

Hudson Valley

2026 MEDIA KIT



THE DOMINANT MEDIA ACROSS THE HUDSON VALLEY.

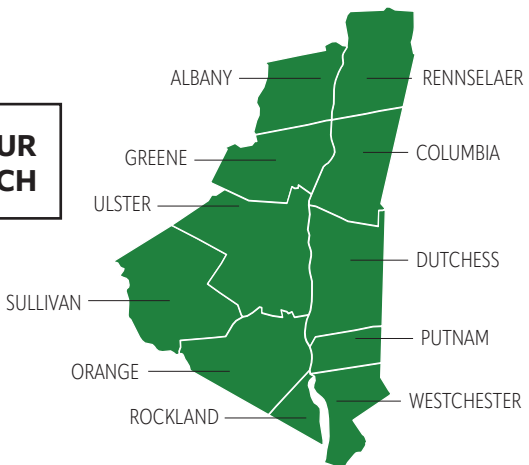
For more than 50 years *Hudson Valley* has celebrated the essence of life in the Hudson Valley, covering all the region has to offer from food to home, health, wellness, and style. We're interacting with our readers monthly through our print magazine, daily through our newsletters and social media, and we're hosting exclusive events that bring area businesses and our readers together.

For businesses looking to connect with the region's consumers, influencers, and business leaders, our goal is simple:

- + Attract a high-value audience
- + Connect them to our partners
- + Build & support our partners' businesses



SEE OUR REACH





THE POWER OF LOCAL. THE POWER OF OMNICHANNEL.

Hudson Valley connects its advertising partners with a highly coveted audience through dynamic multimedia platforms. Take a comprehensive approach to your advertising with a complete combination of print, digital, social media, email marketing and live events to create a customized strategy that meets all of your marketing goals.

PRINT | DIGITAL | SOCIAL | STREAMING VIDEO | NEWSLETTERS
EMAIL | CTV | PROGRAMMATIC | MOBILE | EXPERIENTIAL

One Powerful Media Brand.

- ▶ Printed Copies: **30,610+**
- ▶ Total Readership: **132,379+**
- ▶ Website Visitors (Annual): **6,342,061+**
- ▶ Email Subscribers: **90,428**
- ▶ Social Followers: **218,655+**
- ▶ Event Attendees: **2,100+**

Source: 2024 CVC Audit Report
Google Analytics August 2024 - July 2025

MEET OUR AFFLUENT INFLUENTIAL PRINT READERS.

Hudson Valley's audience and distribution is verified by the Circulation Verification Council (CVC) which provides an annual independent audit. Hudson Valley covers the eleven counties of Albany, Rensselaer, Columbia, Dutchess, Greene, Orange, Putnam, Rockland, Sullivan, Westchester, and Ulster.

132,379+

MAGAZINE READERS

92%

HOMEOWNERS

56

AVG. READER AGE

\$894,940

AVG. HOME VALUE

\$239,005

AVG. HOUSEHOLD INCOME

73%

GRADUATED COLLEGE/OR COMPLETED POST GRADUATE

77%

PURCHASE PRODUCTS/SERVICES FROM ADS SEEN IN MAGAZINE

\$2.4B

TOTAL AMOUNT READERS WILL SPEND ON RETAIL PRODUCTS AND SERVICES IN THE NEXT 12 MONTHS

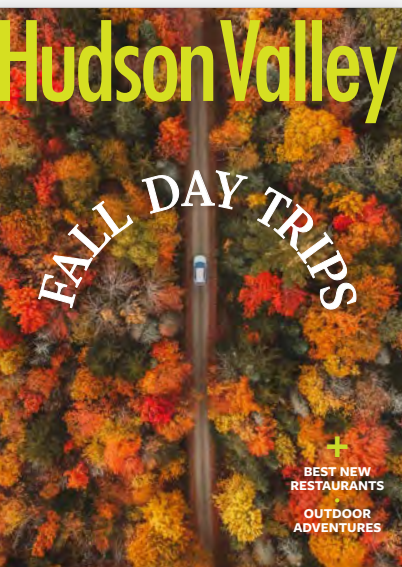
FEMALE

51%

MALE

49%





PLACE YOUR MESSAGE IN A TRUSTED INFORMATION SOURCE.

