2019 MEDIA KIT

HOME WESTCHESTER
Welcome Home!
At Westchester Home we deliver a targeted audience in print, online, and in person. Westchester Home, with exquisite photography and inspiring editorial, brings readers into Westchester’s best-designed spaces.

From home, gardens, real estate and entertaining, Westchester Home is a trusted brand. Advertisers rely on Westchester Home to reach stylish homeowners who insist on good design and want a home to fit their personality and lifestyle.

With our stunning print publication, strong digital and social media presence, and the prestigious Design Awards, we bring advertisers and customers together across a variety of platforms.

As members of CRMA (City & Regional Magazine Association), MPA (Association of Magazine Media) and ASME (American Society of Magazine Editors), Westchester Home is published under strict guidelines, ensuring the highest quality editorial credibility and integrity. A yearly audit by CVC (Circulation Verification Council) ensures that all readership, circulation, printing, and distribution figures are validated by an outside agency. These high standards ensure we deliver an engaged readership, which in turn maximizes ROI for our clients.

* Source: GfK MRI, Spring 2017
## AUDIENCE

Reaching a demographic perfectly matched to your potential customers.

<table>
<thead>
<tr>
<th>Average Copies Read Each QTR*</th>
<th>Average Household Income</th>
<th>Average Home Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>77,872</td>
<td>$405,533</td>
<td>$1,519,555</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Average Age</th>
<th>Minutes Spent Reading the Magazine</th>
</tr>
</thead>
<tbody>
<tr>
<td>80% Women</td>
<td>56</td>
<td>45</td>
</tr>
<tr>
<td>20% Men</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Plan to Purchase Home Appliances/Computers/Tablets/TVs/Electronics</th>
<th>Plan on Purchasing Furniture/Home Furnishings</th>
<th>Plan to Purchase Lawn/Garden/Pool/Patio Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>84%</td>
<td>84%</td>
<td>76%</td>
</tr>
</tbody>
</table>

*2017 CVC Readership Study
Creating meaningful customer connections with annual events.

Become a Sponsor of the 2019 Design Awards and partner with the premier shelter publication in Westchester County. Sponsorships are available at a variety of levels to meet your budget and marketing needs.

Design Awards

Westchester Home's prestigious annual Design Awards honors the area's best designers, architects and builders. From hundreds of submissions, a judging panel of well-known industry professionals select the top inspired interiors and innovative architecture in a variety of categories. The finalists are revealed in the Spring 2019 issue of Westchester Home and the winners are announced live, on stage at a gala awards celebration.

Luxury goods and services category influencers are devoted print magazine readers.*

* Source: GfK MRI, Spring 2017
Extend your reach to an active, online audience.

We deliver dynamic, high-quality content to our audience and valuable, impactful advertising and marketing campaigns to our partners and clients.

**WestchesterMagazine.com/Home**

<table>
<thead>
<tr>
<th>TOTAL YEARLY VISITS</th>
<th>TOTAL YEARLY PAGEVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,824,146</td>
<td>7,056,596</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AVG. MONTHLY UNIQUE VISITORS</th>
<th>AVG. MONTHLY MOBILE VISITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>204,841</td>
<td>197,977</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPT-IN E-NEWSLETTER SUBSCRIBERS</th>
<th>OPT-IN E-BLAST VIP SUBSCRIBERS</th>
</tr>
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<tbody>
<tr>
<td>57,100+</td>
<td>48,100+</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>FOLLOWERS</th>
<th>FOLLOWERS</th>
<th>FOLLOWERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>19,000+</td>
<td>35,200+</td>
<td>23,700+</td>
</tr>
</tbody>
</table>

*Google Analytics July 2017-July 2018
**As of July 2018
† Source: 2018-19 MPA

Advertising in magazine media increases sales on both digital and print platforms.†
2019 EDITORIAL CALENDAR

SPRING
THE ART ISSUE
8th Annual Design Awards - Special Insert

SPONSORED CONTENT
The Design Directory

EVENT
Design Awards

SPACE CLOSE: FEBRUARY 1
PUB. DATE: FEBRUARY 26

SUMMER
COOKING OUTDOORS
Serene Spaces

SPONSORED CONTENT
The Design Directory
Outdoor Living

SPACE CLOSE: MAY 3
PUB. DATE: MAY 28

FALL
YOUR HOME FROM A TO Z
Cozy and Comfortable

SPONSORED CONTENT
The Design Directory
Home Renovation Guide

SPACE CLOSE: AUGUST 10
PUB. DATE: SEPTEMBER 4

WINTER
THE KITCHEN AND BATH ISSUE
Beautiful Houses

SPONSORED CONTENT
The Design Directory
Faces of Home & Garden Design

SPACE CLOSE: NOVEMBER 8
PUB. DATE: DECEMBER 3

Cover story in purple. Calendar subject to change without notice.
Sponsored Content deadline is one week prior to Space Close.
**SPECS**

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim Size</td>
<td>9”</td>
<td>10 7/8” (10.875”)</td>
</tr>
<tr>
<td>Bleed Size</td>
<td>9 1/4” (9.25”)</td>
<td>11 1/8” (11.125”)</td>
</tr>
<tr>
<td>Image Area (Full)</td>
<td>8”</td>
<td>10”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3 5/8” (3.625”)</td>
<td>9 7/8” (9.875”)</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7 1/2” (7.5”)</td>
<td>4 7/8” (4.875”)</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>3 5/8” (3.625”)</td>
<td>4 3/4” (4.75”)</td>
</tr>
</tbody>
</table>

**TERMS & GUIDELINES**

**Frequency:** Published quarterly. On sale approximately the first week of March (Spring issue), June (Summer issue), Sept. (Fall issue), and Dec. (Winter issue).

**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. Advertisements created by publisher will be charged a nominal fee. Please call for details. All production charges will be billed to advertisers.

Keep live matter 5/16” from trim edge on top, sides and bottom. Keep all printer’s marks outside of bleed area. For bleed allow 1/8” beyond all trim.
AUTHORIZED VOICE

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

Westchester Home 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 specific topics — including Business, Weddings, and Home & Garden — provide an extended reach and distribution to targeted special-interest audiences within our affluent demographic.
Westchester County at a glance*

- 431 square miles
- 48 cities, towns & villages
- Population - 974,542
- 46% men/52% women
- 52% married
- Median age - 40.7 years
- Total employment - 477,221
- Average family median income - $89,709
- Average value of home - $516,500

*source: censusreporter.org, datausa.io