



**CONNECT**  
TO  
NORTHERN WESTCHESTER  
**2024 MEDIA KIT**



**WE ARE THE  
OFFICIAL MAGAZINE  
OF NORTHERN  
WESTCHESTER.**

**Connect to our loyal  
and coveted audience  
of over 80,000.**

**We'll show you how.**



# GROWING YOUR BUSINESS STARTS HERE.

We specialize in helping companies **build brand loyalty**. Our innovative ideas and designs will help you develop a strong relationship with our audience, **driving more business your way/through your doors**.

CONNECT  
TO  
NORTHERN WESTCHESTER





# HOW DO WE DO IT?

## STRATEGY

We listen. We want to understand your business and what you need. Then we work together to develop a strategy that meets your needs and drives quality leads your way.

## PARTNERSHIP

Our number one goal is to help you and your business. We're not going to "upsell" things you don't need. We're going to do what's right for you because we consider you our partner.

## TRUST

Advertising with CONNECT TO means aligning your business with a highly respected publication. Our readers trust what we have to say, which means they also trust our advertising partners.

## ACTION

Our readers don't just read, they take action. They visit the shops, call the businesses and order the products they see on our pages.

## LOYALTY

We help you build brand recognition and loyalty with a key message and repetition. Your regulars will feel confident they made the right choice and new customers will know they can count on you.

## ACCOUNTABILITY

You're not simply placing an ad with us, you're becoming a part of our community, and we care. We check in to see how you're doing and if you're satisfied with your ad. It's our mission to help you succeed.



# Stop Dieting and Start Eating Well

BY GIA MILLER

## NOT ALL WEIGHT IS EQUAL

**D**... it's a four-letter word that makes a lot of people cringe. Some people spend their life altering that word, others do it before milestone events so they "look good in the pictures," and there are those who avoid it altogether. Regardless of which category you fall into, most of us know diets don't really work. They don't keep the weight off. In fact, between 80 to 95 percent of people who go on a diet gain the weight back, often because their bodies are programmed to be a certain weight.

Instead of dieting, experts say that it's really about treating your body well. To do that correctly, there are a number of things you should understand.

Skinny doesn't mean healthy, and being overweight doesn't mean unhealthy. Basing your health on a number on a scale is misguided, according to Monique Glass, a nurse practitioner at the Center for Functional Medicine, which is moving to Ridge CT on June 1, and a senior faculty member at the Institute of Functional Medicine where she teaches functional nutrition.

"You can have skinny fat people, meaning skinny, but have no muscle tone whatsoever, all fat, and they're metabolically unhealthy. There are also people who may be pounds overweight, but they've got a lot of muscle. They're working out, they've got a lot of their metabolic markers look healthy. You can't judge anyone for their health based on how they look, nor should you have any medical problems. You should focus on how they look, not show their BMI. That mythology needs to go away."

Your BMI, which stands for Body Mass Index, is based on your height and weight. It's an inaccurate measure of your overall body composition. The problem with BMI is that it doesn't take muscle mass, which weighs more than fat, into account. It also doesn't take differences in overall body composition into account – all of which can affect how healthy a person is.

Instead, a more accurate way to determine how healthy you are is to look at your waist circumference and how you've changed over time.

"If you're only looking at your BMI, you're missing a lot of information. But if you're looking at your waist circumference and you're not increasing it, and you're not increasing your markers, you're doing well."

# WE MAIL TO 100% OF HOMES & BUSINESSES IN

Bedford  
Bedford Corners  
Bedford Hills  
Cross River  
Goldens Bridge  
Katonah

Mount Kisco  
North Salem  
Pound Ridge  
South Salem  
Waccabuc  
Vista

Plus, 100% of businesses in  
Armonk, Chappaqua and Pleasantville.

# OUR READERSHIP IS AFFLUENT & EDUCATED.

THEY EXPECT QUALITY AND HAVE  
TREMENDOUS SPENDING POWER.

AND THEY CONSIDER CONNECT TO  
NORTHERN WESTCHESTER TO BE  
TRUSTWORTHY, OBJECTIVE & ACCURATE.

They became aware/were reminded of a store or business  
because they saw their ad in Connect to Northern Westchester.

When they see an ad for a product or service in Connect to  
Northern Westchester, they are more likely to try it.

They consider us their go-to source for information about people,  
events and shopping in Northern Westchester.

After they're done reading Connect to Northern Westchester,  
they keep it nearby as a reference.

