

SPIRITS | BEER | CIDER | MEAD | +MORE

HUDSON VALLEY

WINE™

The leading magazine on local craft beverages.
Since 2008.



2016
Early Bird
Rates



**2016
EARLY-BIRD
RATES**

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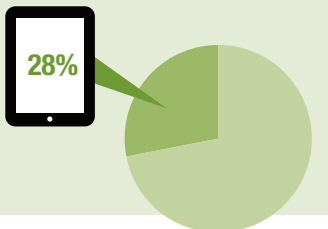
More than five million craft beverage enthusiasts visit New York each year generating more than \$4.8 billion in economic benefits. Capture the attention of this unmatched demographic with an ad in the award-winning Hudson Valley Wine Magazine.

Attract visitors to your door as they are exploring the Hudson Valley—one of the fastest growing and most diverse craft beverage destinations in the country.

Lock in now – rates expire December 31, 2015.

BONUS VISIBILITY!

Be seen in the free, downloadable issues of Hudson Valley Wine Magazine, accessed by more than 6,500 readers each year – 28% view them on a mobile device.



WHO READS HUDSON VALLEY WINE MAGAZINE?

- More than 20,000 qualified consumers, plus thousands more with pass-along copies and online views of the digital version
- Consumers interested in wine and craft beverages, eager to buy products and services that expand their knowledge and experiences
- 68% are women and 32% are men; ages range from 24 to 60
- Educated, affluent, food and culture-focused residents; second homeowners and weekenders; culinary tourists; and visitors to the Hudson Valley

DISTRIBUTION AND VISIBILITY

- The oversized magazine is published twice a year in late spring and early fall. Each issue is on stands for up to three months.
- Distributed throughout the Hudson Valley, Upper Hudson Valley, the Catskills and surrounding regions, select locations in the metro-New York area, Northern New Jersey, and Connecticut.
- Issues are complimentary and available at: tourist information centers, NYS Thruway visitor centers, area attractions and culinary destinations, hotels, inns and B&Bs, restaurants, tasting rooms, cultural centers, galleries, unique shops and businesses, wine and culinary events.

2016 EARLY-BIRD 4-COLOR AD RATES:

Size	W x H [in]	1x	2x
Back Cover (includes bleed)	9.75 x 13.25	\$ 2,500	\$ 2,250
Inside Front Cover (includes bleed)	9.75 x 13.25	\$ 2,250	\$ 2,025
Inside Back Cover (includes bleed)	9.75 x 13.25	\$ 2,100	\$ 1,900
Full Page	8 x 12	\$ 1,400	\$ 1,275
1/2 Page - horizontal	7.75 x 5.75	\$ 950	\$ 860
1/2 Page - vertical	3.625 x 12	\$ 950	\$ 860
1/4 Page	3.625 x 5.75	\$ 595	\$ 540
1/8 Page	3.625 x 2.75	\$ 375	\$ 345
1/16 Page	3.625 x 1.375	\$ 295	\$ 275

Late Spring/Summer Issue: Runs June–August 2016 | **Fall Issue:** Runs Sept–Nov 2016

EARLY BIRD DEADLINE: December 31, 2015 **Contact: ads@flintminepress.com**

All print ads include:

- Business name and web address listed in Resources
- One box of complimentary issues

PLUS:

- FREE exposure in the digital version
- Editorial tie-in opportunities and promotions