Year after year, magazines consistently score higher than tv and the internet on key engagement attributes. Readers find the content more trustworthy, inspiring and life-enhancing and their engagement with ads is significantly stronger.

89%

SAY THAT THEY HAVE READ
MAGAZINES IN THE LAST 6 MONTHS.

8 out of 10

MAGAZINE READERS WHO SEE
AN AD TAKE ACTION

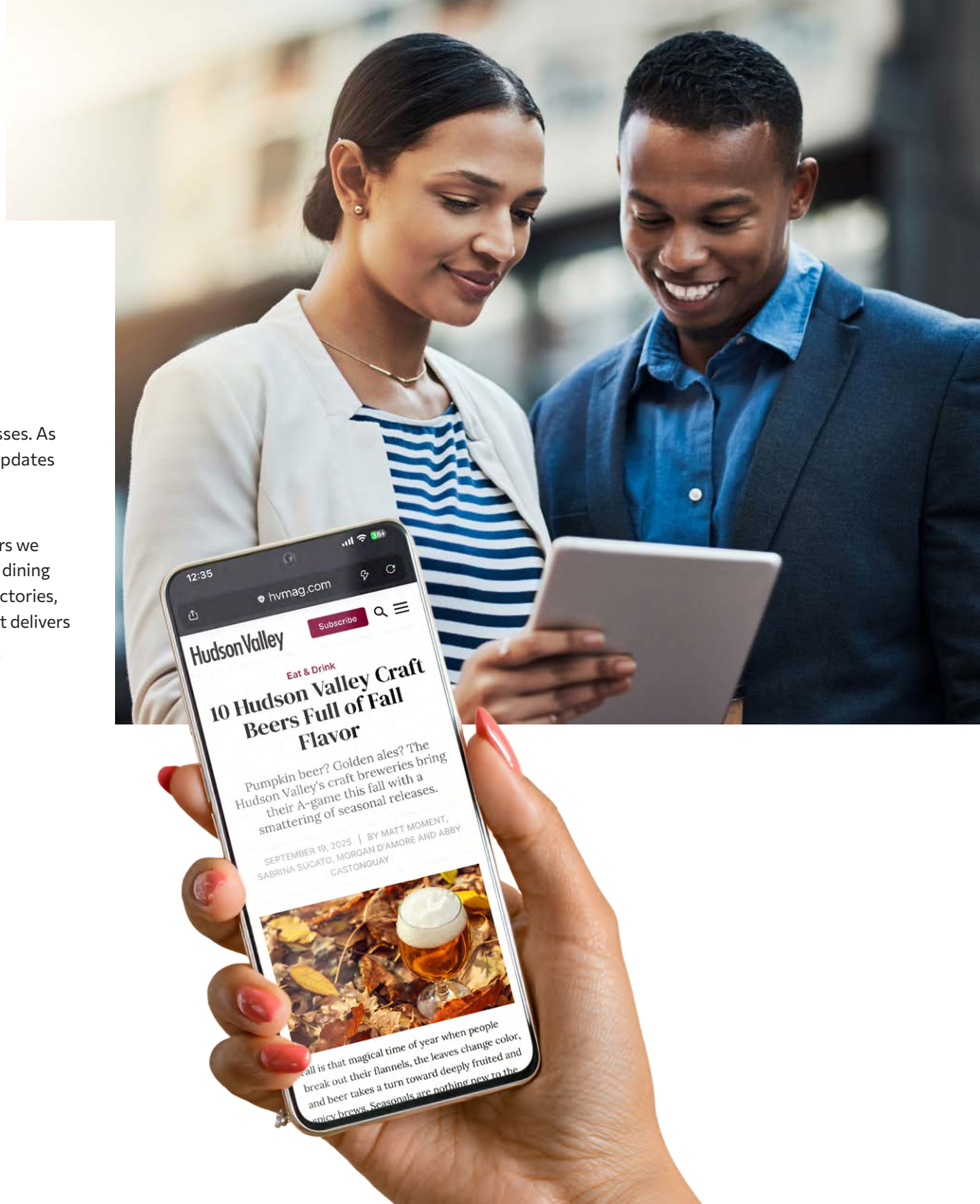
TARGET OUR ACTIVE, ENGAGED, ONLINE AUDIENCE.

