

DUTCHESS

The go-to resource for all that is happening in Dutchess County, NY.

MAGAZINE

HOME + DESIGN
RESTAURANTS
NATURE
ART + MUSIC
SHOPPING
FAVES
PARTIES



dutchessmagazine.com

Print magazines offer a multisensory experience that's hard to replace.



“The last edition looks great, reads great, is great.”

— Barry Kieselstein-Cord

“New issue looks great, and we've gotten a wonderful response!”

— Wilson Henley,
George Home



“The magazine has done a terrific job with my ad. The team is professional, and the process has been seamless. The response I've received has exceeded expectations! I highly recommend *Dutchess Magazine* as a way to advertise in Dutchess County.”

— Bob Byrnes CLIA, Green Raven Services LLC





Average Monthly Readership

25,400



Copies Distributed

10,000

(In Mailboxes and dropped at businesses)



Reader's Age Range

16-90



Each Issue Read by

2.9

People



Median Household Income

\$100,000



Average Home Price

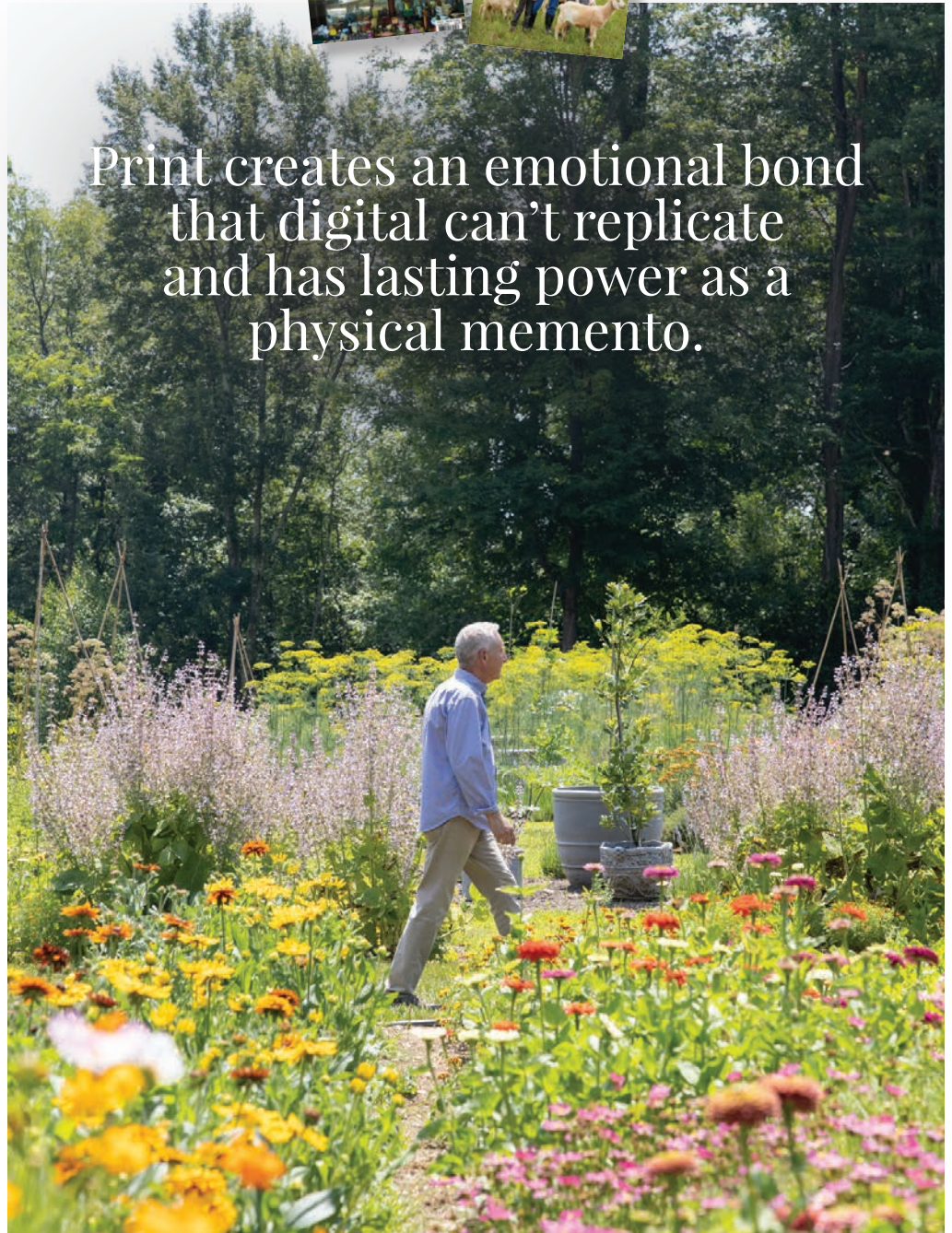
\$730,000

Published by Happening in the Hills

Advertise in both of our publications to expand your reach



Print creates an emotional bond that digital can't replicate and has lasting power as a physical memento.



