

HOME

WESTCHESTER

Westchester County's Only Home & Design Magazine

DESIGN BY ALEXANDRA DENBURG/M&P DESIGN GROUP
PHOTO BY MIKE VAN TASSELL

2023 Media Planner

September 21, 2022 9:35 AM



Targeted.
Local.
Effective.

Westchester Home is the only magazine in the county devoted exclusively to home and landscape design. Our readers, which include affluent consumers and the local design trade, are successful, influential and loyal to our publication. Launched in 2004, we are proud to be a trusted voice and a reliable source of inspiration and information. Advertisers who partner with us benefit from our years of experience and relationships in the community. Welcome to *Westchester Home*.

Strategic Advertising Options

Our print magazine, combined with signature events and digital options, form a marketing powerhouse that connects businesses and brands with the most desirable audience in Westchester County. The experienced staff at *Westchester Home* works with clients to develop advertising programs designed to maximize budget and drive results.



MAGAZINE



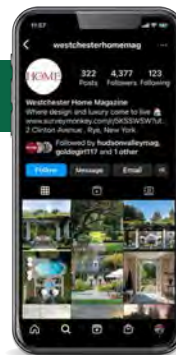
WEBSITE



EVENTS

Builders Awards
Design Awards

SOCIAL
MEDIA



NEWSLETTERS





Impactful Reach

Westchester Home is a trusted voice that provides information and inspiration to several important segments of the market. More than 20,000 copies of each issue are printed and strategically distributed via subscription, newsstands, luxury waiting rooms and showrooms.

Mailed copies reach three key categories:

- **CONSUMERS** Homeowners with tremendous buying power
- **INTERIOR DESIGNERS** Important to-the-trade audience
- **ARCHITECTS & LUXURY BUILDERS** Frequently influence buying decisions

Our distribution is verified by the Circulation Verification Council who conducts an annual independent audit.

OUR READERS

Total Quarterly Readers*	74,924+
Female	75%
Avg. Household Income	\$388,722
Avg. Home Value	\$1,537,983
Own their home	89%
Avg. Reader Age	54
Interior Designers	23%
Architects & Builders	18%

Where *Westchester Home* Readers Spend

Our readers plan to purchase the following products or services in the next 12 months:

Furniture/home furnishings	82%
Lawn/gardening products	57%
Interior design and/or architectural services	45%
Home computers/tablets/laptops	31%
Jewelry	36%
Major home appliances	31%

Source: 2021 CVC Audit Report
* Readership based on 3.8 pass along rate



84%
of women (18-64 years old)
say they are more engaged
when reading a print
magazine over other
forms of content.²

Why Print?

Print is memorable. Print creates an emotional connection. Print builds relationships.

Physical material is more “real” to the brain, involves more emotional processing, is better connected to memory, with great internationalization of ads – all important for brand associations.¹

90%
of adults say they have
read magazines in the
last six months, the highest
of all time.³

80%
of magazine readers are willing
to pay extra for high-quality
services and products.⁴



¹Forbes; ²Bauer Media; ³GfK MIR; ⁴MPA Factbook 2020

Showcasing Westchester's Vibrant Design Community

Westchester Home celebrates inspiring design and the professionals who create them while connecting you to our affluent, influential audience.

Become a sponsor of Westchester Home's 2023 signature events, Builders Awards and Design Awards, and partner with the premier design publication in Westchester County. Limited sponsorships are available for both events at a variety of different levels to meet every budget and marketing goal.



March 30, 2023

Westchester Home's Builders Awards celebrate the county's notable builders, developers, architects and their visionary works. The awards are a highly anticipated annual event connecting the region's vital builder community with their many collaborative partners. The finalists are featured in the magazine's spring issue and the winners are announced for the first time at a celebratory awards event.



WESTCHESTER HOME
**DESIGN
AWARDS**

June 28, 2023

Westchester's vibrant design community comes alive with a celebratory evening dedicated to honoring the area's talented designers, architects and builders that make Westchester a beautiful place to live. From hundreds of submissions, a judging panel of respected industry professionals select the top inspired interiors and innovative architecture in a variety of categories. The finalists are revealed in the summer issue of *Westchester Home* and the winners are announced live during a celebratory awards party.



2023 Editorial Calendar

WESTCHESTER
HOME



Spring

25+ Ways to Enjoy the Outdoors at Home

2023 Builders Awards Finalists
A Gorgeous Garden

SPECIAL ADVERTISING SECTION

Outdoor Living & Landscaping

SPACE CLOSE: **2/3/23**
AD MATERIALS DUE: **2/6/23**
PUBLICATION DATE: **3/3/23**

Summer

2023 Design Awards Finalists

Great Outdoor Spaces
Worldly-inspired Designs
2023 Builders Awards Winners

SPACE CLOSE: **4/28/23**
AD MATERIALS DUE: **5/1/23**
PUBLICATION DATE: **6/2/23**

Fall

The Cozy Issue

Beautiful Baths
How to Create Cozy Spaces
2023 Design Awards Winners

SPACE CLOSE: **8/4/23**
AD MATERIALS DUE: **8/7/23**
PUBLICATION DATE: **9/1/23**

Winter

The Kitchen Issue

Designer Favorites
Dramatic Light Fixtures
Beautiful Home Tours

SPECIAL ADVERTISING SECTION

Designers In Demand

SPACE CLOSE: **10/27/23**
AD MATERIALS DUE: **10/30/23**
PUBLICATION DATE: **12/1/23**

In Every Issue

Design Trends
How to Get the Look
Ideas from Local Experts
Home Tours That Inspire

Sponsored Content Opportunities

Shop Like a Designer
Dynamic Realtors

A Powerful Local Partner

Our mission is to connect businesses with the desirable and affluent Westchester County community. *Westchester Home* is published by Today Media, Inc., recognized for its award-winning regional magazines, events and digital platforms. The *Westchester Home* team puts our experience and corporate resources to work across all channels to ensure that advertisers reach the right audience.



HOME

WESTCHESTER

From the Publishers of *Westchester Magazine*, a division of Today Media

2 Clinton Avenue, Rye, NY 10580 / 914.345.0601 / WestchesterHome@westchestermagazine.com / westchestermagazine.com