



Valley Table

2024 Media Kit

THE LEADING FOOD MAGAZINE OF THE HUDSON VALLEY

Voices of the Hudson Valley's Epicurean Renaissance

The Hudson Valley has a lot of great stuff: cheeses, smokehouses, produce, ciders, things we will start incorporating into our menus.

-David Burke

"It's getting much easier to source, with Red Barn Produce, Hudson Valley Harvest, and people like Fazio, Nancy McNamara at Honey Locust and Nat Kagan meats,"

-Brandon Collins, Roundhouse

"When I discovered the farmers' market in Union Square, I thought it was amazing. That was the first time I had Ronnybrook Farm milk, Bread Alone bread—all the things that come from the Hudson Valley."

-Agnes Devereux, Village Tea Room

"New York City is a great place for accolades and pushing limits, but I can't have the relationship with the farmers like I do in the Hudson Valley—we have a very honest relationship about what is fresh and what will work for my menus."

-Jeremy McMillan, The Farmhouse at the Bedford Post



Our Mission

Food cultivates community.

Valley Table is the original—and leading—regional media brand dedicated to celebrating the chefs, cuisine, wine and spirits, artisanal products, and culinary travel and events throughout the Hudson Valley. For the last 25+ years, *Valley Table* has remained true to its mission to support the local food community and give a voice to our ever-growing farm-to-table movement. Our content inspires, informs, and entertains readers who love to eat, love to cook, and love going out for dinner and drinks with friends and family. Food is the bond that roots people to their community, and nowhere is this culinary community more dynamic than in the Hudson Valley.



Our Audience

**HIGHLY-TARGETED + INFLUENTIAL,
AFFLUENT CULINARY ENTHUSIASTS**

Household Income (HHI)

- Average Reader HH Income: \$199,618
- Average Value of Primary Residence: \$789,455

Valley Table Readers: Engaged & Active Decision Makers

- 83% use Valley Table for purchasing decisions
- 78% dine out 11 or more times a month
- 85% keep each issue for 3-6 months
- 90% dine out more than six times a month

56% Female 44% Male

Source: 2022 CVC Publication Audit Report



Renowned Editor Linda Fears leads a seasoned team of experts—including top Hudson Valley chefs, food writers, sommeliers and entertaining gurus—to share their expertise, favorite new discoveries and celebrate the region's robust culinary community.

Editorial

IN EVERY ISSUE

For Starters

A seasonal round-up of the latest culinary news, food trends, local products, innovative producers, and foodie tours showcasing favorite finds across the region.

Table Talk

Our guide to the best new restaurants, bars, and culinary venues throughout the Valley.

What's Cooking

In-season recipes from top chefs, restaurateurs, cookbook authors, and other Hudson Valley-based culinary experts.

Last Call

A great recipe from an accomplished foodie closes every issue.

2024 Editorial Calendar



SPRING

- Hudson Valley Restaurant Week
- Foodie Day Trips
- HV Wedding Trends

SPACE CLOSE: 2/12/24
MATERIALS DUE: 2/13/24
MAIL DATE: 3/15/24



SUMMER

- Best Local Ice Cream (Cow to Cone)
- HV Winery Guide
- It's Tomato Season

PARTNER CONTENT:
Parties, Weddings & Celebrations as

SPACE CLOSE: 5/14/24
MATERIALS DUE: 5/15/24
MAIL DATE: 6/14/24



FALL

- Hudson Valley Restaurant Week
- Top Chef's Panty Favorites
- Nutrition in the Classroom

PARTNER CONTENT:
Travel & Tourism

SPACE CLOSE: 8/27/24
MATERIALS DUE: 8/28/24
MAIL DATE: 9/27/24



WINTER

- Shopping the Best General Stores
- Desserts Worth Driving For
- Great Cooking Class

PARTNER CONTENT:
Holiday Planning & Entertaining.

SPACE CLOSE: 11/15/24
MATERIALS DUE: 11/18/24
MAIL DATE: 12/20/24

Partnership Opportunities

HUDSON VALLEY RESTAURANT WEEK

Discover the region's best restaurants, including newly-opened establishments and long-standing favorites; April and November 2024



A rustic dining table with various dishes, wine, and bread. The table is made of light-colored wood and is set with several plates of food, including a large roasted bird, a steak on a wooden board, and various small bowls and glasses. There are also glasses of wine and a loaf of bread in a basket. The background shows a plaid cushion and a wooden chair.

Valley Table

Digital

Valley Table Digital

TARGETED CONTENT. EXTENDED REACH.

