



CONNECT
TO
NORTHERN WESTCHESTER
2026 MEDIA KIT

Wildly Brilliant

THE OFFICIAL MAGAZINE OF NORTHERN WESTCHESTER

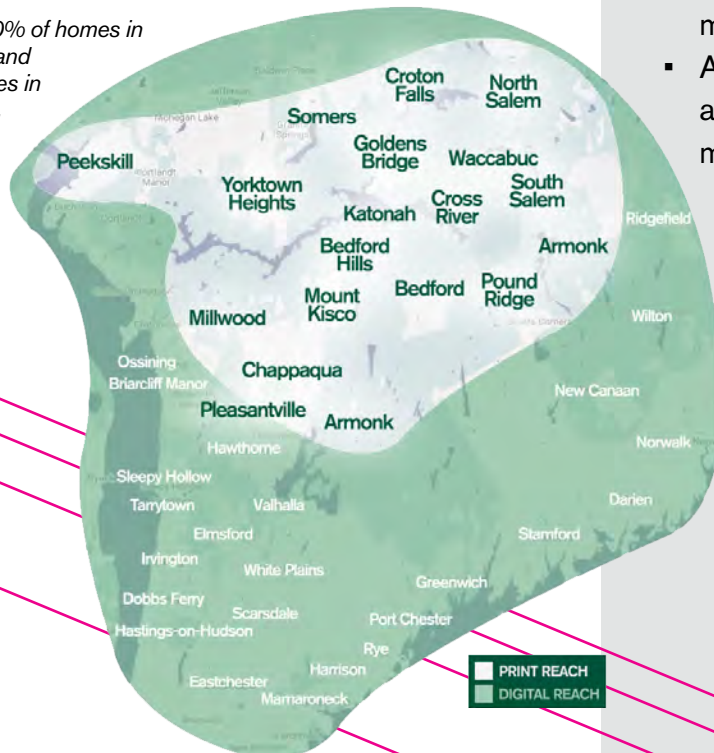
Connect with our readers.

By partnering with us, you'll be connected to **over 27,000 homes & businesses in northern Westchester, including 100% of those located in:**

Armonk	Mount Kisco*
Bedford Corners	North Salem
Bedford Hills	Pound Ridge
Bedford Village	Purdys
Chappaqua*	South Salem
Cross River	Waccabuc
Goldens Bridge	Vista
Katonah	

Plus, we mail to 100% of businesses in **Millwood, Peekskill, Pleasantville, Somers and Yorktown Heights.**

**Currently 30% of homes in Chappaqua and 50% of homes in Mount Kisco.*



Inside our readership.

- Approximately 40% of households have an income over \$200,000
- Over 54% have a bachelor's degree or higher.
- Roughly 90% of our audience own their own home.
- 60% female, 40% male.
- 48% have a bachelor's degree or higher.
- 45% have a master's degree or higher.
- 70% regularly read local and national newspapers.
- Half of our audience read our articles more than once.
- About 75% say that when they see an ad for a product or service in our magazine, they are more likely to try it.

Why they read our magazine.

Founded by a journalist and graphic designer, Connect to Northern Westchester focuses on what a magazine should be: a trusted source of information. Our in-depth reporting and innovative design make us seem like a national magazine, but on a local level.

Our readers consider us to be trustworthy, objective & accurate. We're their go-to source for information about people, events and shopping in northern Westchester. They view us as an important reference, and they keep our past issues nearby.



This is about **YOU.**

You've built something great—now **let's show it off.**

Our team can help you:

- Clearly and creatively share your story.
- Differentiate yourself from the competition.
- Connect with educated and loyal customers.
- Build relationships with customers in northern Westchester.
- Retain existing customers by staying relevant and recognizable.
- Build a unique marketing plan that's right for you.
- See true ROI on your investment.

We know you want to **remain top-of-mind with residents in northern Westchester.** You understand the importance of **brand recognition** and **being associated with the right media.** So do we.

Enhance your credibility by aligning with a trusted publication.

