



Connecting advertisers
with the best consumers in the Berkshires

theberkshireedge.com

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Publisher

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Local businesses are reaching people every day where they already are—on *The Berkshire Edge*

What is *The Berkshire Edge*?

TWO POPULAR PUBLICATIONS:

The Berkshire Edge

- A full-service online newspaper
- Updated daily
- Lively, witty, intelligent, smart and local
- Highest quality journalism
- Up to 125,000 unique visitors per month, from the Berkshires and beyond
- Special interest sections to reach segmented audiences:
 - Business Monday
 - Real Estate Friday
 - The region's best online events Calendar
 - Weddings in the Berkshires
 - Daily newsletter

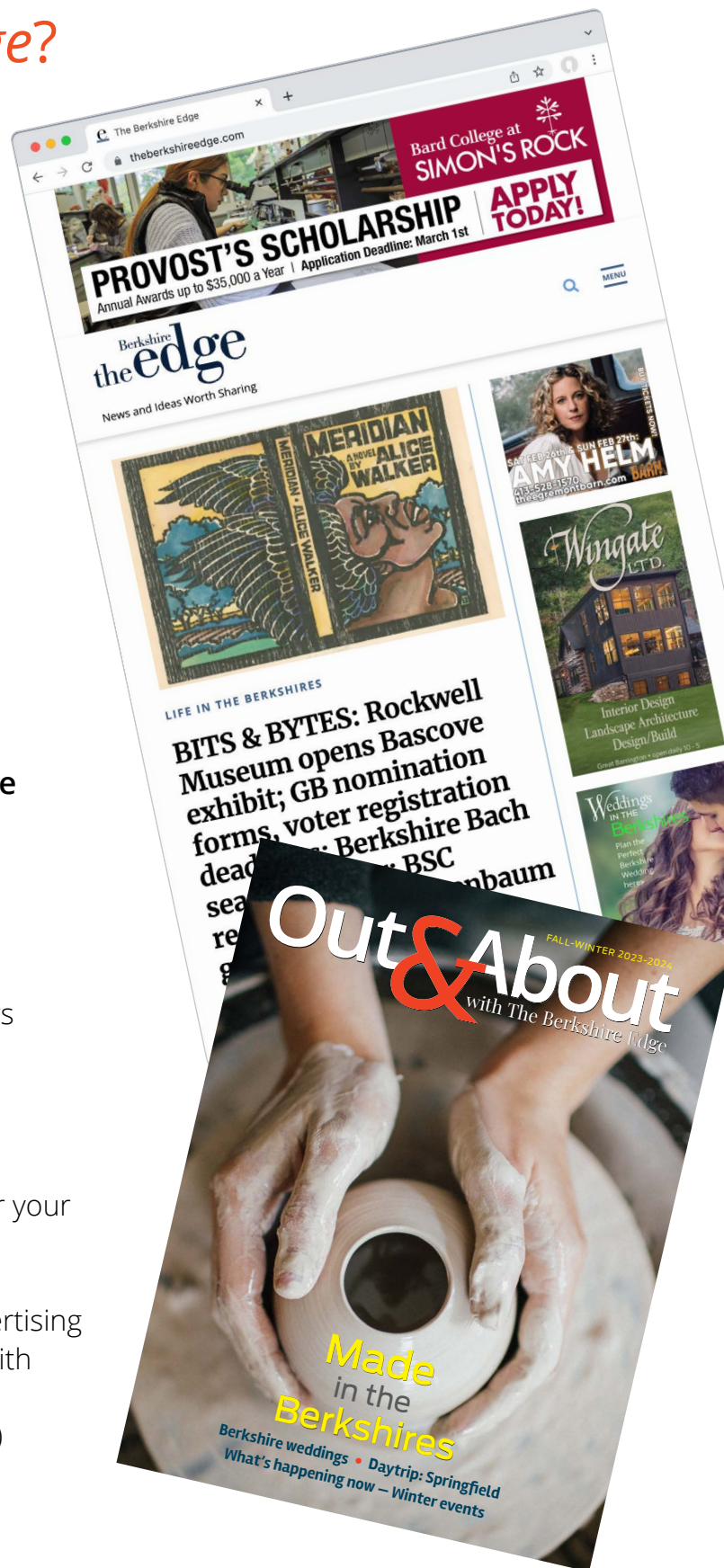
Out & About with The Berkshire Edge magazine