ValleyTable.com Audience Snapshot

- 250,000 Unique Visitors Annually
- 1 Million+ Impressions Annually
- 11.9k E-newsletter Consumers
- 2.5k Industry Leaders



18.5k followers



13.1k followers



7.1k followers

**Across all platforms, Valley Table reaches
1.5 million active + engaged consumers.**

Valley Table Digital

SITE SPONSORSHIP

Connect advertisers with our targeted audience through display media that can be hyper-targeted based on your objectives, and is responsive for both desktop and mobile.

- A maximum of 10 advertisers will exclusively rotate throughout the site; first-come, first-served basis
- 10,000 ad impressions per month
- Large ad sizes: 900x270 / 300x250
- Your linked logo appears on every page of the site as well as in every newsletter with a "digital partner" designation
- \$500/month; minimum three-month flight

The partner program really delivered. Our investment netted a \$2 CPM, 2.4% CTR - and a 10% lift in traffic to our site during the campaign.

--Client Testimonial



Valley Table Digital

WELCOME AD

Drive response with a high-impact, 100% SOV prestitial ad designed to give your brand premier, first-impression exposure as users visit ValleyTable.com

- This exclusive opportunity is limited to one (1) advertiser per week
- High-impact 800x600 ad unit
- Available on a first-come, first-served basis
- Appears 1x/daily per visitor regardless of entry page
- 4,000 impressions/week
- \$500/week

AVERAGE CTR = 2.2%

Leveraging the Welcome Ad for the launch of my restaurant's newest location was one of the best promotional tools to raise awareness and drive business the first week we opened.

--Client Testimonial

Valley Table Digital

BRANDED STORIES

Leverage the editorial authority of *Valley Table* with a native content piece designed specifically for your brand

- One (1) professionally written article up to 600 words designed with the editorial look and feel of ValleyTable.com
- Branded Stories include up to three links back to your website
- Maximum of two (2) Branded Stories will be published weekly; available on a first-come, first-served basis
- Branded Stories live on dedicated, fenced pages with no other advertisers
- Each Branded Story lives on ValleyTable.com in perpetuity
- Promotional drivers include: link on homepages, inclusion in email newsletters and social media
- Branded Story Investment: \$2,400

Extended Network: Leverage our syndicated partnerships to amplify your branded story across our network of partner sites.

- Using premium publishers, we're able to reach 92% of the online population, including 86% of mobile users
- Investment starts at \$12 CPM (50k impression minimum)



Valley Table Digital

EMAIL MARKETING OPPORTUNITIES

I. Editorial Enewsletters: Exclusive sponsorship with a high-impact ad unit designed to drive engagement and clicks.

- Exclusive - only one sponsor per issue
- Large ad sizes: 600x500 on desktop/automatically resizes to 300x250 on mobile
- 11,900+ opt-in subscribers per issue
- \$350 per day; seven (7) consecutive dates = \$2,100

II. Dedicated Eblast: Custom-tailored to deliver your brand message to our opt-in list of engaged readers.

- Only two (2) dedicated email opportunities per week
- Reach over 11,900 opt-in subscribers
- Emails are sent from ValleyTable.com to leverage our trusted reader relationships
- Brands may access our proven, mobile-responsive template or provide your own HTML code
- \$1,200 per dedicated email

III. Targeted Email

- Access 145 million consumer and 30 million b2b verified email addresses in any zip code in the country
- Select the perfect audience filters with over 725 segments, including location, age, lifestyle and interests
- Add-on options include retargeting to openers, acquiring postal addresses, and matchback capabilities
- \$1,500 for an email sent to up to 50,000 database contacts

