



**RATES &
INFORMATION
2012**

DISTRIBUTION LOCATIONS

- Hotels, Bed & Breakfasts, Spas and Resorts
- Restaurants
- Wineries/Distilleries
- Tourism sites, cultural centers
- Wine shops and liquor stores
- Farm markets and fairs
- Unique local businesses
- Wine and food events
- Subscribers

DISTRIBUTION HIGHLIGHTS

- Complimentary distribution to over 150 prominent locations with an average shelf-life of 3 – 6 months
- 10,000 copies per issue reaching an estimated 15,000 readers
- Available to visitors and residents in 10 counties of the Hudson Valley region; the Metro-NY and Tri-State region; Capital District, Saratoga and Leatherstocking regions – plus robust online reach



Reaching Your Audience

Hudson Valley Wine Magazine is the only publication that celebrates the nation's oldest wine-producing region, one that is also well-known for its rich distillation history — the bountiful Hudson Valley region of New York. **Hudson Valley Wine Magazine, now in its 5th year**, inspires an affluent wine and spirits-loving reader to explore the wide range of shopping, dining, accommodations and cultural attractions that abound in the Hudson Valley region and within the surrounding areas – and leaves readers thirsting for more.

We offer targeted marketing opportunities to businesses—in print, with our award-winning semi-annual publication; and online, via our dynamic website **hvwinemag.com**. Each issue features informative articles about winemaking, viticulture and distilling in the region, two-page spreads highlighting the unique aspects of each winery or distillery, food pairing columns, and tips for enjoying wine and exploring the region—all with a goal of increasing awareness and our reader's desire to learn about and support local businesses.

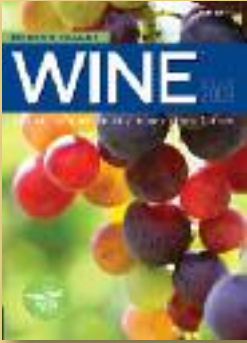
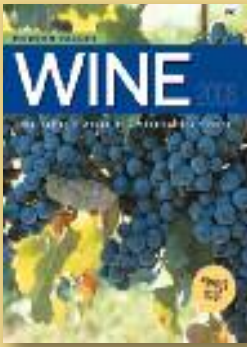
Hudson Valley Wine Magazine, established in 2008, has become a trusted go-to resource for people wanting to discover the world of local wine and spirits. It enthusiastically promotes the nation's oldest wine country on 100% recycled paper manufactured by wind power in the Hudson Valley region, and is printed in New York State.

Join us and thousands of our readers in celebrating our 5th successful year!

I just found your magazine and I'm already in love with it!

– Jenifer Mangione Vogt





Hudson Valley Wine – in Print

There are several hundred books detailing the different attractions of the Hudson Valley region. Even more featuring a resurging national interest in wine and distilled spirits.

There are magazines that specialize in both.

Yet, there was never a consistently updated publication dedicated to increasing awareness of these industries in the Hudson Valley combined with other bountiful cultural resources of the region – in an award-winning design.

Now there is **Hudson Valley Wine Magazine**.

ABOUT HUDSON VALLEY WINE MAGAZINE:

- The first and only publication of its kind in New York, now in its fifth year.
- Awarded a national design award for *Excellence in Publication Design*
- Appeals to a regional and worldwide consumer whose interests include wine, spirits, culture, and the Hudson Valley region.
- Features award-winning graphic design, dynamic art and photography and articles by distinguished regional contributors.
- Provides a reach to prospective customers for a minimum of 3 to 6 months.
- Provides effective promotion to a direct audience through space advertising, media releases, event sponsorship, and electronically through a subscriber e-newsletter and special promotions.

ABOUT THE HUDSON VALLEY:

- The Hudson Valley is the nation’s oldest wine region.
- Home to the first licensed distillery since Prohibition.
- Awareness and importance of supporting local business is the current consumer purchasing trend here.
- The local wine and spirits industry continues to remain robust throughout this economic recession.

