







Valley Table sets a place for everyone bringing together local producers, purveyors, brewers, distillers, vintners and consumers who revel in the Hudson Valley's one-of-a-kind food and drink experience. Each quarterly issue is filled with lavish photos and informative articles spotlighting the most dynamic and significant aspects of our local economy—food, drinks and entertaining. Reach a regional audience of the most discerning consumers and business owners across the Hudson Valley.

"The magazine of all things epicurian up & down the Hudson River"

-THE NEW YORK TIMES

Our Readers

30k
PRINTED
QUARTERLY

500

DISTRIBUTION LOCATIONS

135k QUARTERLY READERSHIP

Distributed throughout the Hudson Valley, Westchester County & New York City



VALLEY TABLE READERS: HOUSEHOLD INCOME (HHI)

55% have HHI Greater than \$90,000

34% have HHI Greater than \$120,000

VALLEY TABLE READERS: BY THE NUMBERS

79% use *Valley Table* for purchasing decisions

90% have visited a restaurant they learned about in Valley Table

88% dine out weekly

85% keep each issue for 3-6 months

Based on Valley Table Reader Survey



The Magazine

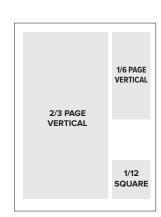
Print Ads

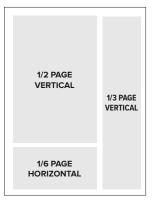
PLACEMENT	SIZE	1X	4X
Full Page	8.1875" x 10.875" (+.125" bleed) Without Bleed: 7.0625"x10"	\$3,750	\$3,200
2/3 Page Vertical	4.625" x 10"	\$3,100	\$2,650
1/2 Page Vertical	4.625" x 7.375"	\$2,500	\$2,150
1/2 Page Horizontal	7.0625" x 4.75"	\$2,500	\$2,150
1/3 Page Square	4.625" x 4.875"	\$1,500	\$1,300
1/3 Page Vertical	2.25" x 10"	\$1,500	\$1,300
1/6 Page Horizontal	4.625" x 2.25"	\$1,000	\$875
1/6 Page Vertical	2.25" x 4.875"	\$1,000	\$875
1/12 Square	2.25" x 2.25"	\$725	\$650
Back Cover	8.1875" x 10.875" (+ .125" bleed) Without Bleed: 7.0625"x10"	\$5,500	\$5,000
Inside Front Cover	8.1875" x 10.875" (+ .125" bleed) Without Bleed: 7.0625"x10"	\$4,750	\$4,250
Inside Back Cover	8.1875" x 10.875" (+ .125" bleed) Without Bleed: 7.0625"x10"	\$4,250	\$3,750

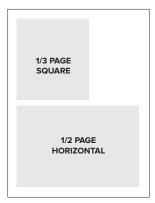












PRODUCTION DETAILS

Color ads: must be CMYK; All RGB and spot colors must be converted

Small black text should be 100% Black (C0 M0 Y0 K100)—not 4-color black.

BW Ads: 150lpi halftone screen

PREFERRED FORMATS

Adobe Acrobat (PDF) with minimum bitmap image resolution of 300dpi; Photoshop (.PSD), Illustrator (.ai), or zipped InDesign package; All fonts and images must be embedded or packaged

Tiff, JPEG (uncompressed) with minimum bitmap resolution of at least 1200 dpi

Design fees may apply to ads that are not submitted in the above format or have to be converted to CMYK. (Minimum one hour at \$75 per hour.)

SPECIAL SECTION:

Farms, Food & Markets



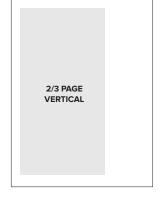
Readers throughout the Hudson Valley use *Valley Table's* **Farms, Food and Markets** section to find the best artisanal products and specialty markets. Don't miss the opportunity to be featured in this showcase of food, farms and markets in the leading publication dedicated to enjoying the bounties of the Hudson Valley.

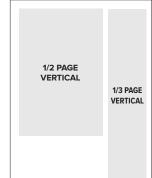
Farms, Food & Markets Special Section Print Ads

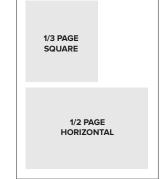
PLACEMENT	SIZE	1X	4X
Full Page	8.1875" x 10.875" (+.125" bleed) Without Bleed: 7.0625"x10"	\$2,850	\$2,450
2/3 Page Vertical	4.625" × 10"	\$2,350	\$2,000
1/2 Page Vertical	4.625" x 7.375"	\$1,875	\$1,600
1/2 Page Horizontal	7.0625" × 4.75"	\$1,875	\$1,600
1/3 Page Square	4.625" x 4.875"	\$1,125	\$975
1/3 Page Vertical	2.25" × 10"	\$1,125	\$975
1/4 Page Vertical	3.5" x 4.875"	\$900	\$750













Website & Digital

308k

UNIQUE VISITORS

ANNUALLY

1M
IMPRESSIONS
ANNUALLY

16.5k

OPT-IN ENEWSLETTER SUBSCRIBERS

2.5k

LEADERS

Website

PLACEMENT	SIZE	1X PLACEMENT MONTHLY RATE	3X PLACEMENTS MONTHLY RATE*
Food, Farms, Drink, Recipe or Events	300x250	\$500	\$750
Premium Placement: Hudson Valley Restaurant Week	300x250	\$750	\$900

*Ads will run in three separate placement categories.