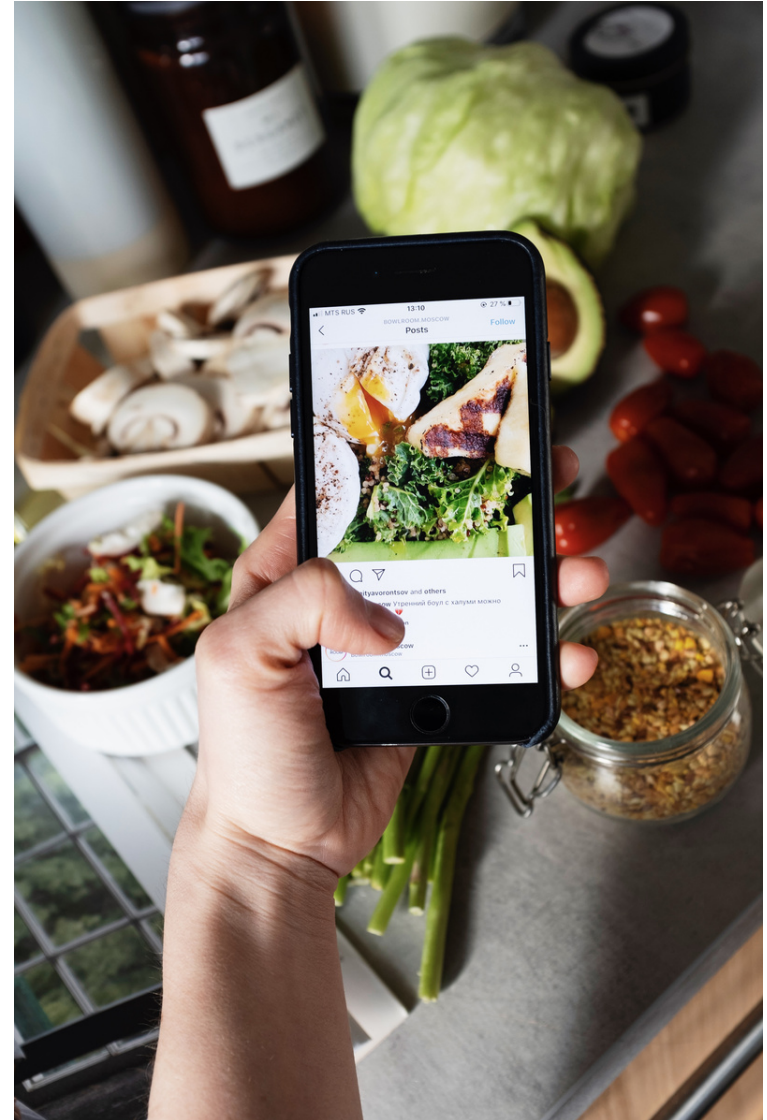


Valley Table Digital

CO-BRANDED SOCIAL MEDIA

Tap into the combined power of Valley Table's social media followers with partnership opportunities designed to deliver engagement and raise awareness for your product or brand.

- Valley Table's social media channels boast an engaged community who want to part of the conversation with your brand. Each week we offer two (2) opportunities for advertisers to engage with our followers.
- Available on a first-come, first-served basis
- Co-branded content includes: Instagram Posts, Stories and Reels, and Facebook Posts
- Our digital team will work with your assets to create content that will inspire our audience to take action and learn more about your brand
- Each campaign runs for a one-week period, launching on Mondays and concluding on Sundays
- We deliver a comprehensive report following each campaign that includes reach and demographic information
- Co-branded social media opportunities start at \$1,500 per week

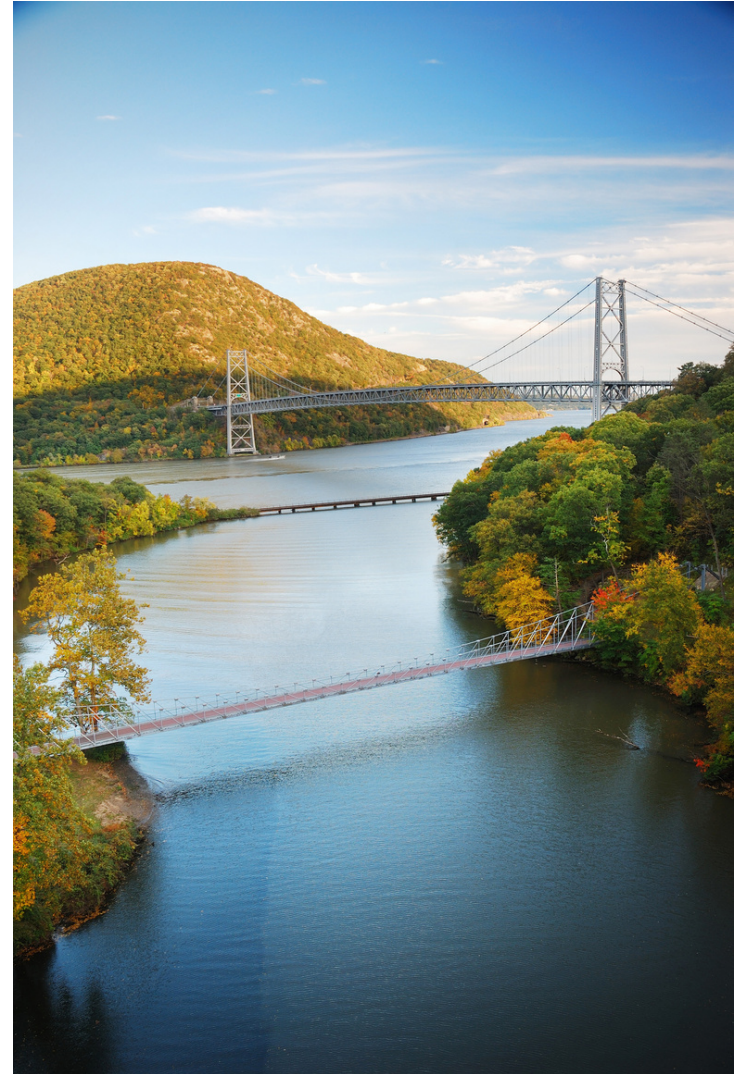


Valley Table Digital

SWEEPSTAKES & CONTESTS

Increase brand awareness and engagement, while generating leads for future digital marketing initiatives.

