WestchesterMagazine•com

2013 DIGITAL MEDIA KIT

Updated 8/14/12
about us

westchestermagazine.com is an award-winning local resource read thousands of times every day.

- westchestermagazine.com is made up of over 61,000 web pages with over 504,000 inbound links from other websites.
- westchestermagazine.com receives approximately 100,000 unique visitors monthly and delivers nearly 1,000,000 page views.
- Newsletter subscribers to the weekly Eat, Drink. Post., This Weekend, and Shop914 newsletters receive nearly 40,000 emails every month.

RESTAURANTS Westchester Magazine’s notable dining guide is available in an easy-to-use web format. Find the perfect restaurant for any occasion, sort by cuisine, locale, reviews, price range, or Best of Westchester® award winners. Plus, our award winning Eat. Drink. Post., published every Monday, gives the latest in Westchester dining news to keep local foodies in the know.

NIGHTLIFE A great resource for locals to figure out what to do and where to go. Whether planning a date or a weekend activity, our regularly updated nightlife content will keep readers informed on information about live music, the arts, and the local bar and club scene.

SHOPPING & STYLE Find information on local shops, stores, and boutiques. Includes regular updates on retail sales, our Shop914 weekly blog, and our Beauty Buzz blog with reviews of beauty products as well as local salon and spa information.

BEST OF WESTCHESTER® Find current and past winners in an extensive and informative web friendly version.

CALENDAR A comprehensive catalog of events. This searchable database keeps our readers up to date on where to go and what to see.

WEDDINGS Anchored by the glamorous Westchester Weddings Magazine, this online resource has an extensive catalog for local wedding information, services, and entertaining ideas and tips. Features two monthly wedding showcases, including our popular Wedding of the Month feature.

HOME & GARDEN Featuring all of the stylish and informative information of Westchester Magazine’s Home Magazine, this online resource has an extensive database and description for hundreds of local home and garden businesses. Also includes two popular blogs: The Resident Expert, and Kitchen of the Month.

KIDS Looking for what to do with the kids? Info on schools? Includes our detailed rankings of top public and private schools. Also includes health information and resources for our Top Doctors, dentists and other healthcare professionals.

REAL ESTATE Westchester Magazine has teamed up with Houlihan Lawrence to provide all the vital info anyone needs for living in the county: school performance, property taxes, and more. Search the entire MLS Westchester database online.

TOP DOCTORS This directory connects readers with hundreds of the area’s top-ranked MDs in all specialties; browse medical professionals by practice, county, and city, and review their profiles in Westchester’s annual Top Doctors issues.

RESOURCE GUIDE The go-to guide with extensive and detailed information covering the arts, restaurants, bars and clubs, top doctors, shopping, schools, weddings, home and garden, and kids.

PARTY & PROMOTIONS Galleries of pictures from local events, parties and fund raisers. SIGNATURE EVENTS Every year, Westchester Magazine’s signature events bring together business colleagues, friends, neighbors, and the state’s movers and shakers to share in experiences that celebrate our community.
our audience

Gender
Female ................  65%
Male ..................  35%

Age
25 – 34 ................  20%
35 – 44 ................  27%
45 – 54 ................  28%
55 – 64 ................  17%
Average Age ...........  44

Marital Status
Married ................  60%

Household Income
$200K+ .................  23%
$150K – $200K .......  13%
$100K – $150K ......  16%
$75K – $100K .......  13%

Home Ownership
Own A Home ...........  71%

Education
Some College ...........  15%
College Graduate ........  42%
Postgraduate Work/Degree  36%
Professional Profile
Senior Management .......  11%
Other Management ........  18%
Professional ...........  33%

Professional Field
Education ...........  5%
Non-Profit ...........  4%
Public Sector/Government  6%
Entertainment/Leisure/Travel  8%
Medical ...........  11%
Professional Services ....  17%
Other ...........  24%

Children
No Children ...........  45%
1 – 2 .................  37%
3 – 4 .................  16%
5 or More ...........  2%

In A Typical Week, Time Spent Using The Internet
20+ Hours ............  37%
11 – 20 Hours ........  21%
6 – 10 Hours ...........  21%
3 – 5 Hours ...........  15%

On Average, How Much Time Spent On Westchestermagazine.com
Less Than 5 Mins. .......  23%
5 – 10 Mins. ..........  36%
11 – 20 Mins. ..........  27%
21+ Mins. ...........  15%

Purchased A Product/Service Online
Yes ...................  95%

Likely To Purchase Items Online In The Next Six Months
Likely Or Very Likely ....  79%

Traffic Analysis (monthly average)
Unique users ......................................................  99,071
Visits ...........................................................  158,842
Average visitors per day .......................................  5,179
Page views .......................................................  871,928
Advertising impressions ......................................  868,609
Average search engine visits ................................  105,545
Total pages on westchestermagazine.com ................ 61,986
Inbound links from other websites .......................  504,264

Based on August-October 2011 traffic

Terms
Unique Users
The number of nonrepetitive visitors to the website in a 30-day period.