OUR UNIVERSE

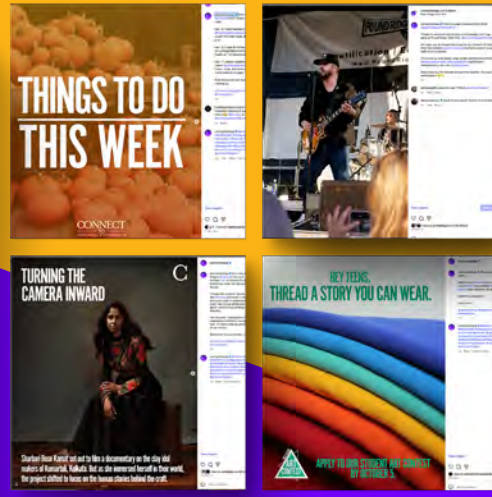
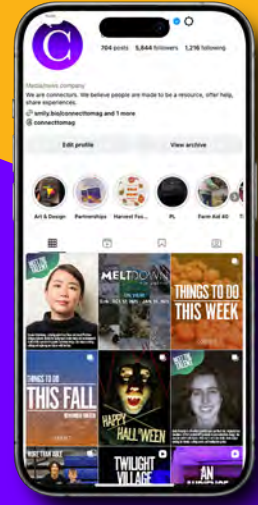
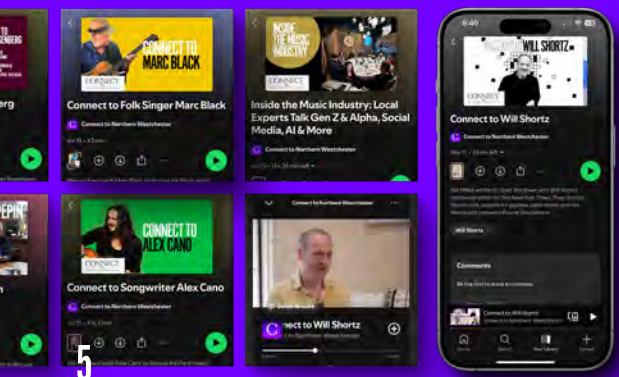
Optimize your investment with a comprehensive marketing plan that reaches your target audience. But first, let's chat. We want to hear what is and isn't working, along with what you need. Then we'll create a proposal with a customized strategy that addresses your business's needs.

ONLINE

- Thousands of regional 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.

VIDEOS & PODCASTS

- Hundreds of followers on YouTube and Spotify and thousands of views.



PRINT

- 100,000+ readership.
- 27,000+ homes & businesses throughout northern Westchester.

SOCIAL

- 7,000+ followers on Instagram, Facebook and LinkedIn.





AN EVENING IN THE TWA HOTEL
WRITING AND PHOTOGRAPHY BY JUSTIN KEARAD

"The picture of architecture is in order and makes about the way and the order in the world of the magazine."

It's all part of the story of the TWA Hotel. From the architecture of the building to the way it's being used, it's a story that's worth telling. And it's a story that's worth telling in a way that's both interesting and informative.

The TWA Hotel is more than a place to stay. It's an experience. From the architecture to the way it's being used, it's a story that's worth telling. And it's a story that's worth telling in a way that's both interesting and informative.

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THE LONG FLIGHT

In 1962, New York City's beloved airport terminal John F. Kennedy International Airport was torn down. The plan was to build a new terminal, but the old terminal was too big and too expensive. So the city decided to build a new terminal, but the old terminal was too big and too expensive.

WINNER: TRENDS 15

Let's talk about print.

You're not the only one who scrolls right past the Google Ads and sponsored posts on social media.

You're also not the only one who enjoys flipping through the physical pages of a magazine. Local print is thriving. We've grown every year since our launch.

The physical experience of flipping through a magazine makes a lasting impression. Magazines engage both the visual and physical senses, improving brand recall.

A few print facts:

- 61% of readers trust print ads in newspapers and magazines.¹
- Overall, print advertising is vital for local businesses. It provides targeted reach and helps them connect with the community.¹
- 80% of magazine readers report taking action after viewing an advertisement.²
- Print builds credibility and offers access to a captive audience. Readers spend a significant amount of time with each issue, including engaging with the advertisements.³
- 73% of marketers say print marketing helps develop stronger customer relationships.⁴
- 79% of marketers see print marketing as a trustworthy medium.⁴
- Seventy-five percent of readers spend at least 30 minutes with a lifestyle magazine. That's not an accident. It's a conscious decision to sit down with something they enjoy—far more impactful than clicking a link in a social feed.⁵

1 Electro IQ, 2023
2 MRI-Simmons, 2024
3 MarketData, 2024
4 Zippo, 2025
5 Jodie Cook Redwood, president, Baxter Research, 2025

See rates on page 10.

