



Westchester

ONE BRAND. EVERY CHANNEL.

2026 MEDIA KIT





YOUR TRUSTED LOCAL VOICE – NOW CELEBRATING 25 YEARS

For 25 years, *Westchester Magazine* has been the definitive source for all things Westchester – from the hottest restaurants and home inspiration to health, wellness, culture, and style. As we mark our milestone 25th anniversary in 2026, we're proud to continue celebrating the people, places, and stories that make this county shine.

We engage with our readers monthly in print, daily through our website, newsletters, and social media, and in person at exclusive, high-profile events that connect our affluent, influential audience with the best local brands.

For businesses looking to reach Westchester's most engaged consumers, tastemakers, and decision-makers, our mission remains simple:

- ▶ Attract a high-value, high-intent audience
- ▶ Connect them directly to our partners
- ▶ Build lasting visibility and drive business growth for our partners

ONE BRAND. EVERY CHANNEL.



THE POWER OF LOCAL. THE POWER OF OMNICHANNEL.

In today's media world, success isn't about reaching everyone—it's about reaching the right audience. *Westchester Magazine* connects your brand with an affluent, highly engaged community through print, digital, email, social media, and live events. Our multi-channel platform builds trust, drives action, and delivers measurable ROI.

People are saturated with content every day, but local connections still break through. Local media carries unmatched credibility, giving your brand relevance and impact. By integrating campaigns across channels, we pair the precision of digital with the staying power of print—creating results that stand out and pay off.

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

Nearly 10 Million Impressions. One Powerful Media Brand.

- ▶ Printed Copies: **49,345+**
- ▶ Total Readership: **241,791+**
- ▶ Website Visitors (Annual): **9,085,676+**
- ▶ Email Subscribers: **67,253+**
- ▶ Social Followers: **131,574+**
- ▶ Event Attendees: **10,000+**

Source: 2024 CVC Audit Report



25 YEARS OF TRUST. 25 YEARS OF IMPACT.

For a quarter century, *Westchester Magazine* has been the county's most trusted media brand – connecting businesses with the region's most affluent and influential consumers.

Year after year, magazines generate engagement metrics that matter most: trust, attention, and influence. Readers consistently rank magazine content – and advertising – as more credible, inspiring, and persuasive.

But the greatest results come when magazines are integrated with digital and TV. Print delivers 70–80% stronger recall than digital alone, and when combined with other channels, campaigns can be up to 400% more effective.