SUBJECT CATEGORIES:

Food & Wine, General Wine & Spirits, Culture, Hudson Valley Region, Reference, Tourism

READERSHIP:

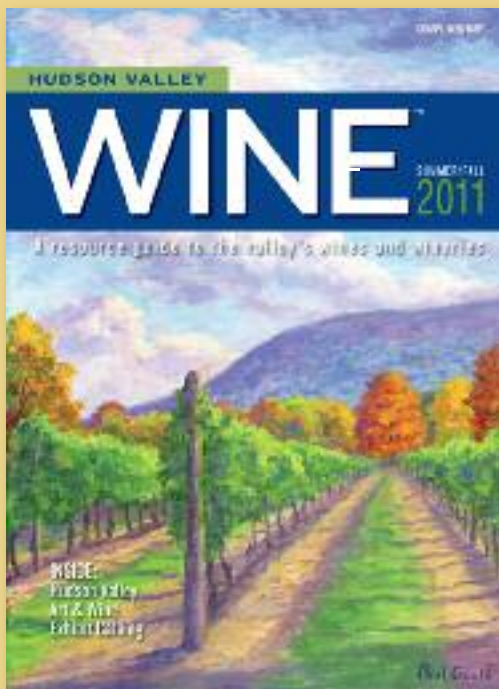
General Public, Wine & Spirits Enthusiasts, Regional Interest Groups, Tourists

FREQUENCY:

2X per year (spring/summer and fall)

PRICE:

- Free through distribution to select locations
- Fee-based subscriptions/delivery available at \$10.00 per year US; \$20.00 per year Canada and Int'l



SPECIFICATIONS:

- Full-color, oversized publication
- 64+pp, 9.5” x 13”, saddle-stitched
- Printed in NYS by an FSC-certified printer on post-consumer recycled paper

INSIDE EACH ISSUE:

Feature articles, letters and columns by industry noteables, 16–24 winery, vineyard and distillery profiles, Hudson Valley events, farm markets and listing of advertising partners.

CONTRIBUTORS:

Each issue contains a feature story written by a prominent industry professional or historian from the Hudson Valley region.

Additional features are written by local experts in wine, spirits and/or the region. Photographers and artists from the region are also featured.

Hudson Valley Wine Magazine is a good read Coast to Coast! Hello from San Francisco!!

– Aly Downs

Editorial Content

FEATURES:

- Covers an important aspect regarding the history or resources of the Hudson River Valley.
- Delves into the origins of Hudson Valley grape growing, winemaking and distilling.
- Relates wine and spirits to the cultural and social attributes of the region.

LETTERS:

- From the managing editor
- From prominent officials or experts in their fields

REGULAR COLUMNS:

- *Grapes of the Hudson Valley*: Explores grape varieties and local varieties by a noted local viticulturist
- *Valentine on Wine*: Hudson Valley wine expert and educator offers wine tips and advice
- *The Convivial Table*: Well-known regional cookbook author or chef pairs Hudson Valley wines with a classic recipe using local produce
- *Wine-ing A Whey*: Wine and local cheese pairing column by a certified wine educator
- *Seedlings*: What’s new to try, buy or do regarding wine and spirits in the Hudson Valley
- *Farm Markets*: Lists local farm markets that sell local wines
- *Ty’s Takeaway*: Fun, informative piece on wine to “take-away” by a wine connoisseur/entrepreneur from the region

WINERY/DISTILLERY PROFILES:

- 16–24 wineries and distilleries featured per issue
- 2-page spread featuring owners, winemakers or distillers, their philosophy, specialties and other pertinent information for visitors

LISTINGS:

- Hudson Valley wine-related events
- List of advertising partners

Editorial Calendar

Spring/Summer Issue

Deadline: April 20, 2012

Fall Issue

Deadline: July 20, 2012

Advertising Opportunities

READERSHIP AT A GLANCE:

- A general public interested in wine and spirits ranging from age 23 to 65
- The growing group of millennials who are responsible for a burgeoning increase in wine consumption
- Foodies and informed consumers, home cooks and chefs
- Wine and spirits industry professionals and connoisseurs
- Hudson Valley enthusiasts
- Those who share a commitment to promoting tourism, agri-tourism, environmental sustainability, and to supporting local business enterprises and the arts communities.
- Visitors, travelers and tourists seeking a Hudson Valley region and venue guide
- Full-time residents and regional weekenders



PRINT EXPOSURE

We invite you to participate in our 2012 issues of **Hudson Valley Wine Magazine** — Spring/Summer published in late May 2012; and Fall, published in late August 2012 — each issue with a minimum three-month distribution. Exposure in 10,000 copies, plus 50 copies of each issue to distribute at your location.

All ads are printed in full color.

Bleed Sizes:

| AD SIZES | W x H | RATES |
|-------------------|------------------|-------------|
| Full-Page Bleed | 9-3/4" x 13-1/4" | \$ 1,100.00 |
| Inside Back Cover | 9-3/4" x 13-1/4" | \$ 1,500.00 |
| Back Cover | 9-3/4" x 13-1/4" | \$ 1,800.00 |

Includes 1/8" bleed.