Join us online and on social media

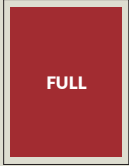


@dutchessmagazine



@dutchessmagazine

Ad Sizes



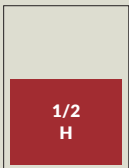
FULL PAGE
8 1/8 X 10 7/8



TWO-THIRDS
4 5/8 X 10



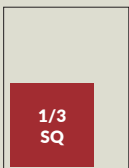
HALF VERTICAL TALL
3 1/2 X 10



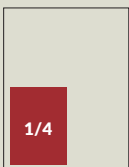
HALF HORIZONTAL
7 1/8 X 5



ONE-THIRD VERTICAL
2 1/8 X 10



ONE-THIRD SQUARE
4 5/8 X 5



ONE-QUARTER
3 1/2 X 5



ONE-SIXTH VERTICAL
2 1/4 X 5

2024 Deadline & Publication Dates

JAN/FEB/MAR
FOOD ISSUE

RESERVE: 11/17/23
MATERIAL: 11/24/23
PUB DATE: 1/5/24

APR/MAY/JUN
GARDEN ISSUE

RESERVE: 2/16/24
MATERIAL: 2/23/24
PUB DATE: 4/1/24

JUL/AUG
SUMMER ISSUE

RESERVE: 5/3/24
MATERIAL: 5/10/24
PUB DATE: 6/25/24

SEPT/OCT/NOV
DESIGN ISSUE

RESERVE: 7/19/24
MATERIAL: 7/26/24
PUB DATE: 9/2/24

Publication Specs

PREFERRED FORMAT: Adobe Acrobat PDF exported as a high quality 300 dpi file (266 minimum). Do not include crop marks or color registration bars. Please include 1/8" bleed beyond the trim size for full page and spread ads only. Do not include bleeds on fractional ads.

Before exporting your file to a pdf format, be sure to place all photos/images in the layout as 300 dpi CMYK files, embed all fonts, and flatten transparency. Final exported PDF files must be CMYK – no spot colors or RGB colors. Any spot or RGB colors will be converted to CMYK and we cannot guarantee that there won't be a slight color shift from the original color. Mis-sized material will be adjusted for optimal placement.

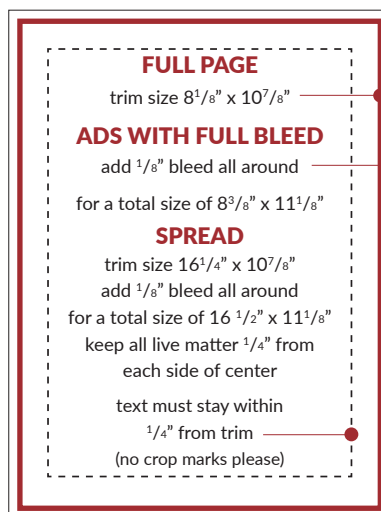
The advertiser is responsible for producing print-ready ad material. Any prep work needed will be billed to the advertiser at \$85/hr.

AD DELIVERY: Go to <https://happeninginthehills.sendmyad.com/>

Input your name, phone, email address, and company name. Your email address will become your user id. Select a password and security question (in case you need to reset your password). Fill in your company name, choose the issue(s) for your ad, upload your pdf ad. Approve the ad. If an ad has any problems, there are tools that allow you to fix it, help windows that can be clicked, or you can contact our production manager Sharon Peck at sharonpeck1@att.net / 203-770-0907.

BROWSER MINIMUM REQUIREMENTS:

Google Chrome 121.0, Firefox 122.0, Safari 17.2, Edge 120.0



QR CODES: Our official recommendation is a minimum of 2cm x 2cm (0.8" x 0.8"). Please note, QR Codes may not work with some phones or apps.

UPLOAD MATERIALS

(no crop marks please)

<https://happeninginthehills.sendmyad.com/>

First-time registration required

Questions:

sharonpeck1@att.net

Contact office: 860.931.7787

advertising@happeninginthehills.com

“Congratulations to all of you on such a sumptuous and thoughtfully conceived regional magazine. Finally, a publication that honors and celebrates the creativity, intelligence and, yes, diversity of the community....”

—Mr. Jan Stuart

“The magazine is not only aesthetically pleasing but also sophisticated and entertaining in its style and writing. I love reading it and seeing familiar faces. It’s also a wonderful tool to hand out to those visiting the Hudson Valley.”

—Byron Anderson, Hudson Valley Team at Compass



Tangible interaction,
like turning pages in a magazine,
enhances the reading experience,
making it more personal and memorable.

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