ENTERTAINMENT

BEST HOME ENTERTAINING (TO BRING)
THE SHEPHERD + CO., BEDFORD HILLS

The magic of entrepreneurship. The story behind it all. The journey of discovery. The passion. The vision. The people. That's what The Shepherd + Co. is all about. From the moment you walk into the store, you know you're in for a special experience. It's not just a store, it's a place where you can find everything you need for your home, your business, and your life.

BEST HOME ENTERTAINING (TO HAVE)
GRAZE NY, BEDFORD

Food is what brings people together. In Great New York, it's what brings the food. For over 20 years, Graze NY has been serving up delicious, handcrafted food and beverages. It's a place where you can find everything you need for your home, your business, and your life.

BEST LIVE MUSIC VENUE
UNCLE CHEEF, BREWSTER

A hot live music venue and food truck alike, Uncle Chief is a place where you can find everything you need for your home, your business, and your life.

WINNER-UP: LUCY'S GARAGE, PLEASANTVILLE

WINNER-UP: BEWERY DESIGNER COLLECTIVE, MOUNT KISCO

WINNER-UP: ENTERTAINMENT TECHNOLOGIES, MOUNT KISCO

SURROUNDED BY INSPIRATION

AN UNLIKELY BEGINNING

Phuket, who grew up in a small town in 1911 after starting in the Victorian Era, inspired by the colors he found in a field. Phuket always dreamed of a job, but he didn't take his own life seriously. "I had dreams," Phuket explains of his early life. "I had dreams of a job, but I didn't take my own life seriously. I had dreams of a job, but I didn't take my own life seriously."

6



Let us help you build your marketing or fundraising toolkit with a custom video.

We are storytellers, and our compelling videos capture viewers' visual interest with a smooth, consistent storyline that illustrates the heart of your business. They're professional, memorable and impactful.

Customers turn to us when they seek an impactful video to help them reach their fundraising goals, want a captivating way to tell their business's story, or would like to enhance ticket sales for an event/capture the highlights of their event.

Our custom videos:

- Illustrate the heart of your business, employees and/or clients.
- Feel natural and professional, never forced.
- Help build excitement and drive ticket sales.
- Utilize a multi-angle approach to ensure we capture each moment at its most impactful.
- Often incorporate drone footage to provide sweeping, bird's-eye views of a business or event.
- Can be broken up into 20-30 second reels for social media.

When you hire a media company that publishes a popular local magazine, you have easy access to their audience. We will post your video on our social media channels and website to help spread your message to thousands of residents in northern Westchester.

"Short-form video receives the highest ROI, compared to images and live-streaming, podcasts and user-generated content."
Hubspot, 2025

View a few samples of our work:

[914Cares](#)

[The Rye Arts Center](#)

[Mouth to Hand](#)

[The Bruce](#)

[Westchester Circus Arts](#)

[Playland Park](#)



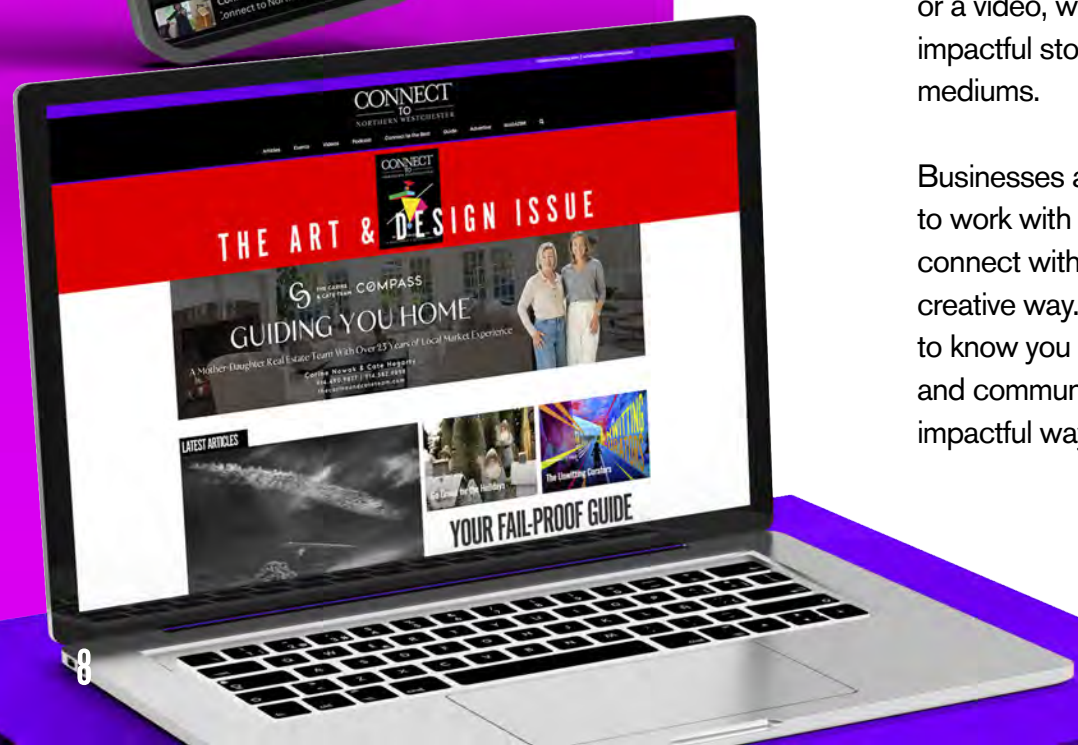
Connect directly to our online audience.