HVMag.com is the go-to resource for local residents and businesses. As an extension of our print magazine, **HVMag.com** features daily updates on what is happening across the region.

The comprehensive website offers a wide variety of interactive opportunities for advertisers to reach the thousands of site visitors we attract each day. Filled with exclusive content including a regional dining database, searchable events calendar, local business resource directories, blogs and timely articles, **HVMag.com** has a responsive design that delivers your message 24/7 on any screen—PC, Mac, smartphone or tablet.

► Content Channels

- Eat & Drink
- Chefs Table
- Life & Style
- Home
- Things to Do
- Events





DIGITAL CONTENT, DELIVERED DAILY.

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

► Website Performance*

6,342,061+

TOTAL YEARLY VISITS (views)

81,228+

AVERAGE MONTHLY UNIQUE USERS

283,819+

AVERAGE MONTHLY MOBILE VISITS

► Subscribers*

48,485+

OPT-IN NEWSLETTER SUBSCRIBERS

41,943+

OPT-IN EBLAST VIP SUBSCRIBERS

34.1%

AVERAGE OPEN RATE OF NEWSLETTERS

► Be Social**

115,327+

39,050+

60,278+

2,180+

1,822+

► Follow Us

@hvmag.com

#HVmag

OVERALL IMPLICATION: These stats demonstrate a multi-channel ecosystem where advertisers can connect with an affluent, engaged, and mobile-first audience — reaching them at every stage of the decision-making journey.

OWN THE MOMENTS EVERYONE TALKS ABOUT.

From celebratory awards events to our popular parties, we put your brand in front of Hudson Valley's most-desired industries, individuals and audiences. Bring your brand to life as we reach your target audience through pre-promotion, onsite activation and strategic follow-up. You're sure to leave a lasting impression with our interested, engaged guests.

Unveiled

Our boutique bridal event showcases the area's most creative, stylish, and sought-after wedding professionals – from florists and fashion to venues, planners, and beyond. It's an intimate, inspired experience for couples ready to plan their perfect day – and an ideal platform to connect your brand with highly motivated brides-to-be.

Gather

This unique culinary experience showcasing some of the region's most renowned chefs. Together, they have crafted an exceptional menu that highlights the finest local ingredients paired with outstanding wines.



Excellence in Nursing

This annual celebratory dinner honors local nurses who have gone above and beyond the call of duty, as selected by a notable panel of judges.

Best of Hudson Valley®

This annual extravaganza celebrates the 2026 Best of Hudson Valley® winners, including the top-rated restaurants, shops, and services.



The Ultimate Guide is the definitive handbook to living well in the Hudson Valley spotlighting the area's best dining, shopping, services, and experiences. Extended shelf life from May to November.



Westchester & Hudson Valley Weddings is the region's most stylish and trusted planning resource, connecting engaged couples with local experts and vendors who can bring their vision to life.

