

# Our BerkshireTimes™

## MAGAZINE

THE POWER OF PRINT  
PLUS THE WEB

AFFORDABLE & EFFECTIVE

SIX ISSUES PER YEAR

BEAUTIFULLY DESIGNED  
QUALITY SINCE 2009

INDEPENDENTLY PUBLISHED  
"LOCALLY GROWN"

HIGH QUALITY FSC CERTIFIED  
80# SATIN PAPER AND SOY INK

DISTRIBUTED TO 350 PLUS  
LOCATIONS IN THE BERKSHIRES,  
CONNECTICUT & NEW YORK

AVAILABLE ONLINE AT ISSUU.COM,  
SCRIBD.COM, AND NUMEROUS  
OTHER LOCATIONS

CONSISTENT DISTRIBUTION:  
WE DO NOT LOWER OUR  
CIRCULATION IN THE WINTER

REACH OUR FULL & PART TIME  
RESIDENTS & VISITORS ALIKE

BEAUTIFUL COVER ART BY  
LOCAL ARTISTS

WE WELCOME EDITORIAL FOR  
PRINT & eNEWSLETTERS



### 2018 MEDIA KIT

*Serious marketing power and a loyal readership since 2009. Our goal is to make our readers your customers.*

### HIGH-QUALITY, COMMUNITY-FOCUSED

Our BerkshireTimes magazine is independently published and "locally grown." Each issue is printed bimonthly (six issues per year) on high quality, thick, 80 lb eco-friendly FSC-certified satin paper, with beautiful soy ink and a satin aqueous coating. See our attached rate card and publication schedule. For additional ad sizes and specifications, or to see our magazine archive (local art on every cover!), see our website at [www.ourberkshiretimes.com](http://www.ourberkshiretimes.com).

### CIRCULATION & READERSHIP

Our BerkshireTimes magazine is distributed to more than 350 locations throughout Berkshire County, MA, and the surrounding area in northern CT, and eastern, NY. Current and back issues are permanently available on our website, as well as the popular Scribd.com, Issuu.com, and through social media, giving you the marketing power of print *PLUS* the web. We guarantee 10,000 print copies minimum each and every issue (we do not lower our circulation in the winter months).

### THE POWER OF STORYTELLING

According to Forbes.com, potential customers are 22 times more likely to remember a fact when it has been wrapped in a story. We can help you connect and engage with potential customers by offering more than just display advertising – most of our editorial is community and advertiser contributed and we place display ads near related editorial content whenever possible. In addition, be sure to ask about our editorial bonuses and business spotlights that will help you communicate your message, purpose, and values to your target audience.

We are committed to getting the word out about your business through our print issues, eNewsletters, website, and social media. We welcome your consideration and look forward to helping you promote and grow your business!

Warmly,  
Kathy & Kevin Regan  
Publishers & Founders  
Our BerkshireTimes Magazine

Connect | Share | Grow | Prosper

P.O. Box 133, Housatonic, MA 01236 | [www.OurBerkshireTimes.com](http://www.OurBerkshireTimes.com)  
Contact us at 413.274.1122 | [advertise@OurBerkshireTimes.com](mailto:advertise@OurBerkshireTimes.com)

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# MAGAZINE

**2018 Display Ad Rate Card** - for more ad sizes, full specs, and bonuses see [www.ourberkshiretimes.com](http://www.ourberkshiretimes.com)

FULL COLOR AD	DIMENSIONS (w x h)	RATE PER ISSUE
Event Listing	Please Inquire	\$75
1/8 Horizontal	3.5" X 2"	\$185
Product Spotlight	Approximately 1/4 page	\$235
1/4 Horizontal   Vertical	7.375" x 2"   3.5" x 4.375"	\$460
1/2 Horizontal   Vertical	7.375" x 4.375"   3.5" x 9.25"	\$945
Full Page   Full Page (inc. bleed)	7.375" x 9.25"   8.625" x 11"	\$1795

- ◆ Complimentary full page **Business Spotlight** with the purchase of any 1/4 page or larger 6-issue ad contract.
- ◆ Ask about our complimentary **Editorial Bonuses** that can double your ad space.
- ◆ 3-issue contract **25% off** the 3rd ad. 6-issue contract **50% off** the 6th ad. One free graphic design per contract.

## 2018 Publication & Special Feature Schedule

ISSUE	AD RESERVATION DUE DATE	GRAPHIC DUE DATE	EDITORIAL DUE DATE	SPECIALS (ask about our bonuses) ADDITION TO OUR REGULAR CONTENT
Winter mid-Jan to mid-Mar	December 1	December 5	November 15	Love & Romance   Crafts & Hobbies
Spring mid-Mar to mid-May	February 1	February 5	January 15	Home & Garden   Camp Sampler
Early Summer mid-May to mid-Jul	April 1	April 5	March 15	Health & Wellness   Mind & Spirit
Summer mid-Jul to mid-Sep	June 1	June 5	May 15	Art & Culture   Food & Drink
Fall mid-Sep to mid-Nov	August 1	August 5	July 15	Holiday Prep   Business Services
Holiday mid-Nov to mid-Jan	October 1	October 5	September 15	Gift Guide   Winter Activities

Connect | Share | Grow | Prosper

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