



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.

Rates		
Special Introductory Offer		
All ads placed on New York Arts will also appear on Berkshire Review.		
Ad Type	Ad Specs	Price per month
1. Rotating leaderboard above header (run of site)	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 left sidebar ads (all pages)	125 x 125 px	\$250
Discounts for extended commitments		
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.

[updated 10.26.2014]