2026 PLANNING CALENDAR

	IN EVERY ISSUE	EDIT FEATURES	PARTNER CONTENT	EDIT SECTION	EVENTS	SPACE CLOSE	MATERIALS DUE	PUB DATE
JAN	Current Home Table Thrive Backstory	WINTER GETAWAYS	Faces of the Hudson Valley Winter Destinations			NOV 3	NOV 11	DEC 12
FEB	Current Home Table Thrive Backstory	MAIN STREET	Camp Guide Wellness, Healing, Medispas and Treatment Spotlight		<i>Westchester/Hudson Valley Weddings' Unveiled: A Boutique Bridal Brunch</i>	DEC 1	DEC 9	JAN 9
MAR	Current Home Table Thrive Backstory	RESTAURANT WEEK TOP LAWYERS	Dental Health Lawyer Profiles VT Restaurant Spotlight	Chefs Table's "Tastes of the Season" Hudson Valley Table	Hudson Valley Restaurant Week	DEC 31	JAN 8	FEB 6
APR	Current Home Table Thrive Backstory	SPRING ARTS	Home Builder Design Profiles Independent School Guide Regions Finest Health Facilities	5 Market Spring Traveler's Guide	<i>Hudson Valley Table's Gather</i>	JAN 28	FEB 5	MAR 6
MAY	Current Home Table Thrive Backstory	250 CELEBRATE AMERICA TOP REALTORS	250 County-by-County Nursing Real Estate Profiles		<i>Hudson Valley's Excellence in Nursing Awards</i>	MAR 2	MAR 10	APR 10
JUN	Current Home Table Thrive Backstory	WINERIES AREA ATTRACTIONS TOP DENTISTS	Healthcare Profiles Party/Events /Wedding Venues Success in Your School			APR 1	APR 9	MAY 8
JUL	Current Home Table Thrive Backstory	MUSIC ISSUE	Kitchens & Baths Hotels, Inns and B&B Profiles Spas/Med Spas/Wellness			APR 28	MAY 6	JUN 5
AUG	Current Home Table Thrive Backstory	BREWERIES FARMERS	5 Market College Guide Best Pets Contest Cannabis VT Restaurant Spotlight	Chefs Table's "Tastes of the Season" Hudson Valley Table		JUN 2	JUN 10	JUL 10
SEP	Current Home Table Thrive Backstory	BEST OF HUDSON VALLEY®	BOHV Fall Open Houses & Events Hotels, Inns and B&B Profiles		<i>Hudson Valley's Best of Hudson Valley® Party</i>	JUL 7	JUL 15	AUG 14
OCT	Current Home Table Thrive Backstory	RESTAURANT WEEK	Home Builder Design Profiles Fall Attractions VT Restaurant Spotlight	5 Market Fall Traveler's Guide Chefs Table's "Tastes of the Season" Hudson Valley Table	Hudson Valley Restaurant Week	AUG 4	AUG 12	SEP 11
NOV	Current Home Table Thrive Backstory	DREAM HOME	Décor/Design/Furnishings Party/Events /Wedding Venues		<i>Hudson Valley Table's Gather</i>	AUG 31	SEP 9	OCT 9
DEC	Current Home Table Thrive Backstory	RETIREMENT IN THE HV TOP DOCTORS	Cannabis Healthcare Profiles Retirement in the Hudson Valley VT Restaurant Spotlight	Chefs Table's "Tastes of the Season" Giving Guide Supplement SPACE CLOSE: 9/23/26 Hudson Valley Table		SEP 29	OCT 7	NOV 6

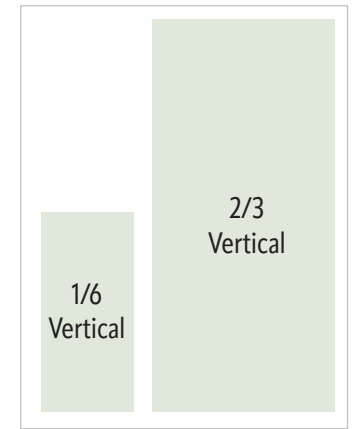
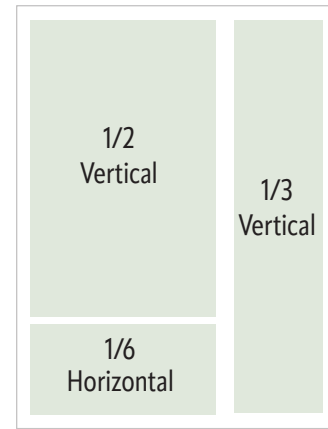
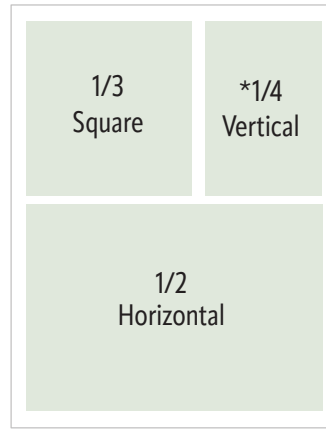
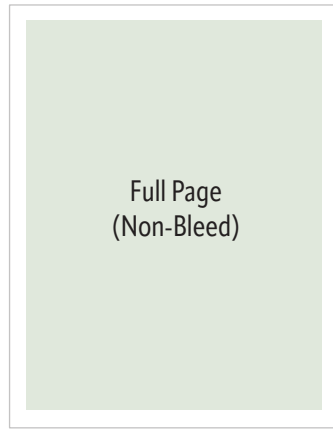
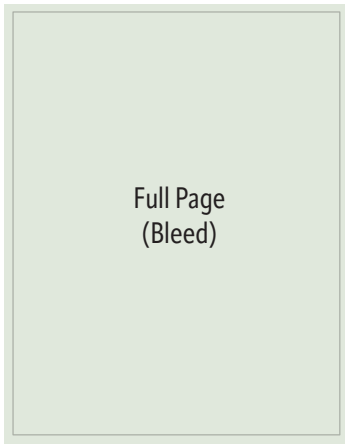
2026 ULTIMATE GUIDE

