



2019 Media Kit





The Hudson Valley is home to a full circle food revolution. *The Valley Table* is its catalyst and chronicler.

The Valley Table sets a place for the farmers and the foodies, bringing together the producers, purveyors and consumers who revel in the Hudson Valley's one-of-a-kind food experience. The magazine is a lively, entertaining and informative source, spotlighting one of the most dynamic and significant aspects of our local economy—food. Reach a regional audience of the most discerning consumers and business owners throughout the Hudson Valley.

*“The magazine of all things epicurian
up & down the Hudson River”*

—THE NEW YORK TIMES

THE VALLEY TABLE

READERS



VALLEY TABLE READERS: HOUSE HOLD INCOME (HHI)

55% have HHI Greater than \$90,000

34% have HHI Greater than \$120,000

VALLEY TABLE READERS: BY THE NUMBERS

79% use *The Valley Table* for purchasing decisions

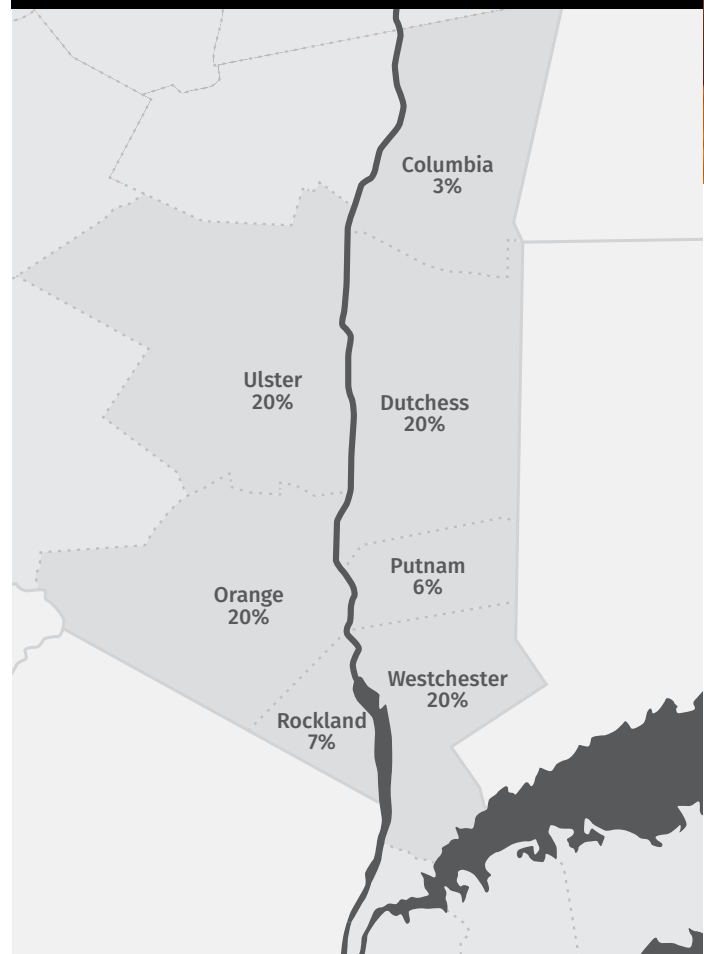
90% have visited a restaurant they learned about in *The Valley Table*

88% dine out weekly

85% keep each issue for 3-6 months

Based on Valley Table Reader Survey

VALLEY TABLE CIRCULATION BY COUNTY



ADVERTISING

THE MAGAZINE

35k

Printed Quarterly

500

Distribution Locations

100k

Quarterly Readership

Print Ads

PLACEMENT	SIZE
Full Page	8.1875" x 10.875" (+ .125" bleed) Without Bleed: 7.0625"x10"
1/2 Page Vertical	3.425" x 9.666"
1/2 Page Horizontal	7.0625" x 4.75"
1/4 Page	3.425" x 4.75"
Inside Front Cover	8.1875" x 10.875" (+ .125" bleed) Without Bleed: 7.0625"x10"
Inside Back Cover	8.1875" x 10.875" (+ .125" bleed) Without Bleed: 7.0625"x10"
Back Cover	8.1875" x 10.875" (+ .125" bleed) Without Bleed: 7.0625"x10"

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.

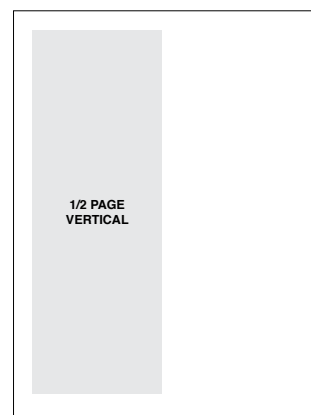
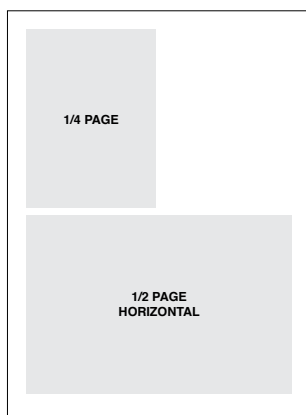
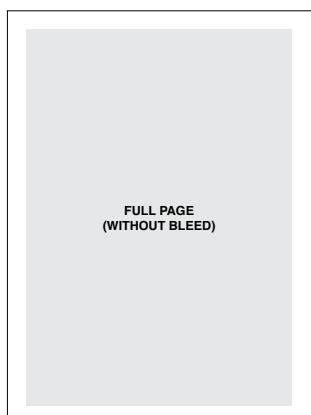
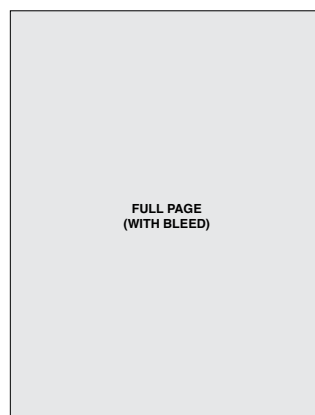
BW Ads: 150lpi halftone screen

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.)