# OUR UNIVERSE



## PRINT

80,000+ readership  
21,500+ homes & businesses

CONNECT  
TO  
NORTHERN WESTCHESTER

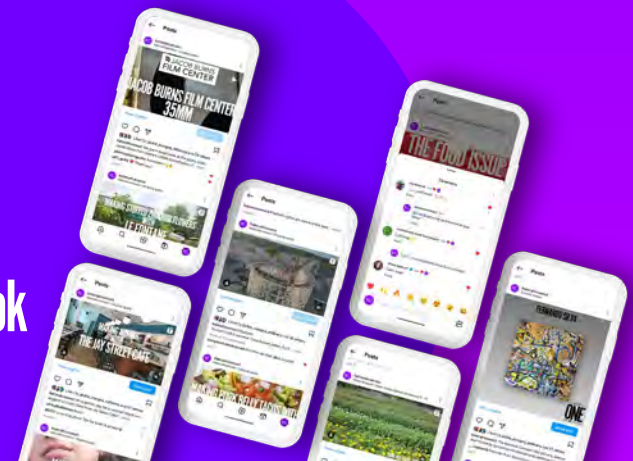


## ONLINE

6,000 visits per month  
14,000 website events per month  
63% of our visits were from organic searches  
25% of our visits were from direct searches

## SOCIAL

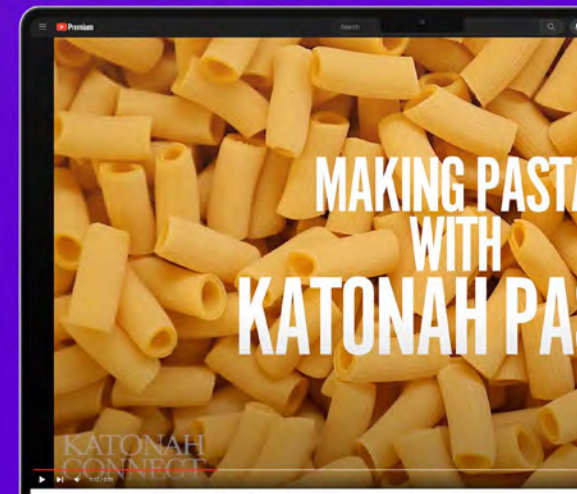
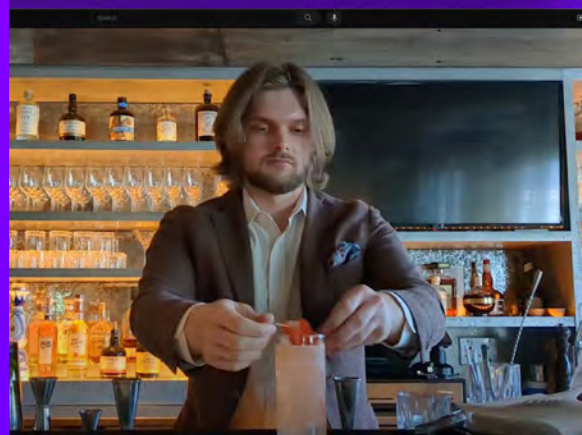
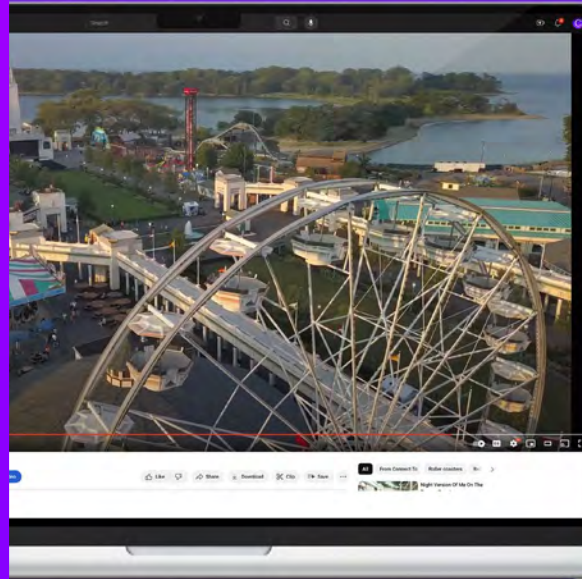
7,000+ followers on  
Instagram & Facebook



**YOU SAY YOU DON'T NEED TO ADVERTISE BECAUSE CLIENTS/CUSTOMERS ARE KNOCKING DOWN YOUR DOOR? NEITHER DOES APPLE, MCDONALD'S, EXPEDIA, COCA-COLA OR AMERICAN EXPRESS.**

**But they all do (a lot). Why?** It's about brand recognition and remaining top of mind with your customers. And, it's about being associated with the right media.