- Three gorgeous, glossy print issues per year, in circulation May through February
- The most popular seasonal guide in the Berkshires, solely focused on places to go and things to do
- Evergreen content in all issues, kept by readers as a lasting reference
- 25,000 copies per issue, reaching readers who are active and engaged

Alone or in combination, these elements will deliver your message to your target consumers.

(Please note: This media kit focuses on **online** advertising in *The Berkshire Edge*. Please ask us for media kits with advertising opportunities in *Out & About* magazine and in our "Weddings in the Berkshires" resources.)

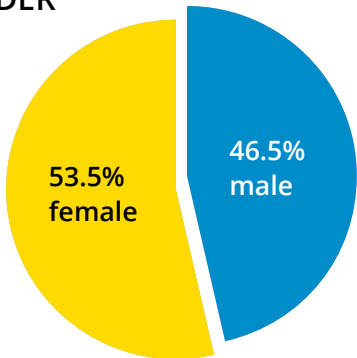
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About our readers

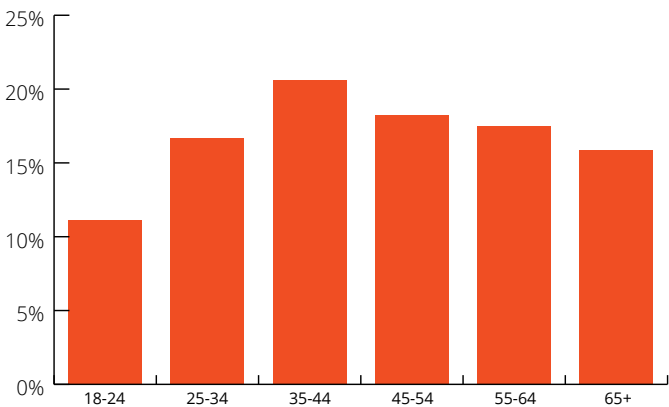
(January 2024, Source: Google Analytics and Databox)

GENDER



“ I advertised Saint James Place as a wedding venue in *The Edge* online wedding directory and in *Out & About* magazine. People actually stopped me on the street to tell me they’d seen my ad. That was a first for me. I knew advertising with *The Edge* would get noticed, but this exceeded my expectations.”
—FRED HARRIS, SAINT JAMES PLACE, GREAT BARRINGTON

AGE



39% age 35-54
48% under age 44
67% under age 55
17% age 55-64
16% age 65+

TOP 10 PLACES WHERE OUR READERS COME FROM

(Feb. 1, 2023 to Jan. 31, 2024)

Massachusetts.....	40%
New York.....	17%
Connecticut.....	7%
Florida	7%
Virginia	5%
Georgia.....	4%
California.....	3%
Ohio	3%
North Carolina.....	3%
Michigan.....	3%

420,000 Monthly page views

4,370,000 Annual page views

Up to 125,000 Monthly unique visitors

Up to 1,500,000 Annual unique visitors

LEVEL OF ENGAGEMENT

- 8,183 daily newsletter subscribers
- 4,500 Real Estate Friday email subscribers
- 8,400 Facebook Likes
- 9,800 Facebook Followers

We offer a variety of options:

- **Editorial section**—Reach our biggest audiences in our most-read section with news, reviews, arts and entertainment, life in the Berkshires, viewpoints, letters, and obituaries
- **Business Monday**—Position your ad among articles on the financial markets, personal finances, local businesses and business trends, and our special “Spotlight” profiles on the community’s business leaders. Our highly credentialed writers make business come alive.
- **Real Estate Friday**—Get your name out to buyers, sellers, Realtors, homeowners who need services, and everyone else who loves to read about real estate.
- **Weddings in the Berkshires**—Get hitched to anyone and everyone who plans on or thinks about getting married in the Berkshires. Articles by local experts plus an easily searchable directory of some 300 local vendors and venues.
- **Calendar**—Reach active and engaged locals, part-time locals and visitors on the best event calendar in the Berkshires, with opportunities to make your event stand out from the rest.
- **Daily newsletter**—Deliver your ad directly to the inboxes of 8,100+ subscribers, seven mornings a week.

Whichever option you choose, your ad will run on every page and every article of that section. Ads sort at random whenever the page is refreshed; there are no bad spots.



We couldn't be more pleased with our decision to advertise with *The Edge*. From the first month we started running our ad, we had new customers coming into the store mentioning seeing us on *The Edge* and we could see the online traffic the ad was driving to our website. *The Edge* is responsive to any questions we have about our advertising and provides unmatched flexibility in working to find the best fit for our business.”

—JAMIE WERNER, FLUFF ALPACA, GREAT BARRINGTON

Types/specs of online display ads:

- **Top Banner ads** cycle in place every four seconds
Two versions required: 1170 pixels wide x 320 pixels high for desktop and tablet;
414 pixels wide x 260 pixels high for phones.
- **Right Column ads:** 300 pixels wide by 250 pixels high. Double height, 300 x 500, also available
- **Center Column ads:** 800 pixels wide by 320 pixels high
- **Daily newsletter ad** (available only to *Edge* advertisers): 600 pixels wide by 150 pixels high
- **Featured event ad:** 775 pixels wide by 560 pixels high
- **Premium ad formats also available**, e.g. revolving cube, slide show, count-down, scratch-off, coupons, ad-of-the-day, etc. Ask your rep for examples

theberkshireedge.com

Rates/month as of January 1, 2024

(Ad prices subject to change)

Unless otherwise indicated, all rates are per month.

We pro-rate per day, with a 25% premium, for placements of less than a month.

SECTION	TOP BANNER	CENTER	RIGHT**
Run of Editorial Section*	\$800	\$500	\$450
Run of Business Section*	\$600	\$500	\$400
Run of Real Estate section *	\$500	N/A	\$300
Real Estate Sponsored Content:	Property of the Week \$200/ week What's on the Market \$75/3 weeks		
Featured Event Listing— Four placements: <ul style="list-style-type: none">• slider on Calendar Home Page,• featured listing on <i>The Edge</i> Home Page,• featured listing on daily newsletter to 8,100+ subscribers,• featured listing on Calendar “widget” on all pages of <i>The Edge</i>	\$200 per week		
Run of Magazine Section* (Free with your ad in <i>Out & About</i> magazine)	\$400	N/A	N/A
Run of Calendar Section* (Free with your ad in <i>Out & About</i> magazine)	\$400	\$350	\$300
Daily Update Ad	\$75/week. Available only to <i>Edge</i> advertisers		
Weddings in the Berkshires, online and in print	Ask your rep for Weddings information sheet.		
<i>Out & About with The Berkshire Edge</i> magazine, online and in print	Ask your rep for <i>Out & About</i> magazine media kit.		

*Includes all pages within the section

**Double-ht. ads available in right column @\$x2

“ I create natural landscapes that support wildlife and people. I wanted to extend my business in the Berkshires, so I took a chance and placed an ad in *The Edge* for two months. I was thrilled with the number of calls I received and the boost in traffic to my website and have now booked several new clients who came to me directly from my ad in *The Edge*. The people at *The Edge* were incredibly helpful in explaining my options and getting my ad set up. I felt they really wanted me to succeed. It was a no-brainer to renew my ad, and I look forward to continuing to partner with *The Edge*.”
—CHRIS ERICKSON, UNTAMED GARDENS, MONTEREY