A POWERFUL BRAND

—Offering integrated solutions for reaching potential customers & developing meaningful connections—

The leading voice showcasing Westchester County’s culture and lifestyle, Westchester Magazine delivers vibrant, informative editorial highlighting dining, home, health, fashion, travel, real estate, events, activities and more.

With our stunning print publication, strong digital and social media presence and popular local events, we bring advertisers and customers together at multiple touchpoints across a variety of platforms.

Westchester Magazine’s audited distribution of 52,106 monthly copies is primarily delivered via subscribers and newsstand sales at prime retail locations including Barnes & Noble, CVS Pharmacy, Rite Aid, Shop Rite, Target, and more. Copies are also distributed at area hotels, select doctor and dentist offices, sponsored events, and other locations.

“We know advertising in the magazine works. We’ve had a number of instances when a customer walks into the store to make a purchase with our Westchester Magazine ad in their hands.”

*Woodrow Jewelers
COVETED CONSUMERS
—Reaching a savvy, affluent, educated audience—

Average Household Income:
$398,000

Average Net Worth:
$2,229,000

68% Female
32% Male

24% Ages 45–54
22% Ages 33–44
17% Other

ENGAGED READERSHIP
In the last 12 months, Westchester Magazine subscribers:
• 98% took action as a result of reading the magazine
• 95% rated the magazine excellent/very good
• 71% discussed what they read in the magazine
• 51% shopped in a store they read about in the magazine

EDUCATED & INFLUENTIAL
• 89% graduated college
• 84% have a professional/managerial position
• 45% obtained a graduate degree
• 32% own or co-own a business
• 16% serve on board of directors/trustee of a company or organization

HOME OWNERS
• 95% own a home
• $1,145,000 average value of primary residence
• $1,239,000 average value of other real estate
• 73% had a home remodeling/renovation done in the past year

AUTO OWNERS
• 2.1 average vehicles per household
• 91% own/lease a foreign vehicle
• 27% own/lease a domestic vehicle
• 27% plan to buy/lease a new vehicle

CONNOISSEURS
• 99% dined out in the past 30 days
• 91% dined at a specific restaurant as a result of reading Westchester Magazine
• 8.2 average number of meals eaten out per month

SHOPPERS (total amount spent in the past year)
• 92% purchased women’s clothing ($100,870,652)
• 87% purchased home furnishings ($244,440,962)
• 86% purchased fine wine ($64,82,538)
• 78% purchased men’s clothing ($55,761,126)

ACTIVE
• 92% traveled in the past year
• 72% took one or more weekend vacation trips
• 70% attended a concert/dance/live theater
• 32% visited a spa

HEALTH CONSCIOUS
• 87% visited a dentist/orthodontist
• 57% visited a dermatologist
• 50% visited an ob/gyn
• 45% worked out at a gym/sports club

Source: 2012 Erdos & Morgan Subscriber Study

“Our Account Executive’s promise that Westchester Magazine would reach our target demographic has been proven when I look at the traffic reports and see the high number of sales calls we receive from our ad.”

2 Clinton Avenue, Rye, NY 10580 • 914.345.0601 • sales@westchestermagazine.com
2017 SIGNATURE EVENTS

—Engaging new customers face-to-face—

Become a Sponsor of one of our Signature Events and partner with the #1 lifestyle publication in Westchester County. Sponsorships are available at a variety of different levels to meet your budget and marketing needs.

FEBRUARY
Unveiled: A Boutique Bridal Brunch

APRIL
Westchester Home’s Design Awards

MAY
Healthcare Heroes

MAY
914INC.’s Wunderkinds

JUNE
Wine & Food Festival

JULY
Best of Westchester®

SEPTEMBER
914INC.’s Small Business Awards

OCTOBER
The Macallan: Super Premium Whisky Tasting

NOVEMBER
914INC.’s Women in Business

NOVEMBER
Top Doctors

CUSTOM EVENTS

Looking to launch a new product, celebrate a grand opening, or make a big announcement? Talk to your Account Executive about how your business can partner with our publications to create a custom-designed event that will be the perfect addition to your marketing plans.