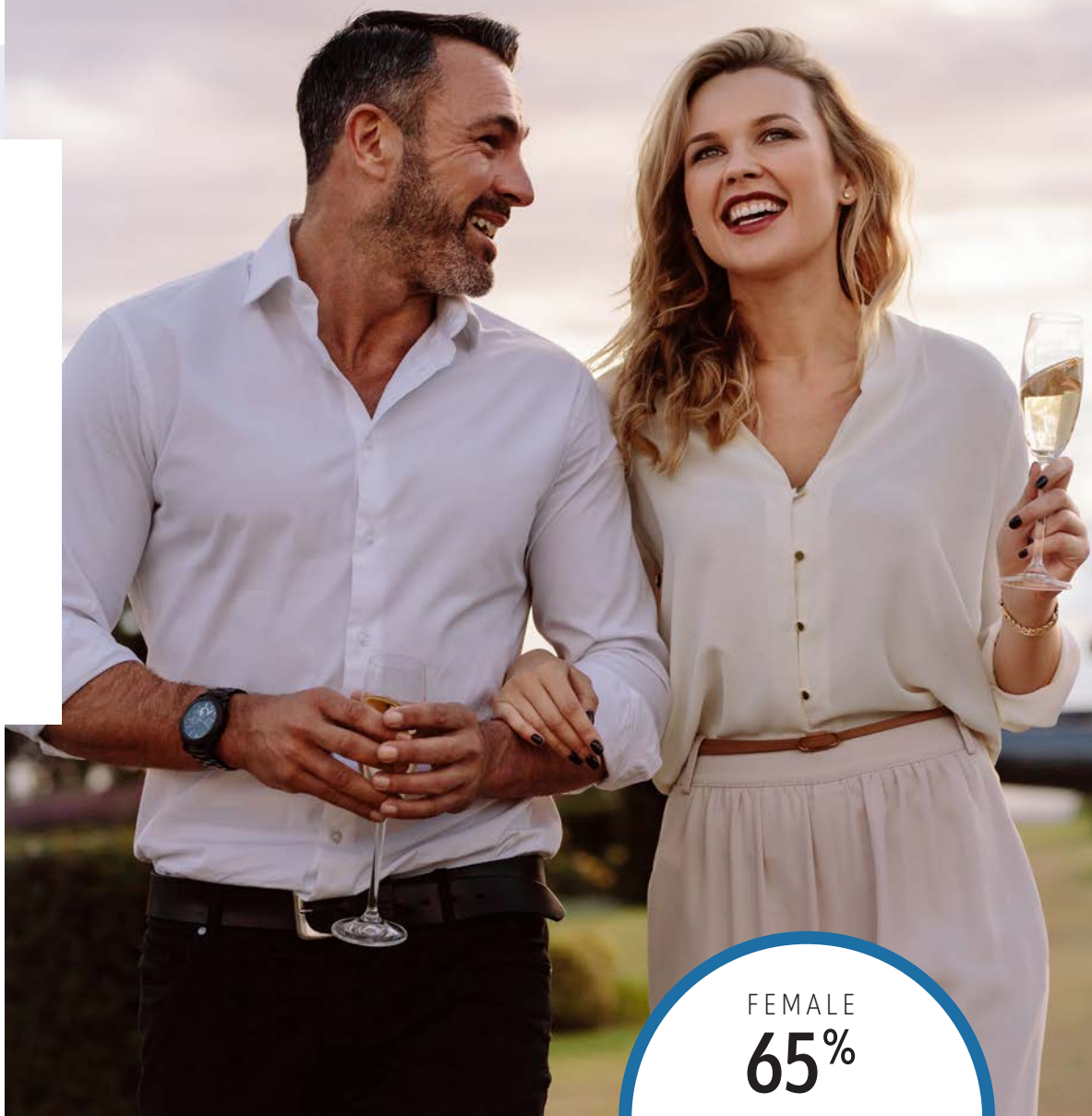
With *Westchester Magazine*, your message lives in a premium, content-rich environment that amplifies results across every platform – ensuring your brand not only reaches, but truly resonates.



WHERE AFFLUENCE MEETS INFLUENCE.

In addition to reaching thousands of loyal subscribers, *Westchester Magazine* is available on newsstands throughout the region—ensuring unmatched visibility and access to the county’s most engaged readers. We are also the only publication in the county with audience and distribution independently audited by the Circulation Verification Council (CVC), giving advertisers proof, not promises.

Our verified readership is a powerful mix of high-income, highly engaged consumers who rely on *Westchester Magazine* as their trusted authority for local insight, inspiration, and recommendations. When you want to connect with the county’s most affluent and influential decision-makers, there is only one platform that truly delivers: *Westchester Magazine*.



241,791+

MAGAZINE READERS

91%

HOMEOWNERS

53

AVG. READER AGE

\$1,656,104

AVG. HOME VALUE

\$284,609

AVG. HOUSEHOLD INCOME

75%

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

65%

MALE

35%

ENGAGE WESTCHESTER'S DIGITAL AUDIENCE – ANYTIME, ANYWHERE

WestchesterMagazine.com is the county's premier online destination for residents and businesses seeking the latest in local living. As a dynamic extension of our print brand, the site is updated daily with must-know news, dining guides, event listings, business directories, blogs, and more.

With thousands of visitors each day, our site offers advertisers a wide range of interactive, high-impact opportunities to reach an active, engaged audience – at home, at work, or on the go across all devices.

Whether viewed on desktop, tablet, or smartphone, your message will be seen in a trusted digital environment that connects you directly with Westchester's most influential consumers.



► Content Channels

- Eat & Drink
- Life + Style
- Things to Do
- Home
- 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*

9,085,676+

TOTAL YEARLY VISITS (views)

141,330+

AVERAGE MONTHLY UNIQUE USERS

416,892+

AVERAGE MONTHLY MOBILE VISITS

► Subscribers*

67,253+

OPT-IN NEWSLETTER SUBSCRIBERS

59,890+

OPT-IN EBLAST VIP SUBSCRIBERS

39.8%

AVERAGE OPEN RATE OF NEWSLETTERS

► Be Social**

@ 60,048+

✕ 37,516+

f 29,220+

in 2,726+

♪ 1,064+

► Follow Us

@westchestermagazine

@westchestermagevents

#WestchesterMagazine

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.