Visits
The session of activity for one user on a website during a fixed time frame.

Page Views
The number of times users view a specific page.

Search Engine Visits
Visits from Google, Yahoo and other search engines.
• **Package 1**

**customized webpage**

**BE A PART OF OUR SITE’S MOST POPULAR SECTION!**

- Join the editorial resource listings of westchestermagazine.com: a site that had over 1,182,111 (One Million Plus!) visits in the last 12 months.
- Showcase your business with a great write-up, pictures, a logo, and menus or brochures.
- Upgrade to include: an HD Business Film; incentives for newsletter lists; Facebook fans; Twitter followers; and LinkedIn connections.
- Gain valuable organic search exposure and insert hyperlinks back to your website.
- The average listing is viewed 18 times per month for 2 minutes and 56 seconds.
- Upgrade to a Featured Listing to gain 40% higher click through averages, and 100% of all category impressions.
• **Package 2**

customized webpage & video

*Same as Package 1, plus...*

**ADD VIDEO TO YOUR BUSINESS PROFILE!**

IN WESTCHESTER’S ONLINE RESOURCE DIRECTORY

• Detailed information about your business with an inbound link to your website.

• Accessed easily via search engines or within westchestermagazine.com via the search box (at the top of every page), the resources tab (on the navigation bar), or the section landing page.

**WHAT YOU GET:**

• Professionally produced HD video of your business

• Your logo

• Google Map

• Detailed description of your business

• Photos (3) with descriptions

• PDF of brochure or menu

• Link to your website
• **Package 3**
  
  **lead generation package**
  
  Same as Package 1, plus...

  **BUILD YOUR CLIENT LIST!**
  IN WESTCHESTER MAGAZINE’S ONLINE RESOURCE DIRECTORY
  
  • Includes customized web page.
  • Social Networking plugins, Facebook, Twitter, and Linkedin.
  • Data Capture Page.
  • Coupons, offers or other enticements to build your internal marketing lists.

  **ALL INCLUSIVE BUNDLE:**
  INCLUDES ALL 3 PACKAGES!
  
  • Customized Web Page
  • Lead Generation Package
  • Video Package
• **featured listing**

  Can be added to any Package

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**TAKE YOUR LISTING TO THE NEXT LEVEL OF EXPOSURE!**

- Highlighted at the top of the business category of your choice.
- Listed throughout the category as a featured business.

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Take advantage of our audience!

Last year, westchestermagazine.com had over 1,664,400 visits. Put your business in front of our readers.

**Make yours a featured listing.**

Featured listings are visible on every page of your directory category; they boast a 40% higher click through rate and 100% of all category impressions.
**section sponsorships**

**BECOME A SPONSOR** When you sponsor a section on our website, your ad appears on every page of that section—branding your business with content that directly relates to your customers. Moreover, your ad is seen exclusively on every ad zone on every page, keeping your name in the minds of customers who have a specific interest in your product.

**EXCLUSIVE SPONSORSHIP OPPORTUNITIES:**
- Restaurant
- Family, including Health
- Nightlife and Kids
- Shopping
- Home and Garden
- Business
- Weddings

**INCLUDED WITH YOUR SPONSORSHIP:**
All web ads on a front landing page, including all ads on its resource and blog pages if applicable, all linked to your site!

**LANDING PAGE**
- **YOUR AD HERE - HEADER**
- **YOUR AD HERE - LEADERBOARD**
- **YOUR AD HERE**
- **MEDIUM RECTANGLE**
- **YOUR AD HERE**
- **HALF PAGE**
- **YOUR AD HERE**
- **SKYSCRAPER**
• section sponsorships

**RESOURCE PAGE**

![Ad Positions](image1.png)

**BLOG PAGE**

![Ad Positions](image2.png)
e-newsletter sponsorship

SPONSOR OUR E-NEWSLETTERS!
Become the exclusive sponsor of any of our five editorial newsletters:
See Next Page for Details

DOMINATE THE PAGE
Sponsor the entire e-newsletter!
Includes two stacked wide skyscraper, that will run down the right hand side of the newsletters.

GIF or JPEG file at 40kb max, RGB at 72 pixels/inch.

2 STACKED SKYSCRAPERS
160 x 600 pixels each
newsletter choices

THIS WEEKEND. (Delivered every Thursday) Stumped on where to take the kids this weekend? Looking for more information about which events are coming to town? Sign up for this weekly newsletter and know you’ll have a handle on the county’s latest and greatest concerts, plays, movies, art openings, and other happenings in the region: for kids, for families, for you.

CLICK! (Delivered every other Thursday) CLICK! features our best party photographs from Westchester’s premier fundraisers, elegant galas, and hippest parties. Providing added focus to what’s going on in the community, CLICK! captures friendly neighbors, cool celebs, star athletes, and everyone in between while they’re out mingling and having fun. Get the pictures...and enjoy the ongoing party with CLICK!

