



I just spent about an hour browsing through your *Berkshire Review* and am staggered at its breadth and depth. I found so many pieces I wanted to read. What a wonderful resource.

Karen Halverson,  
Photographer

*The Berkshire Review* [as Hudson-Housatonic Arts was then called] is a gourmet feast for hungry thought-addicts. We all should acknowledge with gratitude our place at the banquet table.

Paula Robison  
Flutist

### **Our Mission:**

To offer long-form articles, interviews, and reviews of arts events and publications in New York City and Environs in tandem with the theatrical, literary, and musical performances offered by our parent organization, [The Arts Press](#). Depending on opportunity we cover events and trends around the world.

### **Focus:**

Classical music, opera, dance, theater, film, art, photography, architecture and city planning, books, travel, restaurants, food and drink.

Read "[About New York Arts, an International Journal for the Arts](#)" and "[About Hudson-Housatonic Arts](#)."

Affluent, highly educated readers from over 95 countries around the world, keenly interested in the cultural events in New York, London, Paris, San Francisco "wherever they call home" and the summer festivals of the Hudson River Valley and the Berkshires. Of these 25% live in major urban arts centers across the US: New York, Boston, Chicago, Los Angeles, San Francisco, etc. with strong readerships in Europe, Australia, and Canada.

### **Of these:**

- 75% of our readers have bachelors' degrees.
- 31% hold post-graduate degrees.
- 14% receive over \$150,000 a year in income.
- 31% receive over \$100,000 a year in income.
- 38% are between 25 and 44 years old.
- 33% are between 45 and 65.
- 52% are women.
- 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.

# New York Arts

## Advertising Spec Sheet

**In-depth, expert reviews, previews, interviews and articles, engagingly written,** about classical music, opera, dance, theater, film, art, photography, books, travel, restaurants, food and wine at the summer festivals of the Berkshires and around the world.

**Over 41,000 visits by 7750 unique visitors per month: affluent, highly educated readers from 95 countries around the world, keenly interested in the summer festivals of the Northeast.**

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### **1. The Hudson Valley and the Berkshires, including the rest of New England:**

Tanglewood, Bard Music Festival, Tannery Pond Concerts, Williamstown Theatre Festival, Berkshire Theatre Festival, Shakespeare & Company, Barrington Stage Company, Clark Art Institute, The Powerhouse Theater at Vassar, and others. **2. New York:** Lincoln Center, Metropolitan Opera, New York Philharmonic, Carnegie Hall, Brooklyn Academy of Music (BAM), Broadway, Joyce Theater, and many others. **3. Boston:** Boston Early Music Festival, Boston Symphony Orchestra, Isabella Stewart Gardner Museum, Boston Lyric Opera, Emmanuel Music, and others. **4. The Rest of the World:** Paris, London, Sydney, and Melbourne.

### **Who will benefit from advertising?**

Any business or non-profit near our prime destinations: arts organizations, universities, colleges, schools, publishers, recording companies, hotels, bed and breakfasts, restaurants, galleries, antique, and clothing shops, real estate agents, banking, wealth management, etc.

<b>Rates</b>		
Ad Type	Ad Specs	Price per month
1. Rotating leaderboard above header (all pages)	728 x 90	\$575.
2. Rotating ads at top right sidebar on all pages	160 x 280 px	\$425
3. Rotating ads in right sidebar below fold on homepage	160 x 600	\$250
<b>Discounts for extended commitments</b>		
3 months - 5%	4-6 months - 10%	7-12 months 15%

**All ads are linked** to your homepage or whatever URL you designate. Creatives should be 72 dpi and in jpg, png, or gif format. 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%; 4-6 months 10%; 7-12 months 15%.

**Payment** is due via credit card (accepted through PayPal) check or wire transfer before the placement of the ad. Checks, which **should be made out to the parent organization of Hudson-Housatonic Arts, The Arts Press**, must clear before placement.

**For more information, visit:** <https://hudson-housatonic-arts.org/advertise/>

**Contact:** [advertising@hudson-housatonic-arts.org](mailto:advertising@hudson-housatonic-arts.org) 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@hudson-housatonic-arts.org](mailto:advertising@hudson-housatonic-arts.org).

**We use the latest features** of Internet 2.0 to expand our base. We are connected with all of the major social sites, including Facebook, Twitter, Tumblr, and others.

**Do you need something more than an ad?** We will build an interactive website for you to communicate with your customers. See [The Arts Press](#) for more information. Ask for an estimate!

[updated 12/11/2019]