EXPERIENTIAL

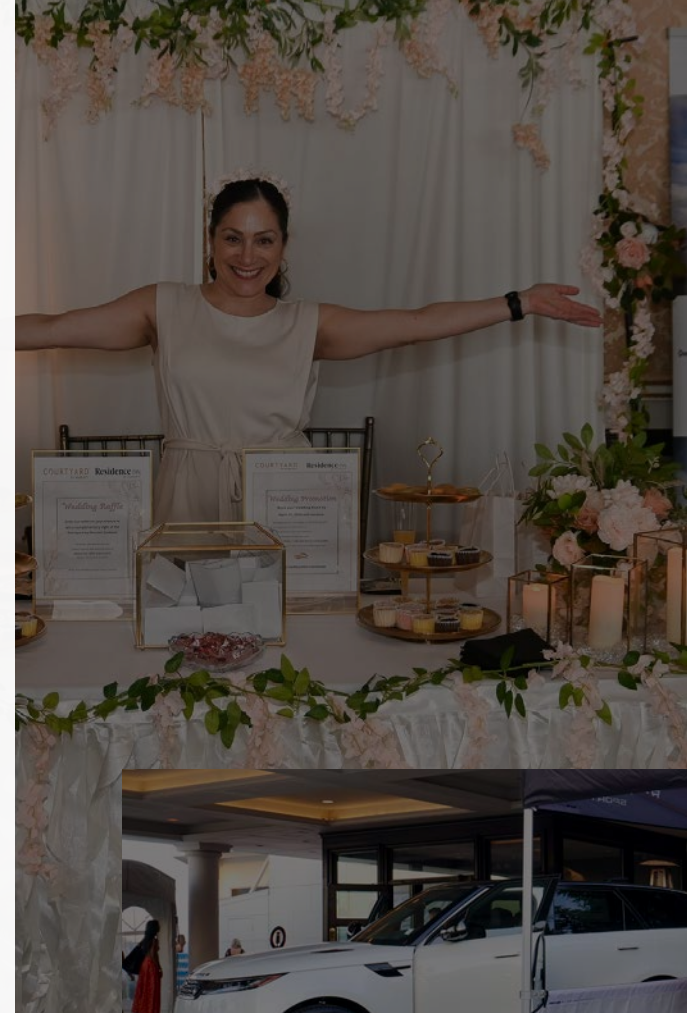
OWN THE MOMENTS EVERYONE TALKS ABOUT.

From high-energy festivals and exclusive cocktail receptions to premier networking events and prestigious award celebrations, *Westchester Magazine* doesn't just cover the county's social scene — we create it. With more than 17 signature events each year, we offer local businesses unmatched opportunities to connect with audiences through sponsorships and activations — placing your brand at the heart of Westchester's most talked-about experiences.

Our turnkey event marketing platform delivers impact at every stage:

- ▶ **Pre-event buzz** through our print, digital, and social channels
- ▶ **On-site brand activations** that spark conversation and connection
- ▶ **Post-event follow-up** that extends your reach and ROI

This isn't just visibility. It's immersion in the county's most coveted circles — where your brand engages directly with an affluent, influential, and ready-to-act audience.



EXPERIENTIAL

Wine & Food

A Culinary Celebration Like No Other

The region's top chefs, food trucks, award-winning restaurants, and premier purveyors of wine, beer, and spirits come together for a multi-day festival of flavor. From gourmet tastings to craft cocktails and crave-worthy bites, it's a deliciously unforgettable experience for food lovers — and a powerful stage for brand visibility.

Best of Westchester®

Our Premier Event. Your Brand Center Stage.

Each year, over 2,000 guests gather to celebrate and sample the best of Westchester's restaurants, venues, services, and shops — offering unmatched exposure and engagement for participating brands.



Unveiled

Where Wedding Dreams Begin

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.

Healthcare Heroes

Honoring Excellence in Healthcare

This inspiring annual luncheon celebrates the exceptional individuals making a lasting impact in the healthcare industry. From groundbreaking providers to dedicated caregivers, it's a powerful tribute to those who go above and beyond — and a meaningful opportunity to align your brand with leadership, compassion, and innovation.

