

2012 Media Kit

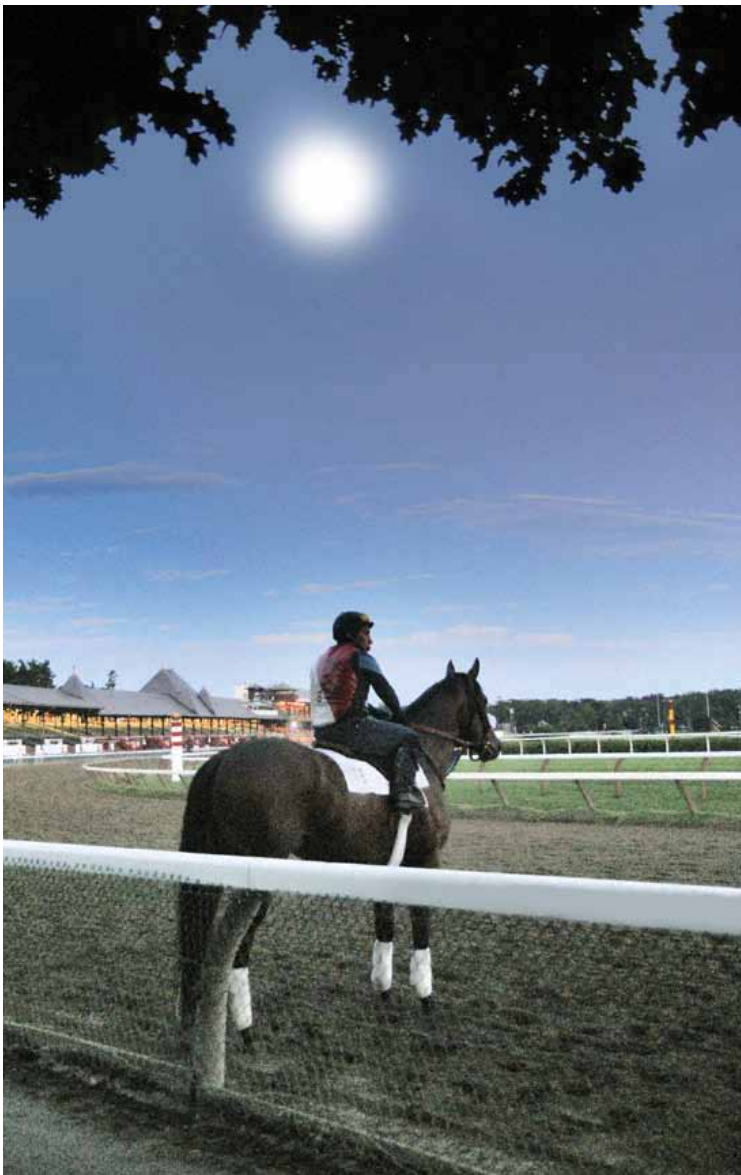
Saratoga Living

Published Quarterly, Saratoga Living is Upstate New York's premier lifestyle magazine, designed for people who want to enjoy the best of Saratoga and the surrounding Capital Region. We capture the eclectic sophistication that this wonderful region has to offer in our full-color glossy pages. Our photo essays, features and departments engage, delight, entertain and inspire. Our readers tell us they refer to their issues again and again – allowing you to reach them, again and again.



Saratoga Living

Our features capture the essence of Saratoga's history and present. Our photos bring the Saratoga moments to life. The regular departments – Icons & Artifacts, Wide Angle, House & Garden, Essential Events, Dining, The Arts, Road Trip, Book Review and Shopping – present the best of the Saratoga lifestyle. Q&A and Making a Difference introduce the readers to the people who make Saratoga the Saratoga we love. Moreover, our exclusive history section, Saratoga Heritage, always concludes each issue.



Why advertise with us?

Readers of subscriber-based magazines perceive the advertisers and their advertisements as credible. They even consider the ads an integral part of the publication. And Saratoga Living is the best read paid magazine in the Capital Region

Our readership is well-educated (75% college educated or higher) and affluent (25% \$100,000+ income). They want the best and can afford it.

Your message will appear before our substantial and very loyal subscriber base, and the many single-copy buyers. The magazine is available at many local and regional outlets, including New York City. **Saratoga Living can be purchased at locally owned and large chain bookstores, the region's two major supermarket chains, the region's major convenience stores, gift and craft shops, airports, train stations, local hotels, and many other locations.**

Saratoga Living provides a quality advertising environment. We publish the very best of local writers and photographers. Our four quarterly issues are timed to coincide with the major selling seasons.

What are our readers like?

