

MEDIA KIT 2025



CAPITAL REGION LIVING
THE HEART OF THE EMPIRE STATE

NATE SEITELMAN



THE CITY.
THE CULTURE.
THE LIFE.
**saratoga
living**



SHAWN LACHAPPELLE

saratogaliving.com | erlmag.com



sl + CRL...

are the area's **largest and most-read** life & leisure magazines

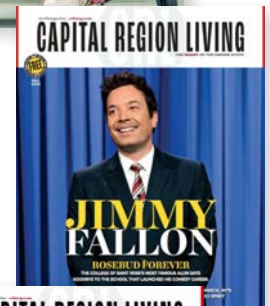
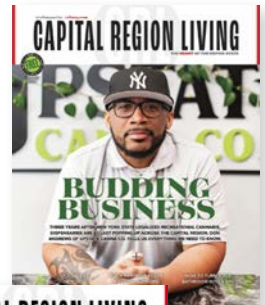
always print at least **21,000** copies per issue—more than any other lifestyle magazine in the area

distribute a total of **132,000 complimentary issues** throughout the Capital Region annually

have a proven high retention rate of advertising renewals

reach **affluent tourists** via hotel distribution, spanning multiple counties, plus **Albany Airport** and select **Amtrak** stations

have a **100% pick-up rate** in high-traffic locations including: Price Chopper/Market 32, Hannaford, Prime at Saratoga National, Honest Weight, Healthy Living, select Stewart's Shops, Amtrak stations and boutique shops in downtown Saratoga



ABOUT CRL + sl READERS:

More than **100,000** loyal, affluent and educated readers per issue

64%

have a household income greater than \$100,000

43%

spend more than \$30,000 per year on home improvement-related expenses

42%

keep their issues for at least one year—or forever!

EMPIRE MEDIA NETWORK

is the proud producer of the SPAC and Albany Symphony Orchestra programs.

ASK YOUR REP FOR DETAILS.



FOR MORE INFORMATION
advertising@saratogaliving.com
 518.294.4390

JANUARY / FEBRUARY

sl The "I Do!" Issue
CRL The Winter Issue

AD DEADLINE: December 9

RELEASE DATE: January 13

sl Ad Sections

WEDDINGS
HEALTH AND BEAUTY EXPERTS

CRL Ad Sections

WEDDINGS
HOME IMPROVEMENT
HEALTH AND BEAUTY EXPERTS

MARCH / APRIL

sl The Design Issue
**CRL Besties:
People & Places**

AD DEADLINE: February 10

RELEASE DATE: March 12

sl Ad Sections

LOVE YOUR HOME

CRL Ad Sections

HOME & GARDEN

MAY / JUNE

sl Summer/Belmont
**CRL Besties:
Food & Drink**

AD DEADLINE: April 15

RELEASE DATE: May 14

sl Ad Sections

GOLF GUIDE
DOG DAYS OF SUMMER

CRL Ad Sections

WEDDINGS
HOME IMPROVEMENT

JULY / AUGUST

sl "The Races!" Issue
CRL Summer Issue

AD DEADLINE: June 6

RELEASE DATE: July 8

sl Ad Sections

IT'S POST TIME!

CRL Ad Sections

DAY TRIPS
SENIOR LIVING
LOCALLY OWNED BUSINESSES

SEPTEMBER / OCTOBER

sl Food & Drink
CRL Fall Issue

AD DEADLINE: August 8

RELEASE DATE: September 8

sl Ad Sections

GOLF GUIDE
FALL IN LOVE WITH LOCAL

CRL Ad Sections

FALL GETAWAYS
WEDDINGS
HOME IMPROVEMENT

NOVEMBER / DECEMBER

**sl & CRL
The Holiday Issue**

AD DEADLINE: October 17

RELEASE DATE: November 17

sl Ad Sections

SHOP LOCAL

CRL Ad Sections

GIFT GUIDE
HOLIDAY DINING GUIDE
WELLNESS & LIFESTYLE

IN EVERY ISSUE

FOOD + DRINK GUIDE

Full Page: Contact Us

Half Page: Contact Us

Quarter Page: Contact Us

**Use Print to
Build Trust!**

The results are in: **Print is the most trusted source of information and brand messaging across all age demographics.** Because of its ability to put something tactile into the hands of readers, print establishes and maintains your brand's relationships with your most important audiences in ways that instill confidence, invite engagement, and build trust—better than any other media can.

—2022 SURVEY BY MARKETSHERPA

CRL

PREMIUM PLACEMENT!
BACK PAGE, ACROSS FROM
JOHN GRAY'S POPULAR AND
AWARD-WINNING COLUMN:

1X

3X

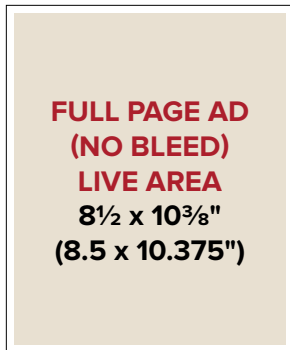
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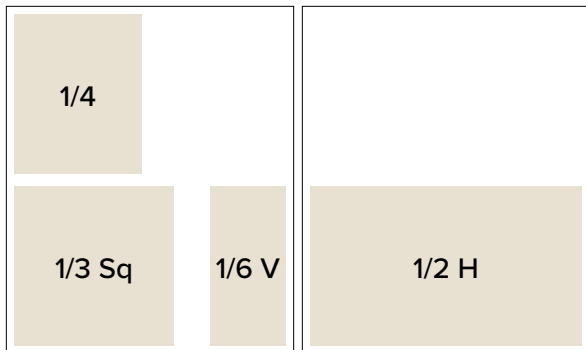
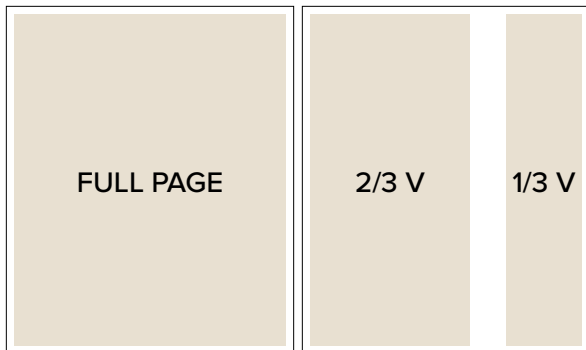




TRIM SIZE:
9 x 10 7/8"
(9 x 10.875")



BLEED SIZE:
9 1/4 x 11 1/8"
(9.25 x 11.125")



PAGE TRIM SIZE: 9 x 10.875" H

PAGE SAFE AREA: 8.5 x 10.375"

RESOLUTION: 300 DPI at size

FILE FORMATS ACCEPTED: JPEG, PDF

2-PAGE SPREAD NO BLEED: 17.5 x 10.375" (17 1/2 x 10 3/8")

2-PAGE SPREAD W/BLEED: 18.25 x 11.125" (18 1/4 x 11 1/8")
KEEP ALL TEXT & LOGOS 3/8" AWAY FROM ALL EDGES OF THE AD

FULL PAGE: 8.5 x 10.375" (8 1/2 x 10 3/8")

FULL PAGE W/BLEED: 9.25 x 11.125" (9 1/4 x 11 1/8")
KEEP ALL TEXT & LOGOS 3/8" AWAY FROM ALL EDGES OF THE AD

2/3-VERTICAL: 4.875 x 10.375" (4 7/8 x 10 3/8")

1/2-PAGE HORIZONTAL: 8.5 x 4.875" (8 1/2 x 4 7/8")

1/3-PAGE SQUARE: 4.875 x 4.875" (4 7/8 x 4 7/8")

THESE SIZES AVAILABLE ON CRL SIDE ONLY:

1/3-PAGE VERTICAL: 2.375 x 10.375" (2 3/8 x 10 3/8")

1/4-PAGE: 4 x 4.875" (4 x 4 7/8")

1/6-PAGE VERTICAL: 2.375 x 4.875" (2 3/8 x 4 7/8")



FOR MORE INFORMATION

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ABOUT OUR DIGITAL FOOTPRINT
saratogaliving.com, **crlmag.com** and
saratogaliving.substack.com
average **65K+ UNIQUE VISITORS** a month

saratogaliving +
CAPITAL REGION LIVING
FOLLOWERS
 **35K**  **16K**  **3K**

INSTAGRAM

- **POST** : A post to **saratoga living** and **CAPITAL REGION LIVING**'s Instagram pages*, which have a **combined 35K+ followers**
- **STORY** : 3X the engagement and the only place on Instagram where your ad can direct link to a web page of your choice. **Live for 24 hours.**
- **POST & STORY ON BOTH ACCOUNTS**

FACEBOOK POST **X (TWITTER)** **3 POSTS SUBSTACK**

NEWSLETTER **SARATOGA LIVING AFTER HOURS:**

Thrice-weekly posts are emailed directly to 3.75K+ dedicated subscribers and live forever on saratogaliving.substack.com. We often get more views than we have subscribers—sometimes up to 5K+ views per post.

• **POST SPONSORSHIPS:**

Your logo at the top of **SLAH** posts

FOR ONE sponsorship **FOR WEEKLY TAKEOVER:** all three posts in one week
FOR FOUR sponsorships in one month: (every Saturday for a month, etc)

- **IMMERSIVE STORY** : Full story written by a **SLAH** writer who tries out your product in a fun, creative way (trying an experience, working a shift at your business, etc).
These are also shared in our Must-Read e-blasts and on our social media channels.

EMAIL

• **NEWSLETTER SPONSORSHIPS:**

Your logo (or small, horizontal graphic — no taller than 200 pixels) at the top of an e-newsletter that links to your website and is emailed to 12K+ contacts

- **THE MUST-READ LIST** : Goes out once a week featuring four can't-miss stories of the week and up to 30 words about your brand, plus a hyperlinked image (1000x600) of your choosing
- **THE HOT LIST** : Exclusive placement a day before the magazine is released, featuring new content from each magazine

• **EMAIL BLAST:**

You control the content of an email (it could feature an upcoming event or sale) mailed out to 12K+ contacts

WEB ADVERTISEMENTS

(300 X 250, on right or left rail) **to** (728x90 top banner) per month

ONLINE ADVERTORIAL

You control the content, but the 300-500 word story will be written by a **saratoga living** writer and include up to four photos provided by you. Story will stay on **saratogaliving.com**'s homepage for at least one week and will be shared on all social channels and the Must-Read List.

*Ask your rep for magazine-specific pricing.

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