Top Doctors

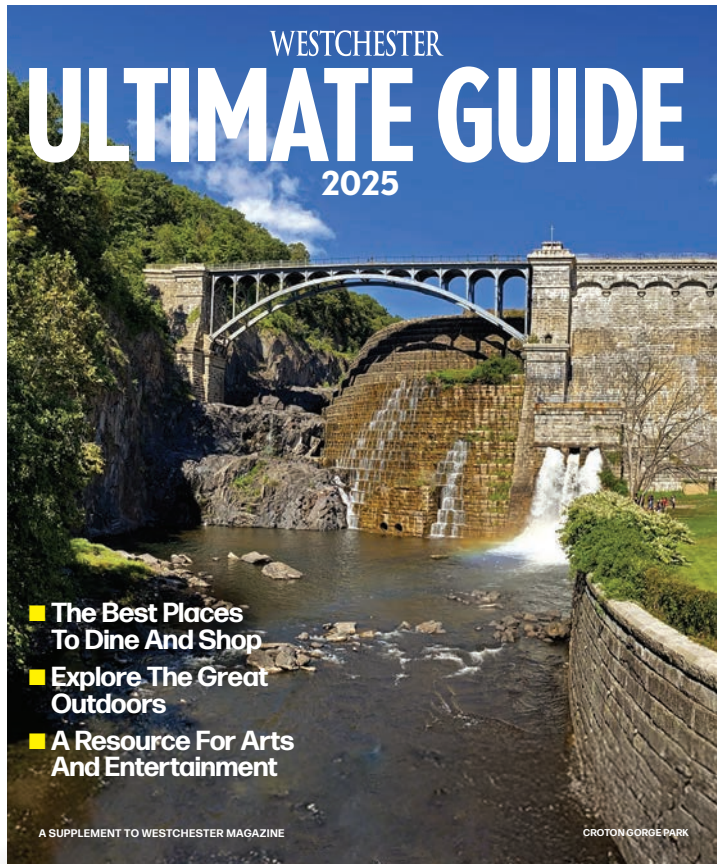
An Exclusive Evening Celebrating Medical Excellence

Our invitation-only cocktail reception honors an elite group of local physicians recognized as the region's best in medicine. This prestigious event offers an elegant setting to celebrate top-tier talent in healthcare — and a unique opportunity for your brand to connect with leading medical professionals and influencers in the community.

Interested in a custom event? Please contact us at marketing@westchestermagazine.com

BRAND EXTENSIONS

Alongside our flagship magazine, *Westchester Magazine* publishes a suite of specialty titles that readers turn to—and advertisers trust.



The Ultimate Guide is the definitive handbook to living well in Westchester, spotlighting the county's best dining, shopping, services, and experiences.



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.



Westchester Home showcases the county's most beautiful residences, inspiring design trends, and top professionals in architecture and interiors.



914INC. delivers essential business intelligence and recognition programs for Westchester's most influential leaders and companies.



Golf Guide highlights premier courses, country clubs, and golf lifestyle experiences across the region.