“The face-to-face contact that we get as a sponsor at Westchester Magazine’s events is invaluable. We met a potential client at the Best of Westchester Party and the next weekend he came in and contracted us to redesign 3 of his bathrooms.”
DIGITAL REACH
—Extending your reach to Westchester Magazine’s active, online audience—

WESTCHESTERMAGAZINE.COM
Connecting people to the Westchester community for up-to-the-second information on where they live, where they work and where they spend their leisure time.

<table>
<thead>
<tr>
<th>Total yearly visits</th>
<th>Total yearly pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,416,099</td>
<td>7,635,297</td>
</tr>
</tbody>
</table>

WEBSITE
Average monthly traffic to WestchesterMagazine.com.
- 198,007 unique visitors
- 305,952 visits
- 636,616 page views
- 10,198 average visitors per day
- 169,655 mobile visits
- 1:52 minutes average time spent on website


E-NEWSLETTER
Westchester Today, our daily county-wide update includes information on local activities, cultural events, food, dining, business news, fashion trends, discounts and sales.
- 25,000 opt-in subscribers

E-BLASTS
Send a dedicated email to our opt-in email list promoting your events, products and services.
- 48,000 opt-in VIP subscribers

SOCIAL MEDIA
With an ever-growing audience tapping into our social media, Westchester Magazine offers an immediate interaction via Facebook, Twitter, Instagram, Pinterest and Snapchat.

<table>
<thead>
<tr>
<th>Facebook Fans</th>
<th>Twitter Followers</th>
<th>Instagram Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>14,300+*</td>
<td>24,500+*</td>
<td>12,100+*</td>
</tr>
</tbody>
</table>

Formatted to read on all devices. Reach your potential customers via desktop, tablets and mobile.

Customized Web Pages • Featured Listings • Targeted Display • Native Advertising
E-newsletter Sponsorships • Dedicated E-blasts

Go to WestchesterMagazine.com/advertise for information on these digital opportunities and more.

*As of July 2016
**Based on Westchester Magazine audience
The ultimate resource guide to life in Westchester County, showcasing local dining, arts and entertainment, shopping, education, outdoor recreation, town descriptions, and more! Created for new residents and visitors, this special issue includes everything this target audience needs to know to get the most out of life in Westchester County.

- Introduce your business to a new and receptive audience
- Distributed by real estate agents to new home seekers
- Kept by readers and referred to throughout the year
- Available at newsstands and premium hotels year round
- Mailed to new Westchester Magazine subscribers
- Print and digital versions available
- Bonus distribution at Westchester Magazine signature events

Don't miss this special opportunity to put your advertising message in front of Westchester visitors and residents for an entire year!

SPACE RESERVATION DEADLINE:
December 5, 2016
For January 10, 2017 DELIVERY
**2017 SPECS**

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim Size</td>
<td>8 3/16&quot; (8.187&quot;)</td>
<td>10 7/8&quot; (10.875&quot;)</td>
</tr>
<tr>
<td>Bleed Size</td>
<td>8 7/16&quot; (8.437&quot;)</td>
<td>11 1/8&quot; (11.125&quot;)</td>
</tr>
<tr>
<td>Image Area (Full)</td>
<td>7&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>4 5/8&quot; (4.625&quot;)</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4 5/8&quot; (4.625&quot;)</td>
<td>7 3/8&quot; (7.375&quot;)</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot;</td>
<td>4 7/8&quot; (4.875&quot;)</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>4 5/8&quot; (4.625&quot;)</td>
<td>4 7/8&quot; (4.875&quot;)</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2 1/4&quot; (2.25&quot;)</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>3 1/2&quot; (3.5&quot;)</td>
<td>4 7/8&quot; (4.875&quot;)</td>
</tr>
<tr>
<td><em>(Dining Section Only)</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/6 Horizontal</td>
<td>4 5/8&quot; (4.625&quot;)</td>
<td>2 1/4&quot; (2.25&quot;)</td>
</tr>
<tr>
<td>1/6 Vertical</td>
<td>2 1/4&quot; (2.25&quot;)</td>
<td>4 7/8&quot; (4.875&quot;)</td>
</tr>
<tr>
<td>1/12</td>
<td>2 1/4&quot; (2.25&quot;)</td>
<td>2 1/4&quot; (2.25&quot;)</td>
</tr>
</tbody>
</table>

