Reach the most affluent, educated public at minimal expense.

Sponsor a valuable cultural resource dedicated to the richest cultural center in the US.

Advertising Spec Sheet

Focus: classical music, opera, dance, theater, film, art, photography, books, travel, restaurants, food and wine.

Over 45,600 visits from over 24,250 unique visitors per month with over 1,320,000 hits: affluent, highly educated readers from 95 countries around the world.

♦ Of these:

♦ 16% live in the Northeast
♦ 14% in New York
♦ 6.25% in Massachusetts
♦ 15% on the West Coast
♦ 10% in the UK
♦ 24% in Continental Europe
♦ 14% in Australia

♦ A recent audience survey (Berkshire Review) tells us that

♦ 69% of our readers hold post-graduate degrees
◆ 97% have bachelors’ degrees

◆ 30% receive $100,000 to 250,000 a year in income

◆ 35% receive $60,000 to $100,000 a year in income

◆ 25% go to a performance or visit a museum twice a week or more

◆ 28% go to a performance or visit a museum once a week

◆ 31% go to a performance or visit a museum once a month

◆ 50% prefer to read printed books

A few of our readers’ favorite destinations, all covered in our previews and listings:

Who will benefit from advertising? Any business or non-profit near our prime destinations: universities, colleges, schools, hotels, bed and breakfasts, restaurants, galleries, antique, jewellery, and clothing shops, real estate agents, and many others. Arts organizations, publishers, recording companies, banking, financial services, etc.

1. New York: Lincoln Center, Metropolitan Opera, New York Philharmonic, Carnegie Hall, Brooklyn Academy of Music (BAM), Broadway, and others.


3. The Berkshires, including VT, NH, CT, and the Hudson Valley: Tanglewood, Bard Music Festival, Tannery Pond Concerts, Williamstown Theatre Festival, Berkshire Theatre Festival, Shakespeare & Company, Barrington Stage Company, Clark Art Institute, and others.

## Rates

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Ad Specs</th>
<th>Price per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Rotating leaderboard above header, run of site</td>
<td>960/728 x 90</td>
<td>$750</td>
</tr>
<tr>
<td>2. Rotating ads on right sidebar, run of site</td>
<td>300 x 360 px (160 x 360 on Berkshire Review)</td>
<td>$500</td>
</tr>
<tr>
<td>3. Small bottom right sidebar ads run of site</td>
<td>125 x 125 px</td>
<td>$250</td>
</tr>
</tbody>
</table>

### Discounts for extended commitments

<table>
<thead>
<tr>
<th>Duration</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months</td>
<td>-5%</td>
</tr>
<tr>
<td>6 months</td>
<td>-10%</td>
</tr>
<tr>
<td>10-12 months</td>
<td>-15%</td>
</tr>
</tbody>
</table>

All ads are subject to approval by the publisher, who reserves the right to refuse any advertisement.

**Discounts** are offered for advertisers who make extended commitments: 3 months 5%; 6 months 10%; 10-12 months 15%. 7-9 month and 10-12 month subscriptions may be paid in two installments.

**Payment** is due via PayPal, credit card, or wire transfer before the placement of the ad. Checks must clear before placement.

**Contact:** advertising [at] newyorkarts [dot] net or phone: (917) 993-0884

**We design ads,** too, and offer **photographic services** and **web design** from a variety of talented and experienced professionals. Contact us for rates and more information at advertising [at] berkshirereview.net.

[updated 12.10.2015]