Non-Bleed Sizes:

| AD SIZES | W x H | RATES |
|----------------------|-----------------|-----------|
| Full Page | 8" x 12" | \$ 985.00 |
| Half Page Horizontal | 7-3/4" x 5-3/4" | \$ 650.00 |
| 1/4 page | 3-5/8" x 5-3/4" | \$ 425.00 |
| 1/8 page | 3-5/8" x 2-3/4" | \$ 255.00 |
| Co-op ad | | \$ 120.00 |

It's a big, oversized, colorful magazine, with great design and great photography. This is the magazine the Hudson Valley has been waiting for. I cannot recommend this magazine highly enough! Tremendous. Fabulous. Valuable.

— Carlo De Vito, President,
Hudson Valley Wine Country

Hudson Valley Wine – Online

INTERNET EXPOSURE

WEBSITE HIGHLIGHTS

- Highlighted content from each issue
- 4-5 pages of specific information on each winery or distillery, updated regularly
- Map with interactive *Google* link with directions
- Save the Date events listings
- Resource links
- Press information

SOCIAL NETWORK

Hudson Valley Wine is active on Facebook and Twitter, where we keep fans and followers updated on local wine events, post tips on local wine-related topics, promote special magazine features, and create photo albums of regional wine industry events. We encourage feedback and links to useful resources.



The online version of **Hudson Valley Wine Magazine**— www.hvwinemag.com— receives over 35,000 hits per month and extends exposure both nationally and internationally. With each issue, select features, columns and updated winery/distillery information is posted simultaneous to distribution for those who prefer their media electronically. Articles and columns are archived on the site for reference.

Events, resources and press information is updated regularly. Detailed reports for hits and click-throughs are provided to advertisers on a quarterly basis or as needed.

RATES:

| HOME PAGE | TIER 1 | TIER 2 | SIZE (max) |
|-------------------|----------|----------|-----------------------------|
| \$150.00 | ----- | ----- | 344 pixels w X 151 pixels h |
| Medium Banner ad: | \$ 75.00 | \$ 50.00 | 176 pixels w X 176 pixels h |
| Small Banner ad: | \$ 55.00 | \$ 35.00 | 176 pixels w X 40 pixels h |

Logo placement on *Google* map (with pop-up, per logo) \$ 25.00

Prices are per month, payable in advance. Contracts require 3 months minimum placement.

Sponsorship Opportunities

Three levels of sponsorship with benefits tailored to your corporate or promotional needs:

Grand Reserve Sponsorship: \$5,000.00

Prominent logo placement on inside front cover, back cover bleed ad, 350 copies of the issue, logo with link on www.hvwinemag.com home page, logo placement on all general HWWine sponsored event signage

Reserve Sponsorship: \$ 3,500.00

Prominent logo placement on inside front cover, prominent full page bleed ad, 250 copies of the issue, logo with link on www.hvwinemag.com home page

Estate Sponsorship: \$ 1,500.00

Prominent logo placement on inside front cover, full page ad, 150 copies of the issue, logo with link on www.hvwinemag.com home page

Event Sponsorship

Ask us about promotional opportunities available **Hudson Valley Wine Magazine** sponsored events.

We are big supporters of Hudson Valley Wine Magazine for our Hudson Valley Region. We feel that the time has arrived for a publication to identify our region as the topnotch winery destination that it is.

– Susan H. Cayea, Director
Orange County Tourism

EVENTS

Our presence at many wine-related events in the Hudson Valley and NYC-area ensures that your message reaches even more of your target consumers.

To learn more about unique sponsorship opportunities for any of our 2012 Hudson Valley Wine magazine events, contact us at: sales@hvwinemag.com



Unique Opportunities and Add-On Values

PACKAGES

Tailor a sponsorship specific to your marketing needs to include any variation of web, print and event sponsorship. Contact us at: sales@hvwinemag.com