ACTIVE LIFESTYLES

- 89% Cooking & Fine Dining
- 65% Gardening
- 60% Fitness & Exercise
- 44% Antique Shopping
- 32% Golf
- 24% Boat / Sail / Kayak
- 23% Bike
- 34% Continuing Ed Classes

HOME IMPROVEMENT

- 53% Landscaping
- 22% Deck / Sun Room
- 22% Bath / Kitchen
- 41% Realtor / Architect

CULTURAL ACTIVITIES

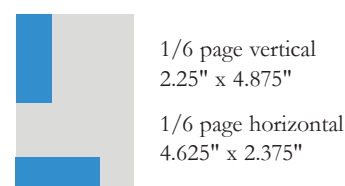
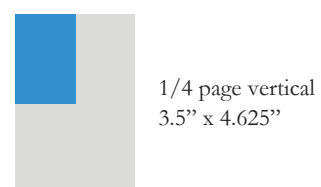
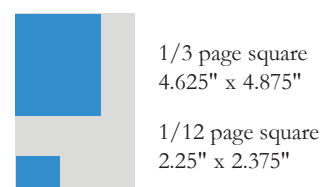
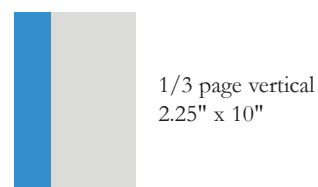
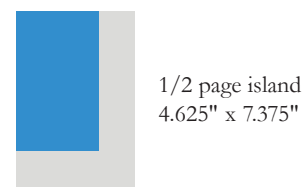
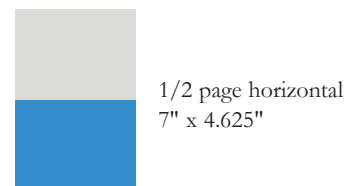
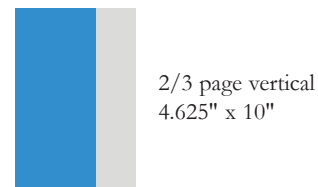
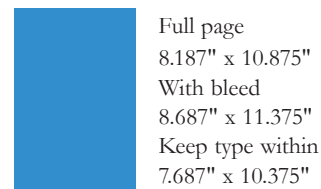
- 39% Horse Shows / Racing
- 62% Art / Craft Festivals
- 56% Musicals
- 60% Plays
- 82% Symphony / Ballet / Opera
- 43% Fairs
- 29% Reg. Attend Weddings

ENJOY SHOPPING

- 68% Homes / Furnishings
- 53% Gourmet Foods / Wine
- 34% Appliances
- 28% Automobiles
- 24% Jewelry

Plan your media budget ahead of time and lock in low rates, preferred positioning and marketing opportunities. Call Ciria Masters, Director of Advertising at: 518.584.7500 x2 or email advertising@saratogaliving.com

Ad Dimensions



Saratoga Living captures the vibrancy, energy and sophistication of this growing region in our quarterly, full-color magazine. We are the only paid circulation / newsstand sales magazine in the region.

Our subscribers come from throughout the Capital Region and the country, and Saratoga Living is available from magazine sellers throughout the Northeast. The region is growing – companies are moving in and others are expanding. There is a great demand for information on where to go, what to do and how the region became what it is today. Saratoga Living is the insightful source for that information. We can help your business grow as our region grows. We can deliver your advertising message to a highly desirable and targeted readership who appreciates the magazine’s intelligent, non-commercial approach.

Our publication is available through paid subscriptions, single copy sellers and promotional programs from local hotels, educational institutions, relocation specialists and other businesses. You’ll find the magazine in homes from the shores of Lake Champlain to the suburbs of Albany. You’ll find subscribers in townhouses in New York City and in winter residence in Florida. Saratoga Living is also sold at bookstores, newsstands and retailers in NY, MA & VT. Select hotels provide Saratoga Living to their guests and several area businesses provide the magazine to their staff.

Contact information

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518.584.7500

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Saratoga Springs 12866
(Long Alley Entrance)

Saratoga
Living.com

Advertising deadlines

ISSUE	MAILS	RESERVE BY	MATERIALS
SPRING	MID-MAR	FEB 12	FEB 15
SUMMER	MID-JUN	MAY 12	MAY 15
FALL	EARLY SEP	AUG 5	AUG 11
WINTER	MID-NOV	OCT 12	OCT 15

2012 Rates

FULL COLOR ADS	Summer Issue	1x	4x
BACK COVER	\$2,795	\$2,545	\$2,195
INSIDE FRONT	\$2,495	\$2,295	\$1,995
INSIDE BACK	\$2,495	\$2,295	\$1,995
FULL PAGE	\$1,495	\$1,295	\$995
2/3 PAGE	\$1,249	\$1,000	\$695
1/2 PAGE	\$1,195	\$900	\$595
1/3 PAGE	\$845	\$650	\$395
1/4 PAGE	\$675	\$525	\$345
1/6 PAGE	\$495	\$400	\$295
1/12 PAGE	\$295	\$250	\$195