- Our digital team will build a sweepstakes or contest around a prize/prize package designed by your brand
- Prizes must be worth a minimum of \$500
- Sweepstakes and/or contests will run for a 15-day or 30-day timeframe depending on the desired flight
- All entry points will live on Valley Table media platforms, and will be managed by our team
- A robust promotional package including a dedicated email, Instagram post, Facebook post and homepage entry promotional call-out will be included in the sweepstakes
- At the conclusion of the promotional timeframe, you will receive a database of opt-in entrants for future marketing purposes
- All prize fulfillment will be handled by your team once a winner has been selected and paperwork has been received
- Sweepstakes and contests start at \$3,500 per package





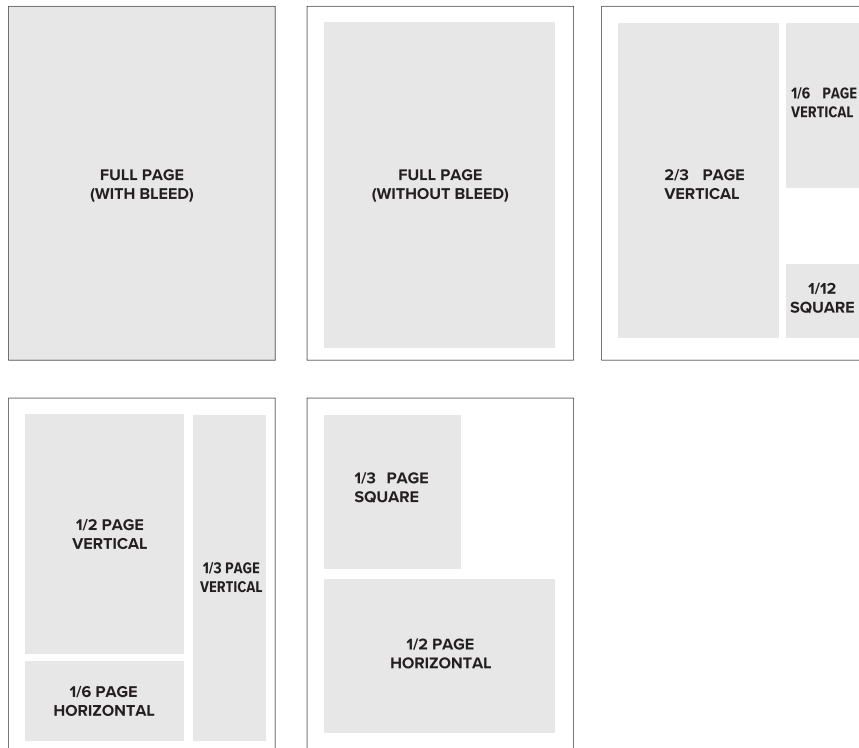
Valley Table

Rates + Specs

Magazine Distribution, Rates + Ad Specs

35k PRINTED QUARTERLY	500 DISTRIBUTION LOCATIONS	100k QUARTERLY READERSHIP	
PLACEMENT SIZE	DIMENSIONS	1X	4X
Full Page <i>Without Bleed:</i>	8.1875" x 10.875" (+.125" bleed) 7.0625"x10"	\$3,940	\$3,360
2/3 Page Vertical	4.625" x 10"	\$3,255	\$2,785
1/2 Page Vertical	4.625" x 7.325"	\$2,625	\$2,260
1/2 Page Horizontal	7.0625" x 4.75" Your paragraph text	\$2,625	\$2,260
1/3 Page Square	4.625" x 4.875"	\$1,575	\$1,365
1/3 Page Vertical	2.25" x 10"	\$1,575	\$1,365
1/6 Page Horizontal	4.625" x 2.25"	\$1,050	\$920
1/6 Page Vertical	2.25" x 4.625"	\$1,050	\$920
1/12 Square	2.25" x 2.25"	\$765	\$685
Inside Front Cover <i>Without Bleed:</i>	8.1875" x 10.875" (+ .125" bleed) 7.0625"x10"	\$4,990	\$4,465
Inside Back Cover <i>Without Bleed:</i>	8.1875" x 10.875" (+ .125" bleed) 7.0625"x10"	\$4,465	\$3,940
Back Cover <i>Without Bleed:</i>	8.1875" x 10.875" (+ .125" bleed) 7.0625"x10"	\$5,775	\$5,250

Magazine Production + File Formats



PREFERRED FORMATS

- **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

PRODUCTION DETAILS

- 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.)



Join Us At Valley Table

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