**IT'S BETTER TO ADVERTISE WHEN YOU *CAN* THAN TO ADVERTISE WHEN YOU *MUST*.**





# YOUR DECISION MATTERS. CHOOSE WISELY.

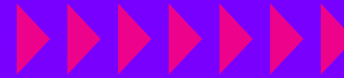
You hold yourself to the highest standards, advertise in a magazine that does the same.

Innovative design.  
Journalistic integrity.  
Fresh perspective.  
Compelling stories.

...Wildly brilliant.



# 21,500K HOMES & BUSINESSES



## QUARTER PAGE

6 issues  
3 issues  
1 issue

## TWO-PAGE SPREAD

One year  
Three issues  
Single issue

## HALF PAGE

6 issues  
3 issues  
1 issue

## INSIDE FRONT/BACK COVER

One year  
Three issues  
Single issue

## FULL PAGE

6 issues  
3 issues  
1 issue

## INSIDE FRONT/BACK COVER TWO-PAGE SPREAD

One year  
Three issues  
Single issue

\*Premium placements are available at an add'l cost (full page ads only).

## GUIDE TO ALL THINGS LOCAL

3 issues



### ONLINE ADVERTISING DISCOUNTS

All print advertisers can receive discounted banners on our website.

This is a fantastic way to double your exposure and reach a broader demographic.

**HOMEPAGE BANNER**  
TWO MONTHS

**ARTICLE BANNER**  
TWO MONTHS

OR UP TO  
**40K**

**NEW!**  
**OUR ADVERTISING PARTNERSHIP WITH 068 MAGAZINE**  
WILL ALLOW YOU TO REACH RESIDENTS IN **RIDGEFIELD, WILTON, AND REDDING, CT** FOR A TOTAL CIRCULATION OF 40,000.

**FULL PAGE ADS ONLY.**

1 ISSUE  
3 ISSUES  
6 ISSUES

## PRINT AD SIZING

**QUARTER PAGE:**

3.875" w x 5.125" h

**HALF PAGE:**

7.75" w x 5.125" h

**FULL PAGE:**

7.75" w x 10.25" h

**TWO-PAGE SPREAD:**

15.5" w x 10.25" h

ASK US ABOUT BLOW-UPS, BOOKMARKS AND OTHER OPTIONS.

# ONLINE AD RATES

## HOMEPAGE BANNER

Per month  
Premier placement on our highly trafficked website homepage.

## ARTICLE BANNER

Per month  
Spotlight your business on a majority of our popular website articles.

## SPONSORED CONTENT

Sponsored content on our website.

## COMMUNITY GUIDE

For four months

# SOCIAL MEDIA

5-frame set of stories  
Two 5-frame sets of stories

## ONLINE AD SIZING

**HOMEPAGE BANNER:**  
970px wide x 250px tall  
**ARTICLE BANNER:**  
500px wide x 350px tall

# VIDEO RATES

Feature your business in one of our celebrated videos. Whether we're at a local event, profiling a business or just acting silly, our videos are fun, attention-grabbing and professionally produced. They've quickly gained the attention of viewers in our community and beyond. We offer several ways to get involved.

## LOGO AT BEGINNING

Your business logo featured at the start of a video.

## VIDEO SHOUT OUT

A proper in-video commercial.

## ON LOCATION

A video filmed at your place of business.

## FULL BUSINESS VIDEO

A full video of your business.

# CUSTOM ADVERTORIALS



Let us help you tell your story in an engaging and visually appealing style.

Ask your ad rep about a custom advertorial. You will work directly with our editor-in-chief and creative director to create an engaging narrative that will draw readers to your business.

# 2024 PUBLISHING SCHEDULE

January/February

**The Money Issue**

Ad deadline: December 12

Material deadline: December 15

July/August

**The International Issue**

Ad deadline: June 11

Material deadline: June 14

March/April

**The Home Issue**

Ad deadline: February 13

Material deadline: February 16

September/October

**The Tech Issue**

Ad deadline: August 13

Material deadline: August 15

May/June

**The Health Issue**

Ad deadline: April 12

Material deadline: April 15

November/December

**The Food Issue**

Ad deadline: October 15

Material deadline: October 18





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TO  
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**YOUR BUSINESS.  
OUR AUDIENCE.  
LET'S CONNECT.**

[advertise@connecttomag.com](mailto:advertise@connecttomag.com)  
[www.connecttomag.com/advertise](http://www.connecttomag.com/advertise)