



***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.

**2. Boston:** Boston Symphony Orchestra, Boston Early Music Festival, Gardner Museum Concerts, Opera Boston, Emmanuel Music, and others.

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

**4. International:** Berkshire Review's top ten cities, in order, are New York, London, Sydney, Toronto, Rome, Berlin, Paris, Istanbul, Amsterdam, and Madrid. New York Arts: New York, London, Sydney, Helsinki, Toronto, Berlin, Warsaw, Rome, Milan, Paris, and Amsterdam.

<b>Rates</b>		
<b>Special Introductory Offer</b>		
Ad Type	Ad Specs	Price per month
1. Rotating leaderboard above header, run of site	960/728 x 90	\$750
2. Rotating ads on right sidebar, run of site	300 x 360 px (160 x 360 on Berkshire Review)	\$500
3. Small bottom right sidebar ads run of site	125 x 125 px	\$250
<b>Discounts for extended commitments</b>		
3 months - 5%	6 months - 10%	10-12 months 15%

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.

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