eateries as voted by readers and editors.

**DECEMBER**

Women in Business Luncheon

*Hudson Valley Magazine* hosts its third annual Women in Business Luncheon. This sit-down luncheon, featuring a keynote speaker, celebrates the accomplishments of local business women in the Hudson Valley.

**CUSTOM EVENTS**

Looking to launch a new product, celebrate a grand opening or make a big announcement? Talk to your Account Executive about how your business can partner with *Hudson Valley Magazine* to create a custom-designed event that will be the perfect addition to your marketing plans.
DIGITAL REACH

—Delivering daily updates, breaking news and interactive content to an active, online audience—

HVMAG.COM
Where Hudson Valley residents go for up-to-the-second information on where they live, where they work and where they spend their leisure time.

Total yearly visits 1,890,623  Total yearly pageviews 4,025,740

WEBSITE
Average monthly traffic to HVMag.com:

- 105,646 unique visitors
- 145,786 visits
- 302,509 page views
- 4,793 average visitors per day
- 85,098 mobile visits
- 1:30 minutes average time spent on website


E-NEWSLETTER
Hudson Valley Today, our daily update of all that’s happening in the valley includes information on local activities, cultural events, food, dining, business news, fashion trends, discounts and sales.

- 15,829 opt-in subscribers

E-BLASTS
Send a dedicated email to our VIP email list promoting your events, products and services.

- 23,158 opt-in VIP subscribers

SOCIAL MEDIA
With an ever-growing audience tapping into our social media, Hudson Valley Magazine offers an immediate interaction via Facebook, Twitter, Instagram, Pinterest and Snapchat.

Facebook Fans 34,100+
Twitter Followers 23,500+
Instagram Fans 13,100+

Formatted to read on all devices. Reach your potential customers via desktop, tablets and mobile.

Customized Web Pages • Featured Listings • Targeted Display • Native Advertising E-newsletter Sponsorships • Dedicated E-blasts

Go to HVMag.com/advertise for information on these digital opportunities and more.

*As of July 2016
2017 ULTIMATE GUIDE TO HUDSON VALLEY

—Reaching a targeted and valued audience—

The ultimate resource guide to life in the Hudson Valley, this special issue showcases local dining, arts and entertainment, shopping, education, outdoor recreation, town descriptions and more! Created specifically for new residents and visitors, the Ultimate Guide to Hudson Valley includes everything this target audience needs to know to get the most out of life in the Hudson Valley.

Introduce your business to a new and receptive audience:
• Distributed by real estate agents to new home seekers
• Kept by readers and referred to throughout the year
• Available at newsstands and premium hotels year round
• Mailed to new Hudson Valley Magazine subscribers
• Print and digital versions available
• Bonus distribution at Hudson Valley Magazine’s signature events

Don’t miss this special opportunity to put your advertising message in front of Hudson Valley visitors and residents for an entire year!

SPACE RESERVATION DEADLINE:
March 24, 2017
For May 2, 2017 DELIVERY
### 2017 SPECS

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### TERMS & GUIDELINES

**Frequency:** Published monthly. On sale approximately the last week of the month prior to issue date.

**Closing Dates:** Generally about the 18th of the month two months prior to issue date, e.g. February 18th for the April issue. When normal closing date falls on Saturday, Sunday or holiday, issue closes preceding work day.

**Cancellations:** Neither the advertiser nor its agent may cancel after the closing date. If by the closing date the magazine has not received copy that, in its sole discretion, it deems acceptable for publication, it may either repeat the advertiser’s most recent advertisement which it has published or publish nothing, charging the agency and advertiser for any space reserved by them.

**File Requirement:** Preferred file format for camera-ready art is PDF/x-1a

**Additional Services:**
- Online advertising on hvmag.com
- Event Sponsorships
- Creative Services
- Reprints

Advertisements created by *Hudson Valley Magazine* will be charged a nominal fee. Please call for details.

All production charges will be billed to advertisers.
**AUTHORITATIVE VOICE**

—Delivering local information in print, online and across social media platforms—

**Hudson Valley Magazine** is part of Today Media, known for its award-winning regional magazines reaching more than 700,000 readers each month. Additional specialty publications focusing on more specific topics — including Business, Weddings, and Home & Garden — provide an extended reach and distribution to targeted special-interest audiences within our affluent demographic.

**BEST OF WESTCHESTER**

Westchester Magazine is a sophisticated monthly publication providing its affluent readership with the latest and most exclusive information on living in Westchester County. Each issue offers an exceptional combination of informative writing, lavish images and comprehensive coverage of the arts, culture, style, restaurants, and more.

**WESTCHESTER HOME**

This quarterly publication focuses on the exclusive homes and gardens of New York State's affluent Westchester County, reaching residents who are passionate about their homes and good design. Each issue also features stories on original ways to entertain with style and elegance.

**WESTCHESTER/ HUDSON VALLEY WEDDINGS**

Brides, grooms, and their families in Westchester County and the Hudson Valley region turn to Westchester/ Hudson Valley Weddings for its comprehensive coverage of wedding planning. This annual publication turns dreams into reality with informative articles and extraordinary photography.

**DELAWARE TODAY**

Delaware Today is one of the oldest independently owned City and Regional Magazines. Each month it provides insider information about local lifestyle and leisure trends while taking a perceptive look at people and issues in the First State.

**MAIN LINE TODAY**

With top-notch writing, cutting-edge design and stylish photography, Main Line Today specializes in covering the personalities, issues, and events that define Philadelphia's stunning Main Line and western suburbs. Every month, the magazine delivers a compelling mix of informative articles, in-depth profiles, and more.

**ULTIMATE GUIDE TO HUDSON VALLEY**

From informative articles to eye-catching photography showcasing local dining, arts and entertainment, shopping, education, outdoor recreation, town descriptions, and more, the annual Ultimate Guide to Hudson Valley includes everything new residents and visitors need to know to get the most out of life in the Hudson Valley region.

**THE HUNT**

The Hunt is a quarterly magazine focusing on fine living in the beautiful Brandywine Creek area from southeastern Pennsylvania to northern Delaware. Four times a year, the magazine celebrates the culture, history, people and unique style of the Brandywine Valley and Philadelphia’s Main Line.
Hudson Valley at a glance*

- One of National Geographic Traveler’s Top 20 Must-See Places on its “Best of the World” list – 2013
- 4,650 square miles
- 7 counties (Dutchess, Greene, Orange, Putnam, Rockland, Sullivan, Ulster)
- 198 municipalities
- Population - 2 million
- 49% male/51% female
- Total number of households - 733,542
- Median age - 39.81
- 52% have bachelor’s degree or higher
- Civilian labor force 1,200,000
- Median home price - $350,950
- 6 interstate highways
- 6 airports
- 30 colleges and universities

*hvedc.com/economic data