**TERMS & GUIDELINES**

**Frequency:** Published monthly. On sale approximately the last week of the month prior to issue date.

**Closing Dates:** Generally about the 23rd of the month two months prior to issue date, e.g. February 23rd for the April issue. When normal closing date falls on Saturday, Sunday or holiday, issue closes preceding work day.

**File Requirement:** Preferred file format for camera-ready art is PDF/x-1a

**Additional Services:**
- Online advertising on westchestermagazine.com
- Event Sponsorships
- Creative Services
- Reprints

Advertisements created by *Westchester Magazine* will be charged a nominal fee. Please call for details.

All production charges will be billed to advertisers.
Westchester Magazine 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 more specific topics — including Business, Weddings, and Home & Garden — provide an extended reach and distribution to targeted special-interest audiences within our affluent demographic.

**914INC.**
914INC. is Westchester's first business lifestyle magazine. With broad appeal, smart writing, and stunning photography, this quarterly publication serves the county's diverse and wide-ranging business community with perceptive profiles and in-depth reporting on local issues and trends.

**WESTCHESTER HOME**
This quarterly publication focuses on the exclusive homes and gardens of New York State's affluent Westchester County, reaching residents who are passionate about their homes and good design. Each issue also features stories on original ways to entertain with style and elegance.

**ULTIMATE GUIDE TO WESTCHESTER**
From informative articles to eye-catching photography showcasing local dining, arts and entertainment, shopping, education, outdoor recreation, town descriptions, and more, the annual Ultimate Guide to Westchester includes everything new residents and visitors need to know to get the most out of life in Westchester County.

**HUDSON VALLEY MAGAZINE**
Hudson Valley Magazine is the most elegant and comprehensive publication for a readership that spans seven counties bordering the magnificent Hudson River. Each highly anticipated monthly issue is an exceptional combination of informative writing and lush photography.

**WESTCHESTER/ HUDSON VALLEY WEDDINGS**
Brides, grooms, and their families in Westchester County and the Hudson Valley region turn to Westchester/Hudson Valley Weddings for its comprehensive coverage of wedding planning. This annual publication turns dreams into reality with informative articles and extraordinary photography.

**DELAWARE TODAY**
Delaware Today is one of the oldest independently owned City and Regional Magazines. Each month it provides insider information about local lifestyle and leisure trends while taking a perceptive look at people and issues in the First State.

**MAIN LINE TODAY**
With top-notch writing, cutting-edge design and stylish photography, Main Line Today specializes in covering the personalities, issues, and events that define Philadelphia's stunning Main Line and western suburbs. Every month, the magazine delivers a compelling mix of informative articles, in-depth profiles, and more.

**THE HUNT**
The Hunt is a quarterly magazine focusing on fine living in the beautiful Brandywine Valley area from southeastern Pennsylvania to northern Delaware. Four times a year, the magazine celebrates the culture, history, people and unique style of the Brandywine Valley and Philadelphia's Main Line.
Westchester County at a glance*

- **431** square miles
- **48** cities, towns & villages
- Population - **973,396**
- **48%** men/52% women
- **53%** married
- Median age - **40** years
- Total employment - **377,803**
- Average family median income - **$83,477**
- Average value of home - **$509,200**
- **19** hospitals
- **22** colleges and universities
- **1** airport
- Avg. commuting time **33.7 minutes**

*U.S. Census, westchestergov.com*