2026 PLANNING CALENDAR

	FEATURES	IN EVERY ISSUE	PRINT/DIGITAL PARTNER CONTENT	5-MARKET SUPPLEMENT	EVENTS	SPACE CLOSE	MATERIALS DUE	PUB DATE
JAN	THE HEALTH ISSUE All Diseases Begin With The Gut	Living Well Family Home Food & Drink	Camp Guide 📄 Health & Wellness 📄 Home Improvement 📄 Profiles of Law			NOV 18	NOV 19	DEC 18
FEB	Top Cardiologists Culinary Coverage The Adult Dating Scene The Medical Tests You Should Be Getting	Living Well Family Home Food & Drink	Camp Guide 📄 Parties, Weddings & Celebrations 📄 Sensational Smiles 📄		<i>Westchester/Hudson Valley Weddings Unveiled: A Boutique Bridal Brunch</i>	DEC 16	DEC 17	JAN 16
MAR	EDUCATION AI In Education Cool Jobs	Living Well Family Home Food & Drink	Education Guide 📄 Health & Wellness 📄 Outdoor Living 📄 Senior Living			JAN 16	JAN 19	FEB 13
APR	REAL ESTATE 12 Spring Weekends The World of Renting	Living Well Family Home Food & Drink	Healthcare Profiles Real Estate Agent Profiles Spring Home & Garden Guide 📄 Spring Outdoor Dining Guide 📄	Spring Traveler's Guide	<i>Westchester Home Builders Awards</i>	FEB 13	FEB 16	MAR 13
MAY	HEALTHCARE HEROES Awesome Main Streets In Westchester Golf Guide	Living Well Family Home Food & Drink	Health & Wellness 📄 Kitchens & Baths		<i>Westchester Magazine Healthcare Heroes Awards 914INC. Wunderkinds Awards</i>	MAR 20	MAR 23	APR 17
JUN	SUMMER MUSIC PREVIEW Top Dentists, Plastic Surgeons and Dermatologists	Living Well Family Home Food & Drink	Alzheimer's Awareness Supplement Congrats Class of 2026 Dental Profiles Healthcare & Transformation Profiles Parties, Weddings & Celebrations 📄 Wine & Food Supplement		<i>Westchester Magazine Wine & Food Festival Westchester Home Design Awards</i>	APR 17	APR 20	MAY 15
JUL	BEST OF WESTCHESTER®	Living Well Family Home Food & Drink	BOW Profiles Health & Wellness 📄 Profiles of Law Real Estate Agent Profiles		<i>Westchester Magazine Best of Westchester® Party</i>	MAY 15	MAY 18	JUN 12
AUG	THE DINING ISSUE Best New Restaurants Top Pediatricians Top Pediatric Dentists	Living Well Family Home Food & Drink	Back to School Guide Five Star Wealth Managers Healthcare & Pediatric Profiles Summer Sip & Savor 📄	College & Grad School Guide	<i>914INC. Business Leaders Golf Outing</i>	JUN 19	JUN 22	JUL 17
SEP	THE ARTS College Admissions—What's Happening Now?	Living Well Family Home Food & Drink	Faces of Westchester 📄 Parties, Weddings & Celebrations 📄		<i>914INC. Best of Business Awards</i>	JUL 24	JUL 27	AUG 21
OCT	THE ANNIVERSARY ISSUE Expanded Home Coverage The Impact Issue—25 Influential People	Living Well Family Home Food & Drink	Fall Home Resource Guide 📄 Five Star Real Estate Professionals Health & Wellness 📄 Private School Guide	Fall Traveler's Guide		AUG 21	AUG 24	SEP 18
NOV	TOP DOCTORS Birding Is Back	Living Well Family Home Food & Drink	Healthcare Profiles Holiday Catering & Party Planning 📄 Senior Living		<i>Westchester Magazine Top Doctors Reception 914INC. Women in Business Awards</i>	SEP 18	SEP 21	OCT 16
DEC	Holiday Entertaining from Décor To Catering Can't Miss Hostess Gifts	Living Well Family Home Food & Drink	12 Days of Holiday Giveaways Jewelry 📄 Success Stories in Medicine			OCT 16	OCT 19	NOV 12

2026 ULTIMATE GUIDE

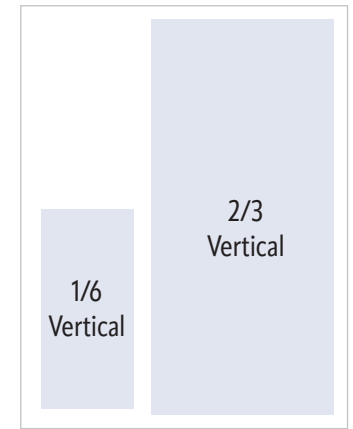
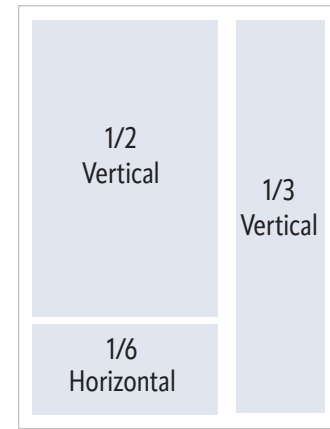
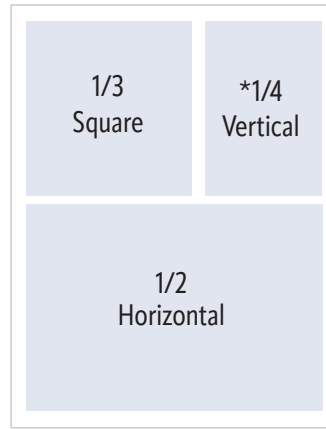
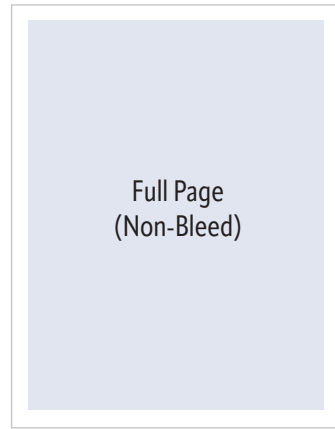
SPACE CLOSE: Mar 12, 2026 | MATERIALS DUE: Mar 13, 2026 | PUB. DATE: Apr 10, 2026