\$2,100

\$1,000

E-News

CONSUMER E-NEWSLETTER BUNDLE	\$750
Sent monthly to 16,500+ subscribers	
Teaser ad on newsletter with link to advertiser site	
Includes 300 x 250 digital ad on secondary web page	

PREMIUM E-NEWSLETTER BUNDLEMonthly bundle sent to 16,500+ subscribers
Teaser ad on (4) weekly newsletters with link to advertiser site Includes 300 x 250 digital ad on secondary webpage
(1) Industry Exclusive E-Blast or (1) Dedicated E-Blast

INDUSTRY EXCLUSIVE E-BLAST
Sent to 2,500+ industry leaders, chefs, restaurant owners
600 x 900 ad created by Valley Table
Client supplies copy.

DEDICATED E-BLASTSent to 16,500+ subscribers

\$1,200

Sent to 16,500+ subscribers 600 x 900 ad created by Valley Table Client supplies copy

Sponsored Content Package: \$2,200

A professionally written 150-250 word blog post on ValleyTable.com for three months

E-blast sent out to consumer e-newsletter list (16,500+ subscribers) promoting the blog post. 600x900 created by *Valley Table* with two rounds of client revisions

The Zecolul Distance from Valley Table

The Zecolul Distance from Valley Table

The MAGAZINE

FARMS * DRINK*

PARMS * DRINK*

The Zucchini Dishes You Need to Try at
Hudson Valley Restaurants

Hudson Valley Restaurants

Blog post promoted on Valley Table Facebook and Twitter pages

Social Media

As influencers in the space, the opportunity to partner with *Valley Table* and reach our 17,100+ Instagram followers means your brand will receive increased exposure in addition to new followers and engagement.

Instagram Experiential Story

Onsite, custom content created around your concept and what makes it a must-visit destination.

Deliverables:

- Maximum 8 slides
- Magazine to develop all content and creative (using advertiser-supplied images), one round of edits
- Swipe-up link to client URL of choice

\$1,850/story \$1,500/3+

Instagram Contest

Grow your fan base with a contest that requires a follow for a chance to win a prize valued at \$150+.

- 1 post per contest, up to 3 images
- 1 advertorial story
- Magazine to create all assets, manage, and monitor contest, client to provide the prize
- Runs minimum of 48 hours
- · Limit 2 per year
- · Linktree to client URL of choice

\$825/contest

Instagram Advertorial Story

Promote an event, happening, discount or deal with an advertorial story.

- Maximum 6 slides
- Client to supply all assets, magazine to design creative, one round of edits
- Swipe-up link to ValleyTable.com which includes client URL of choice

\$350/story \$300/3+



on Instagram
Followers: 17.100+

@ValleyTable

Male/Female: 29.6%/70.4%

Age Range:

18-24 **2.3**%

25-34 **24.7**%

35-44 **32.1**%

45-54 **22**%

55-64 **13.4**%

65+ **5.4**%

This could be you!

SEPTEMBER O

Add a comment...

Social Media

Sponsored Instagram Post

Utilizing our imagery or your assets, we'll create an in-stream post with a caption that includes a call to action to head to the link in our bio that leads to sponsored content or a URL of your choice.

- Magazine to develop all content and creative (when applicable)
- · Linktree to client URL of choice
- Maximum 3 images

\$450/post \$400/3+

IGTV Series

An original content series on our IGTV channel with promotion centered around your brand messaging points and story.

- 1 episode, 5-8 minutes in length
- Client to supply professionally developed video in .mp4 format
- Released every 8-10 weeks

\$16,000/series

Facebook Co-Branded Post

Allow Valley Table to post with your brand the key messaging points to the Valley Table audience.

- Up to 50 words of copy and 3 images and destination URL
- Limited to one customer per week
- Target Reach of 5,000 people a day for seven consecutive days, 35,000 total
- Target Audience includes audience of people that have either: Liked *Valley Table* on Facebook, followed on Instagram, visited ValleyTable.com in the last 90 days, or have signed up for our email newsletter lists with a matching social media account, and lookalikes

\$1,470/ post for 35k reach.

Frequency Maximums

 $\label{loss} Instagram\ Stories-3\ per\ week\ max,\ whether\ experiential,\ advertorial,\ or\ contest\\ Instagram\ Contest-1\ per\ week\ max\\$

Facebook Post – 1 per week max

Creative Guidelines

Valley Table maintains high standards for social media content. We encourage advertisers to submit photos; however, we may source creative that will perform better or request additional photos be submitted.





2023 Editorial Calendar











Spring	Summer	Fall	Winter
Hudson Valley Restaurant Week Grad Party Ideas Veggie Gardening 101 PARTNER CONTENT OPPORTUNITY Spring Dining/Catering	Chef's Night Off—Where They Dine Summer Cocktail Trends Chilled Soups PARTNER CONTENT OPPORTUNITY Parties, Weddings & Celebrations	Best New Restaurants Canning for Beginners The Future of HV Wine PARTNER CONTENT OPPORTUNITY Travel & Tourism	Hudson Valley Restaurant Week Warm Winter Cocktails Best Ramen Spots in the Hudson Valley PARTNER CONTENT OPPORTUNITY Holiday Planning & Entertaining
SPACE CLOSE: 1/31/23 MATERIALS DUE: 2/1/23 MAIL DATE: 3/3/23	SPACE CLOSE: 5/2/23 MATERIALS DUE: 5/3/23 MAIL DATE: 6/2/23	SPACE CLOSE: 8/1/23 MATERIALS DUE: 8/2/23 MAIL DATE: 9/1/23	SPACE CLOSE: 9/19/23 MATERIALS DUE: 9/20/23 MAIL DATE: 10/20/23

In Every Issue

Dig In The Latest Dish In Season

Farmers Markets

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ValleyTable

1 Summit Court, Suite 201, Fishkill, NY 12524 845.463.0542 sales@valleytable.com valleytable.com