EAT. DRINK. POST. (Delivered every Monday) If you appreciate the fine art of dining out or you love good food, you’ll love our dining page. Here you can scope out which chef has rested on his laurels too long and who is the next big name whose food you have to check out for yourself. This is also your place to see what the latest restaurant trends are and what kitchens around the county are cooking up. And for good measure, enjoy a second helping of juicy tidbits straight from the pages of Westchester Magazine.

SHOP 914. (Delivered every Wednesday) Get the 411 on the county’s shopping scene: find the latest sales and bargains as well as discover new stores and new trends. When you walk into a room, you want all eyes to be on your fabulous style. We can get you there. And listen in on the latest beauty buzz -because looking good is the best revenge!

WESTNEST. (Delivered every Tuesday) Stay on top of all home-related news with WestNest, our semiweekly round-up of local décor finds, great (expert and free) advice, real estate news and gossip, and not-to-be-missed events. It also includes features from Westchester Home on gorgeous gardens, stunning homes, and elegant interiors.

914INC. INCOMING. (Delivered every other Tuesday) Delivered to your e-mail inbox FREE twice a month, 914INC. INCOMing gives the scoop on everything seen and heard around the county business community. From hirings, promotions, and retirements to openings and closings and the newest great commercial real estate offerings. How can any businessman or businesswoman do without it?
● exclusive deal of the day

HOW IT WORKS
YOU: Make an offer our readers can’t refuse (50-90% off discount)*
WE: Spread the word to thousands of fans of Westchester Magazine through e-blasts and westchestermagazine.com
THEY: Buy the deal and help spread the word to their friends via Facebook and Twitter

WHY DO IT
• Guaranteed customers at no risk
• Costs no money and paid within days of completed deal
• Promoted on westchestermagazine.com for the entire day.
• Chance to highlight a popular service

EXAMPLE
THE DEAL: $30 for a $60 spa massage
THE TERMS: Westchester Magazine sends you a check for half ($15)
THE PAY OFF: If 100 people buy the deal, you get a check for $1,500
THE BIG PAYOFF: The chance to turn new friends into ongoing customers

Based on research from other similar sites like Groupon.com, customers spend an average of 60% more than the value of the voucher once they get to your establishment.

Book your day now!
They are filling up fast!

For further details, please contact Jonathan Quartuccio at jquartuccio@westchestermagazine.com or at 914.345.0601 x152
• dedicated eblast web specifications

**E-BLAST**

**SIZE**
Max size of email content: 650 pixels wide by any height up to 1450 pixels

**FILES**
PDF, JPEG or GIF files accepted.
Max file size: 650 pixels wide by any height up to 1450 pixels
Only one link per image is allowed.

**DISALLOWED WORDS**
Due to spam filtering issues, the following words cannot be used in the subject or body of the HTML E-Blast. A way around this stipulation would be to have the word as part of an image file (PDF, JPEG, GIF).

**DISALLOWED WORDS...**
Free! 50% Off! Click Here Call now! Subscribe Earn $ Discount! Eliminate Debt Double Your Income You're a Winner! Reverses Aging “Hidden” Information You Requested “Stop” or “Stops” Lose Weight Multi Level Marketing Million Dollars Opportunity Compare Removes Collect Amazing Cash Bonus Promise You Credit Loans Satisfaction Guaranteed Serious Cash Search Engine Listings Act Now! All New All Natural

**HTML**
Max HTML page size: 650x1450
Client can provide their own HTML design which allows more flexibility and can have as many links as desired.

**DESIGN**
If needed, an E-Blast can be designed from provided contact. See your sales representative for cost.

**SUBMITTING ADS**
Send email containing content to webads@westchestermagazine.com. Please include the word “E-Blast” in beginning of the subject field.

**Avoid Bankruptcy**
**Offer**
**As Seen On...**
**One Time**
**Buy Direct**
**Online Pharmacy**
**Casino**
**Online Marketing**
**Cash**
**Order Now**
**Consolidate Your Debt**
**Please Read**
**Special Promotion**
**Don’t Delete**
**Easy Terms**
**Save up to**
**Get Paid**
**Time Limited**
**Guarantee, Guaranteed**
**Unsecured Debt or Credit**
**Great Offer**
**Vacation**
**Give it Away, Giving it Away**
**Viagra**
**Join Millions**
**Visit Our Website**
**Meet Singles**
**While Supplies Last**
**MLM**
**Why Pay More?**
**No Cost, No Fees**
**Winner**
**Work at Home**
**You’ve Been Selected**
**web display ads**

**HEADER BANNER**
468 x 60 pixels ≈ 6.5 x 0.833 inches

**LEADERBOARD**
728 x 90 pixels ≈ 10.111 x 1.25 inches

**MEDIUM RECTANGLE**
300 x 250 pixels ≈ 4.167 x 3.472 inches

**SKYSCRAPER**
160 x 600 pixels ≈ 2.222 x 8.333 inches

**HALF PAGE**
300 x 600 pixels ≈ 4.167 x 8.333 inches

**File Type**
GIF or JPEG file at 40kb max, RGB at 72 pixels/inch.

**Link**
Indicate exact URL for link.