PREMIUM INSIDE BACK COVER POSITION

Map of the Hudson Valley

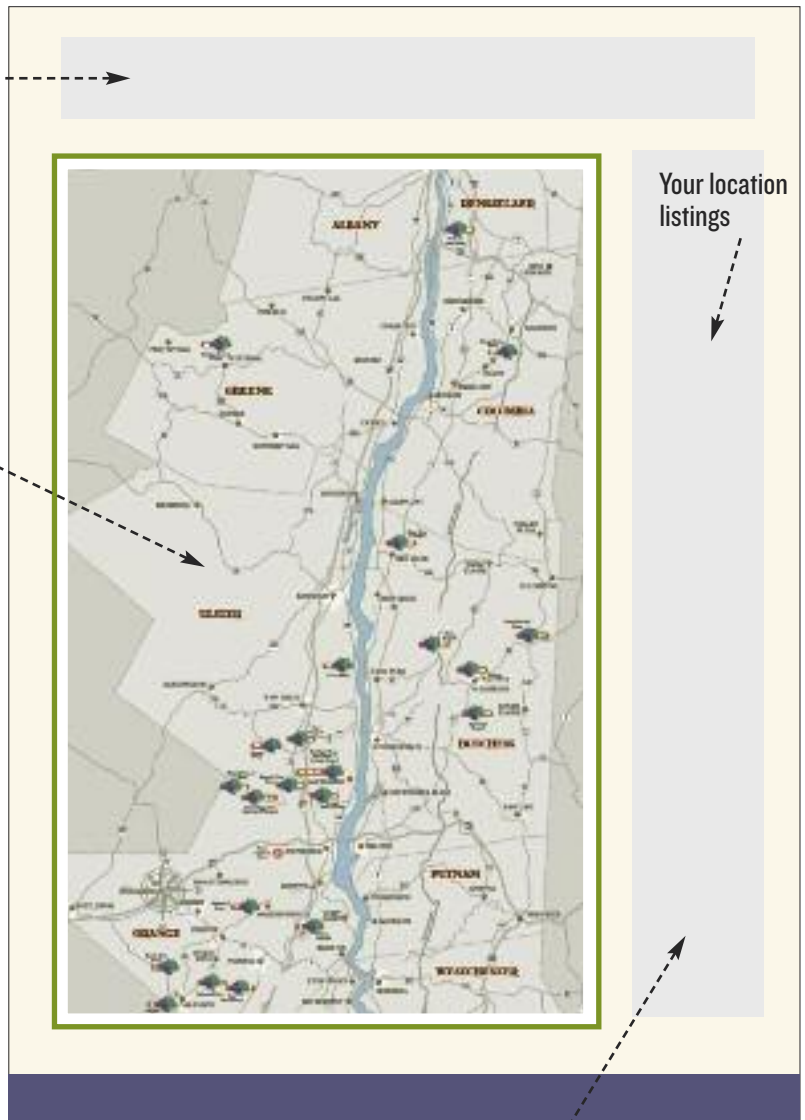
The locations of your business in the Hudson Valley are marked with your logo along with the locations of the Hudson Valley wineries and distilleries to promote your brand on one of the most referenced pages of the magazine. A large color map showing ten counties of the Hudson Valley is available for branding one business sponsor per issue, on a first-come, first-served basis.

Sole sponsor (per issue) \$ 5,000.00

Ad reprints are available for an additional fee.

Main message

Your logos indicate your locations throughout the Hudson Valley



Your location listings

Winery location listings

Unique Opportunities and Add-On Values

OUTER WRAP

Targets the audience of your choice in a premium messaging space

A special outer wrap carrying your advertising message is available to promote your message to a specialized market. The wrap will cover approximately 1/4 of the height of the magazine and will print in 4-color on up to four sides. We can tailor the distribution of your targeted, wrapped issues to the locations of your choice within our network.

Sole sponsor, minimum 3000 issues:

\$1.50 per issue, for one-sided printing (front and back cover wrap);

\$2.75 per issue for two-sided printing (front and back cover; inside and out)



Your message here



SUBMISSIONS

Ad material is due (2) months before publication date.

Email file to ads@hvwinemag.com or ship materials on CD or DVD to:

Hudson Valley Wine Magazine
PO Box 353
Coxsackie, NY 12051

Print Ad Material Specifications

File Types Accepted:

- Press-optimized PDF (preferred)
- Adobe Illustrator (saved as EPS)
- Adobe Photoshop (saved as TIFF)

If ads are supplied in other formats (Quark or InDesign), additional fees may be incurred.

Mechanical Guidelines:

Hudson Valley Wine magazine is prepared on a Macintosh® platform. If sending any file format other than PDF please include all images (CMYK) and PostScript fonts (both printer and screen fonts) or convert type to outlines. Flatten layers and discard extra channels or paths. Do not compress files. Be sure resolution is a minimum of 300dpi. Linework should be set to a minimum of 1200dpi. Please contact us if you have any technical questions before submitting your ad.

Notes on Bleed Ads:

Full-Page bleed dimensions allow for 1/8" trim on all four sides. Please keep all live matter (type and art) 1/2" from trim.

Printing & Binding:

Hudson Valley Wine magazine prints at 150 lpi. Our magazine is printed on 100% PC recycled paper which may produce high ink densities. Please adjust curves for uncoated papers to help avoid oversaturation of dark shadow areas and to heighten image contrast. We cannot guarantee legibility of 4-color reverse type below 10 point and black & white reverse type below 6 point.

Required Proofs:

A color proof is recommended with every ad (jpg or pdf acceptable).

Production Charges:

Typesetting, design, retouching: Ask about rates