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 last 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

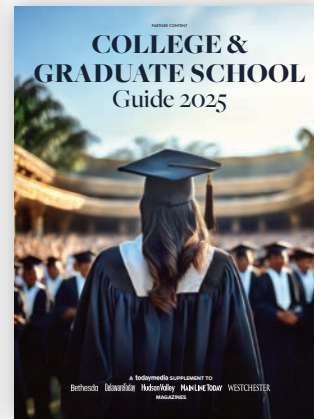
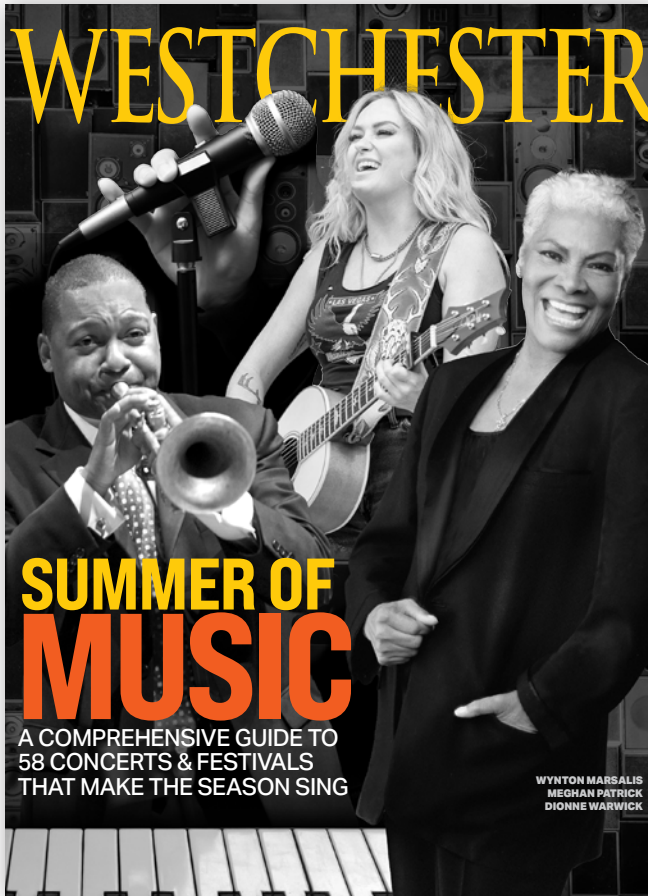
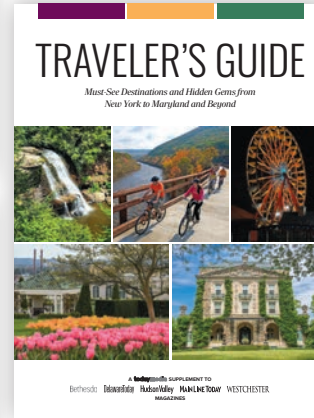
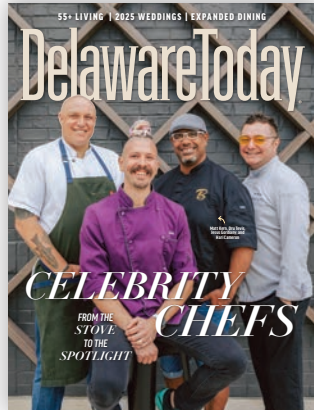
Additional Services:

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

Advertisements created by *Westchester 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.





Westchester

ONE BRAND. EVERY CHANNEL.

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