

© CLOCKWISE FROM LEFT: COURTESY OF RESTAURANT KINSLEY, COURTESY OF MILLBROOK INN, BY VICTORIA SAINT MARTIN/COURTESY OF CITY WINERY



# ValleyTable

## MEDIA KIT

THE LEADING FOOD MAGAZINE OF THE HUDSON VALLEY

**2025**



## 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 more than 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.

We're interacting with our readers quarterly through our print magazine, weekly via our enewsletter, daily through our website and social media, and hosting exclusive events that bring together local restaurants and our affluent, engaged audience.

# Highly-Targeted + Influential, Affluent Culinary Enthusiasts

Total Monthly Readers	<b>85,585+</b>
Avg. Reader Age	<b>50</b>
25-44	<b>32%</b>
45-64	<b>52%</b>
65+	<b>13%</b>
Female	<b>58%</b>
Male	<b>42%</b>
Avg. Household Income	<b>\$204,996</b>
Greater than \$100,000	<b>71%</b>
Greater than \$200,000	<b>33%</b>
Homeowners	<b>88%</b>
Avg. Home Value	<b>\$810,303</b>
Graduated college and/or completed post graduate	<b>68%</b>
Purchase products or services from ads in the magazine	<b>83%</b>
Our readers plan to purchase a wide variety of products and/or services in the next 12 months:	
Dining/Entertainment	<b>91%</b>
Women's Apparel	<b>64%</b>
Vacations/Travel	<b>51%</b>
Men's Apparel	<b>49%</b>
Financial Planner/Tax Advisor	<b>49%</b>
Furniture/Home Furnishings	<b>47%</b>
Major Home Appliances	<b>22%</b>

Source: 2023 CVC 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.

## 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.



## Spring

### Hudson Valley Restaurant Week

Inside Hudson Valley Fisheries  
Outdoor Dining

**PARTNER CONTENT**

Spring Dining

SPACE CLOSE: **2/11/25**  
AD MATERIALS DUE: **2/12/25**  
PUBLICATION DATE: **3/14/25**

## Summer

### New Trend of Women Butchers

Dining in Ulster  
All About Tomatoes

**PARTNER CONTENT**

Parties, Weddings & Celebrations

SPACE CLOSE: **5/13/25**  
AD MATERIALS DUE: **5/14/25**  
PUBLICATION DATE: **6/13/25**

## Fall

### Hudson Valley Restaurant Week

Hotels for Foodies  
Mel The Baker, Hudson

**PARTNER CONTENT**

Travel & Tourism

SPACE CLOSE: **8/26/25**  
AD MATERIALS DUE: **8/27/25**  
PUBLICATION DATE: **9/26/25**

## Winter

### Best New Restaurants

Top Coffee Spots  
Gifts For Foodies

**PARTNER CONTENT**

Holiday Planning & Entertaining

SPACE CLOSE: **11/17/25**  
AD MATERIALS DUE: **11/18/25**  
PUBLICATION DATE: **12/18/25**

## Hudson Valley Restaurant Week

Each spring and fall, more than 125 local restaurants join forces to showcase the Hudson Valley's vibrant culinary scene. This biannual event highlights both newly opened eateries and beloved long-time favorites, inviting residents and visitors alike to explore the region's diverse offerings.



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# Targeted Content. Extended Reach.

ValleyTable.com Audience Snapshot

## OUR PERFORMANCE\*

**1,752,581+**

TOTAL YEARLY VISITS (pageviews)

**28,188+**

AVERAGE MONTHLY UNIQUE VISITORS

**84,766+**

AVERAGE MONTHLY MOBILE PAGEVIEWS

**6,517+**

OPT-IN NEWSLETTER SUBSCRIBERS

**6,736+**

OPT-IN EBLAST VIP SUBSCRIBERS

## BE SOCIAL \*\*

 19,462+

 12,334+

 7,117+

## FOLLOW US

@valleytable

#valleytable

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

\*Google Analytics August 1, 2023 - July 31, 2024  
\*\*As of August 2024



MEGHAN SPIRO PHOTOGRAPHY

## 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







## 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%**

## 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)





© HARISON LUBIN

# Email Marketing Opportunities

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

- + Exclusive - only one sponsor per newsletter
  - + Large ad sizes: 600x500 on desktop/automatically resizes to 300x250 on mobile
  - + 6,543+ opt-in subscribers per newsletter
- \$350** per day

## 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 6,737+ 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

# Co-Branded Social Media

## Elevate Your Brand's Reach with a Co-Branded Social Media Campaign

Unlock the power of our engaged social audience with *Valley Table's* exclusive Co-Branded Social Media Ads. Perfect for businesses looking to amplify visibility and drive meaningful connections with target audiences.

### What's Included:

#### Instagram & Facebook Coverage

- + Your ads will appear across posts, stories, and reels for maximum visibility.
- + Optional video content for enhanced impact. (Need a video? Ask about our production services!)

#### Guaranteed Reach

- + A minimum reach of 50k+ per campaign, ensuring your brand gets noticed.