At Connect To, storytelling goes beyond the pages of our magazine. Whether it's on our website or social media accounts, through our podcast or a video, we share insightful and impactful stories in a variety of online mediums.

Businesses and organizations choose to work with us when they want to connect with the community in a creative way. We take the time to get to know you so we can tell your story and communicate your mission in an impactful way that creates results.

Our audience trusts our online presence because we deliver the same quality, integrity and attention to detail they have come to expect from our magazine. This translates to thousands of monthly impressions from highly respected and well-known businesses, artists, influencers and families throughout northern Westchester.

- In 2025, our website saw 25,000 unique and active users.
- There were 12,000 organic visits through Google searches or similar.
- Our website received 10,000 direct visits from highly engaged users.
- Connect To's social media platforms include Instagram, Facebook, YouTube, LinkedIn and Spotify.
- We engage with a combined social media audience of around 7,000 followers.
- Our posts, stories and reels receive thousands of direct views from our social channels and thousands more through sharing, forwarding and collaborating.

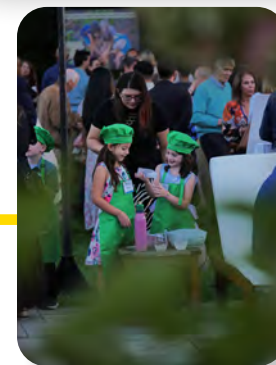




Connecting to our community.

Community isn't just what we cover—it's what we're part of. We believe strong communities are built through connection.

We make it a priority to participate in events across Northern Westchester—supporting local causes, highlighting regional talent and connecting face-to-face with the people who live, work and shop here. By joining us at these events, our partners can spark conversations, meet potential customers and be part of the community we all care about.



Help Break The Cycle

HE NEVER LEFT A MARK. THERE WERE NO BLACK EYES, FINGERPRINTS AROUND NECK OR BROKEN BONES.

Go Green for the Holidays

WHY STOP AT TREES?

REPROPOSING YOUR TREE

YOUR MINT

SHE WAS FORCED TO STAY AWAKE UNTIL SHE HAD COMPLETED EVERY CHORE HE HAD ASSIGNED.

DONATE TO HOPE'S DOOR AND HELP EMPOWER VICTIMS TO ACHIEVE SAFETY, INDEPENDENCE, AND HEALING FROM THE TRAUMA OF ABUSE.

HOME: IT'S WHERE YOU SHOULD FEEL SAFE AND PROTECTED.

HOPE'S DOOR: IT'S WHO YOU CALL IF YOU'RE NOT.

FREE AND CONFIDENTIAL: 800.486.4828

Go Green for the Holidays

WHY STOP AT TREES?

REPROPOSING YOUR TREE

YOUR MINT

THROUGH THE GROUND GLASS

BEHIND THE SCENES

A DISPLAY OF EXCEPTIONAL WORK

MORE THAN A CAMERA CLUB

Stress-Free Living

A Family Oasis

COMPASS

Let us help you tell your story.

Work with our editor-in-chief and creative director to tell your story in print, online and/or through video. Our decades of experience and endless creativity result in intriguing branded content that tells your story in an entertaining and informative format that keeps people engaged.