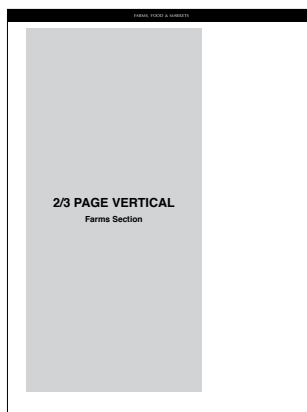
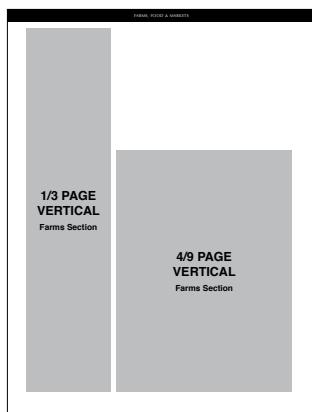
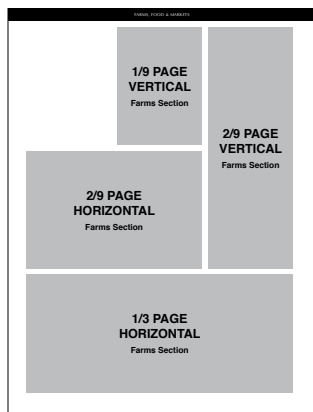
SPECIAL SECTION: FARMS



Farms, Food & Markets Special Section Print Ads

PLACEMENT	SIZE
2/3 Page Vertical	4.65" x 9.666"
4/9 Page Vertical	4.65" x 6.4"
1/3 Page Vertical	2.25" x 9.666"
1/3 Page Horizontal	7.0625" x 3.125"
2/9 Page Vertical	2.25" x 6.4"
2/9 Page Horizontal	4.65" x 3.125"
1/9 Page Vertical	2.25" x 3.125"

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



WEBSITE & DIGITAL

250k

Unique Visitors
Annually

1M

Impressions
Annually

26k

E-news
Consumers

3,000

Industry
Leaders



Website

PLACEMENT	SIZE
Food, Farms, Drink, Recipe or Events	300x200
Premium Placement: Hudson Valley Restaurant Week	300x200

**Ads will run in three separate placement categories.*

E-News

CONSUMER E-NEWSLETTER BUNDLE

Sent monthly to 26,000 subscribers

Teaser ad on newsletter with link to advertiser site
Includes 300 x 200 digital ad on secondary web page.

DEDICATED E-BLAST

Sent to 26,000 subscribers

600 x 900 ad created by The Valley Table.
Client supplies copy.

INDUSTRY EXCLUSIVE E-BLAST

Sent to 3,000 industry leaders, chefs, restaurant owners
600 x 900 ad created by The Valley Table.
Client supplies copy.

Sponsored Content Package

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

E-blast sent out to consumer e-newsletter list (26,000 subscribers) promoting the blog post. 600x900 created by the Valley Table with two rounds of client revisions.

Blog post promoted on The Valley Table Facebook, Twitter and Instagram pages.

ADVERTISING

SOCIAL MEDIA

Monthly Impressions

400,000+

Social Followers

9,800+



7,500+



10,000+



Sponsored Posts

FACEBOOK

One post with short write-up including link.

TWITTER

Two tweets with photo and link.

INSTAGRAM

One post with photo and link.

SOCIAL BUNDLE

Six posts split across The Valley Table Facebook, Twitter and Instagram pages for one month.



CONTACT US

1 Summit Court, Suite 101, Fishkill NY 12524 / (845) 463-0542 / sales@valleytable.com / ValleyTable.com

ADVERTISING

PUBLICATION CALENDAR



Spring Issue

SPACE CLOSE:

January 15

PUBLICATION DATE:

March 1

INSIDE: HUDSON VALLEY RESTAURANT WEEK



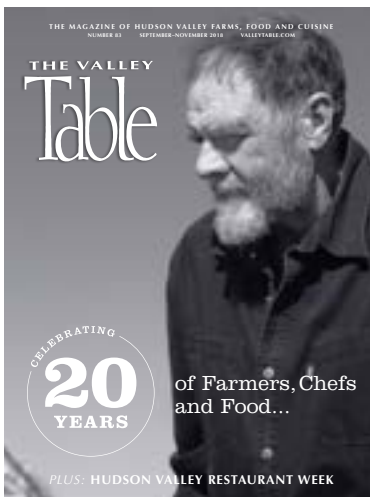
Summer Issue

SPACE CLOSE:

April 15

PUBLICATION DATE:

June 1



Fall Issue

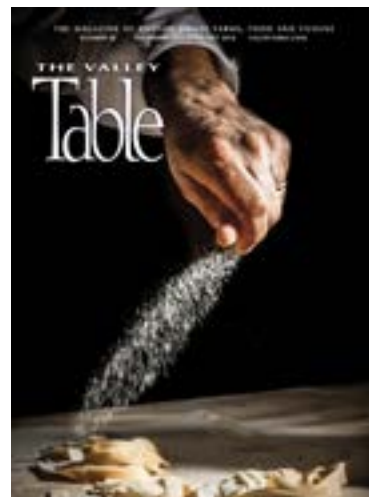
SPACE CLOSE:

July 20

PUBLICATION DATE:

September 15

INSIDE: HUDSON VALLEY RESTAURANT WEEK



Winter Issue

SPACE CLOSE:

October 15

PUBLICATION DATE:

December 1

CONTACT US

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