SPACE CLOSE: Mar 26, 2026 | MATERIALS DUE: Apr 3, 2026 | PUB. DATE: May 1, 2026

2027 WESTCHESTER/HUDSON VALLEY WEDDINGS

SPACE CLOSE: Nov 18, 2026 | MATERIALS DUE: Nov 19, 2026 | PUB. DATE: Dec 28, 2026

MAGAZINE SPECS



Keep live matter 3/8" 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.

DIMENSIONS	WIDTH	HEIGHT
2-Page Spread	16 3/8" (.375")	10 7/8" (10.875")
2-Page Spread Bleed Size	16 5/8" (4.625")	11 1/8" (11.125")
Gutter Bleed only 15 1/2" (.5") x 10"		
Single Page	8 3/16" (8.187")	10 7/8" (10.875")
Single Page Bleed Size	8 7/16" (8.437")	11 1/8" (11.125")
Image Area (Full)	7"	10"
2/3 Vertical	4 5/8" (4.625")	10"
1/2 Vertical	4 5/8" (4.625")	7 3/8" (7.375")
1/2 Horizontal	7"	4 7/8" (4.875")
1/3 Square	4 5/8" (4.625")	4 7/8" (4.875")
1/3 Vertical	2 1/4" (2.25")	10"
1/4 Vertical *(Dining Section Only)	3 1/2" (3.5")	4 7/8" (4.875")
1/6 Horizontal	4 5/8" (4.625")	2 1/4" (2.25")
1/6 Vertical	2 1/4" (2.25")	4 7/8" (4.875")

TERMS & GUIDELINES

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

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

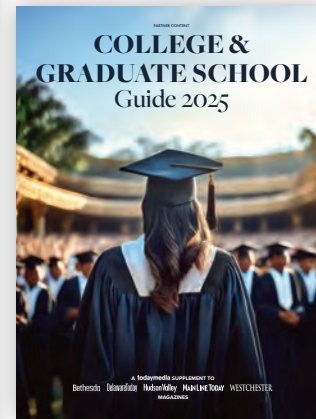
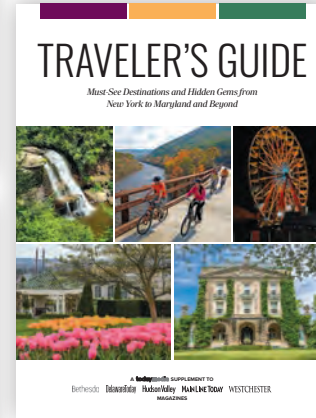
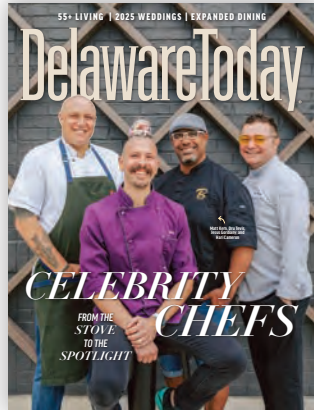
Additional Services:

- Targeted Social Media
- E-Mail Marketing
- CTV
- Digital Marketing advertising on westchestermagazine.com
- Event Sponsorships
- Creative Services
- Reprints

Advertisements created by *Hudson Valley* magazine will be charged a nominal fee. Please call for details.

Email: production@westchestermagazine.com

AUTHORITATIVE VOICE. TRUSTED MEDIA SOLUTIONS.



CONTENT THAT INFORMS, INSPIRES, AND CONNECTS—EVERY WAY, EVERY DAY.

Today Media is more than a publisher—we are the voice of a region. Our award-winning magazines reach over 1 million readers every month, setting the standard for trusted, influential local content. With a portfolio of niche publications, we don't just broaden reach—we deliver precision, connecting brands to affluent, highly engaged audiences with spending power and influence. Together, these titles unlock unmatched access to the region's most powerful demographic—readers who don't just consume content, but act on it.

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