#### Strategic Targeting

Reach audiences who:

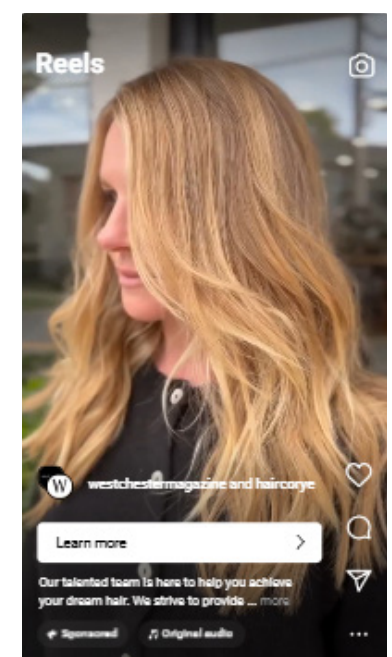
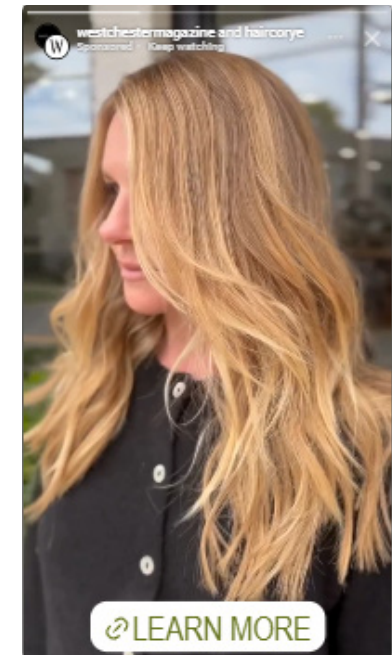
- + Engage with *Valley Table* on Facebook or Instagram.
- + Recently visited ValleyTable.com.
- + Are part of our curated email lists or lookalike audiences.

#### Campaign Details

- + Duration: 14 consecutive days (Monday to Sunday).
- + Availability: Limited to two advertisers per week.

#### INVESTMENT: **\$1,500** per 14-day campaign

*\*Clients must have an active business social account and grant access to TMI before campaign setup.*



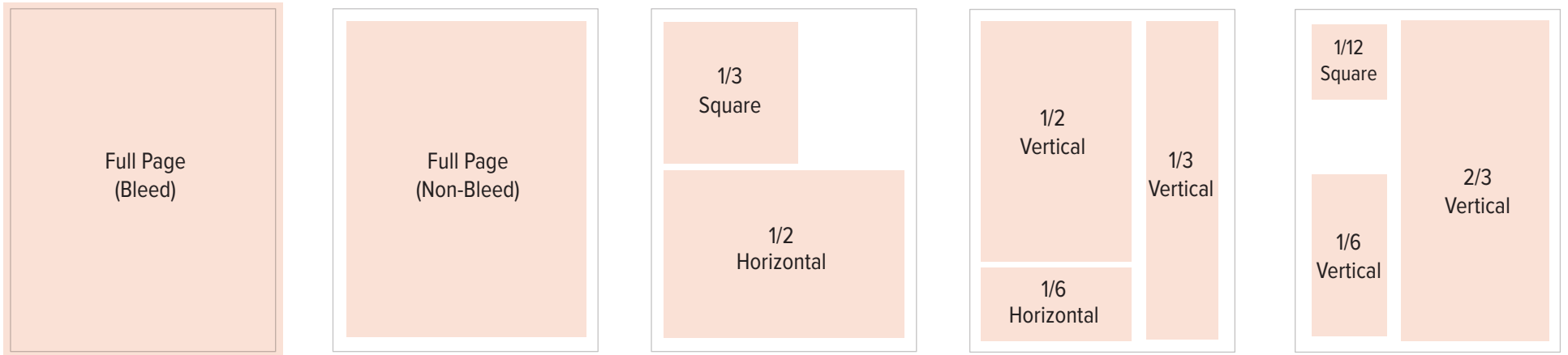


## Sweepstakes & Contests

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



Keep live matter 3/8" from trim edge on top, sides and bottom.

Keep all printer's marks outside of bleed area.

For bleed allow 1/8" beyond all trim.

DIMENSIONS	WIDTH	HEIGHT
Trim Size	8 3/16" (8.187")	10 7/8" (10.875")
Bleed Size	8 7/16" (8.437")	11 1/8" (11.125")
Image Area (Full)	7"	10"
2/3 Vertical	4 5/8" (4.625")	10"
1/2 Vertical	4 5/8" (4.625")	7 3/8" (7.375")
1/2 Horizontal	7.0625"	4 3/4" (4.75")
1/3 Square	4 5/8" (4.625")	4 5/8" (4.875")
1/3 Vertical	2 1/4" (2.25")	10"
1/6 Horizontal	4 5/8" (4.625")	2 1/4" (2.25")
1/6 Vertical	2 1/4" (2.25")	4 7/8" (4.625")

## 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.)*

# Sought after, local content, delivered in print, online and across social media platforms.

Valley Table is part of Today Media, known for its award-winning regional magazines reaching more than 700,000 readers each month. Additional specialty publications focusing on specific topics — including business, weddings, and home & garden — provide an extended reach and distribution to targeted special-interest audiences within our affluent demographic.