Advertorials

We pride ourselves on writing and designing your story the way that it truly deserves, in the style that our audience has come to expect.

Custom Video

Enjoy cinematic quality and powerful storytelling from our Connect To video team. Whether it's a commercial, sizzle reel, appeal video or in-depth profile, we can tell your story and blast it out to our online audience of thousands.

"Trends point toward increasing specialization, with a focus on creating bespoke advertorial content that blends seamlessly with editorial, rather than relying solely on traditional display ads."

Data Insights Market, 2025

2026 ADVERTISING RATES

PRINT ADVERTISING

(Six issues per year)

Quarter Page

6 issues: \$685 / issue

3 issues: \$770 / issue

2 issues: \$850 / issue

Half Page

6 issues: \$1,285 / issue

3 issues: \$1,485 / issue

2 issues: \$1,650 / issue

Full Page

Two years: \$2,310 / issue

6 issues: \$2,530 / issue

3 issues: \$2,970 / issue

2 issues: \$3,300 / issue

Two-Page Spread

6 issues: \$3,795 / issue

3 issues: \$4,455 / issue

2 issues: \$4,950 / issue

Inside Front Cover

6 issues: \$4,180 / issue

3 issues: \$4,840 / issue

2 issues: \$5,335 / issue

Inside Back Cover

6 issues: \$3,300 / issue

3 issues: \$3,960 / issue

2 issues: \$4,455 / issue

Inside Front/Back Cover

Two-Page Spread

6 issues: \$5,280 / issue

3 issues: \$5,940 / issue

2 issues: \$6,380 / issue

Guide To All Things Local

3 issues: \$325 / issue (single)

\$600 / issue (double)

Custom Advertorials

Pricing varies.

Premium placements, add \$500
(Full-page and two-page ads only).

DIGITAL ADVERTISING

Homepage Banners

Rotating banner at top of page.

Ads on our homepage receive approximately 3,000 views monthly.

(3 spots per month)

\$800 / month

Pop-Up Banner

A pop-up banner throughout our site.

Generates approximately 6,000 views monthly and a click-thru rate of 12%.

(1 spot per month)

\$1,200 / month

Article Page Banners

Column down the side of the page.

Ads will appear on all article pages.

(3 spots per month)

\$400 / month

Community Guide

Your listing includes your logo, all contact information, social media accounts, and a brief write-up by our talented staff.

\$240 for four months

Social Media

Our social media audience consists of thousands of highly engaged, influential people throughout our community.

\$380 / 5-frame set of stories

\$700 / two 5-frame sets of stories

CUSTOM VIDEOS

Full Video

A custom video highlighting your business.

Average length is 3–5 minutes.

Prices start at \$5,000.

Five Questions

Our popular “Five Questions” series is a great way to showcase business owners.

\$2,400 / video

Pre- & Post-Event Videos

Build excitement by featuring your lineup of talent or vendors. Then, let us capture footage during the event for a sizzle reel clients say is unmatched.

Prices start at \$2,000.

AD SIZES

Print Ad Sizing

Quarter: 3.875”w x 5.125”h

Half: 7.75”w x 5.125”h

Full: 7.75”w x 10.25”h

(this includes a .25” bleed)

Two-Page: 15.5”w x 10.25”h

(this includes a .25” bleed)

Bleed: add 0.25” on all sides
(total 7.75”w x 10.25”h)

Safety margin: keep text and logos at least 0.25” from trim edges

Digital Ad Sizing

Homepage Banners:

2000px wide x 516px tall

Pop-Up Banner:

970px wide x 250px tall

Article Page Banners:

500px wide x 350px tall

2026 PUBLISHING SCHEDULE

January/February

Connect to the Best

Ad deadline: December 10

Material deadline: December 12

March/April

The Home & Design Issue

Ad deadline: February 11

Material deadline: February 13

May/June

The Health Issue

**Special section: Things to Do This Spring & Summer*

Ad deadline: April 15

Material deadline: April 17

July/August

The Nature Issue

Ad deadline: June 10

Material deadline: June 12

September/October

The AI Issue

**Special sections: Education & Things to Do This Fall*

Ad deadline: August 12

Material deadline: August 14

November/December

What Could Be

Ad deadline: October 14

Material deadline: October 16





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

advertise@connectomag.com
www.connectomag.com/advertise