

2026 ADVERTISING



CONNECT TO NORTHERN WESTCHESTER

WE ARE THE
OFFICIAL MAGAZINE
OF NORTHERN
WESTCHESTER

We specialize in helping companies build brand loyalty. Our innovative ideas & creative designs will help you develop a strong relationship with our audience, driving more customers to your business. **Partner with a publication that's modern, original and exciting.**

100,000 LOYAL AND COVETED READERS.
LET US HELP YOU CONNECT WITH THEM.

We mail to 100% of homes & businesses in

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

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

*Currently 30% of homes in Chappaqua and 50% of homes in Mount Kisco.
(Readership source: United States Postal Service)

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**

CUSTOM ADVERTORIALS

Pricing varies.

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

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

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 *(with special sections on 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

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 ADVERTISING

Homepage Banners

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

Rotating banner at top of page.

(3 spots per month)

\$800 / month

POP-UP AD

A pop-up banner throughout our site, generating approximately 5,000 impressions monthly and a click thru rate of 9%.

(1 spot per month)

\$1,200 / month

ARTICLE PAGES

Ads will appear on all article pages.

Column down the side of the page.

(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

DIGITAL AD SIZING

Homepage Banners: 2000px wide x 516px tall

'CURRENT ISSUE' BANNER: 500px wide x 350px tall

POP-UP FOOTERS: 970px wide x 250px tall

ARTICLE BANNERS: 500px wide x 350px tall

CUSTOM VIDEOS

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

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.

THIS IS ABOUT YOU.

IMPROVE YOUR BOTTOM LINE.

INVEST WISELY.

BE HAPPY.



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