



WESTERN NEW YORK  
**HERITAGE**

MEDIA KIT





## WESTERN NEW YORK HERITAGE

is a non-profit cultural organization whose mission is to promote & build pride of place through the knowledge and appreciation of the art, architecture and history of Western New York.

We are very proud to publish our award-winning quarterly magazine.

This beautiful, full-color, 72-page "coffee table" magazine enjoys a national reputation as one of the finest regional history publications in the country.

Our stories keep the region's engaging and entertaining history alive.



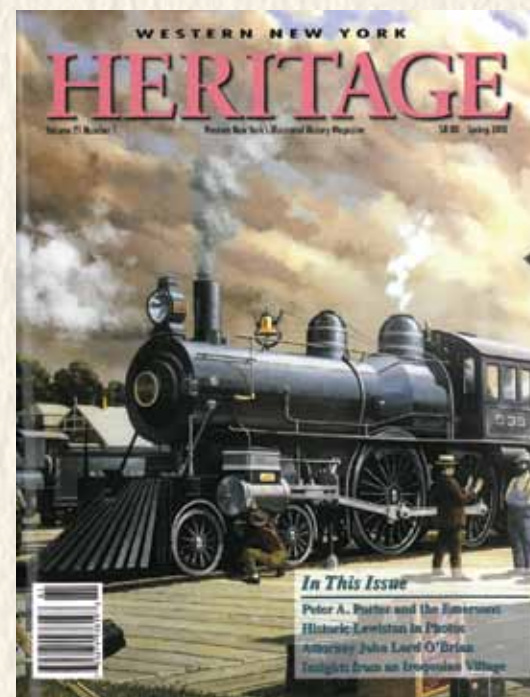
### Why Become A Sponsor?

Like any advertising or sponsorship decision, choosing to become a sponsor of *Western New York Heritage* of course places your name and message in front of readers who want to know more about your business - about 20,000 readers every issue, most of whom will continue to see your message as they refer to their back issues for years to come.

But that's just the beginning. Unlike an ad in a commercial publication, choosing to become a sponsor in *Western New York Heritage* is an opportunity to further the mission of our not-for-profit organization as well - and to show our influential and community-focused readership that what matters to them also matters to YOU.

It is visibility to be sure - but visibility tied with the added value of supporting a cause - the rich and diverse heritage of Western New York.

Our sponsors are critical partners our continued efforts to preserve the heritage of this unique region, and to share it with readers around the country and around the globe. We sincerely hope you will consider joining our family of supporters and thus add your name to those who contribute to Western New York's future by preserving its past.



*If history were told in the form of stories, it would never be forgotten.*

~ Rudyard Kipling

### What our readers and sponsors are saying

*This is a gorgeous publication - I even read each and every one of the ads. They are as nice as the articles, and compliment the content perfectly. Who reads those in a regular magazine?*

~ Phil, Williamsville, NY

*We love your magazine! I see it on many of our families' coffee tables. It's a wonderful representation of our WNY community - past and present.*

~ Clarice, Hospice Buffalo

*The premier history publisher for Western New York.*

*The quarterly magazine is second to none. Their high standards and tough scrutiny of our past makes them the go-to source for Western New York history.*

~ Oakwood Cemetery Association, Niagara Falls, NY

*I was at the doctor the other day and took out my WNY Heritage. An older gentleman noticed, and asked what I was reading. We struck up a conversation. It was wonderful. He was telling me about his days at Bethlehem Steel. It was wonderful hearing him reminisce and all because he noticed your magazine.*

~Lisa, Buffalo, NY



*Such an incredible publication. Such interesting stories, and the illustrations - they are just amazing. I never knew much about Western New York, but I wish our area had a magazine like this one!*

~ Sister Mary Patricia, Springfield, IL

### CIRCULATION

With a loyal subscriber base, consistent newsstand performance and copies in numerous libraries, schools and hundreds of professional offices throughout the region, *Western New York Heritage* boasts about 20,000 readers per issue. Surveys repeatedly tell us that unlike most periodicals, readers retain their back issues as part of their personal libraries, further extending the visibility of our sponsors.

The magazine is also distributed to large retailers in Erie and Niagara Counties such as **Tops**, **Wegman's** & **Barnes and Noble**.

We can be found in cultural venues such as  
**BUFFALO HISTORY MUSEUM**  
**BURCHFIELD-PENNEY ART CENTER**  
**CHATAUQUA BOOKSTORE**  
**DARWIN MARTIN HOUSE**  
**DOG EARS BOOKSTORE**  
**HOLLAND LAND OFFICE MUSEUM**  
**NIAGARA COUNTY HISTORY MUSEUM**  
**ROYCROFT CAMPUS COPPER SHOP**  
**TALKING LEAVES BOOKSTORE**  
 and many more.

### OUR INFLUENTIAL READERSHIP

The majority of readers of *Western New York Heritage* are educated and fairly affluent. They are involved in their community and the opportunities it has to offer. Roughly 80% are age 45+, with 55% of those falling in the 45-64 demographic.

*educated*

Ninety percent have at least a 4-year college degree, with 20% holding postgraduate degrees.

Twenty-six percent are licensed professionals, such as attorneys, physicians, CPAs, architects, engineers, stock and real estate brokers. Nearly 20% are CEOs and owners or officers of both public and private companies.

*professional*

Many are members of civic groups and cultural organizations, with some serving on their boards. They consistently list continuing education, culture, entertainment & the arts at the top of their avocational interests.

The average reader's household income is over \$90,000, with nearly 30% being over \$100,000.

*successful*

While geographically our readers come largely from the eight Western New York counties, we also have subscribers in 42 of the 50 states, many in southeast Ontario and also on three continents.

## AD SPECS & RATES

**Full Page**  
7-1/2"w x 10"h  
w/bleed 9"w x 11-1/2"h

**2/3 Page Square**  
7-1/2"w x 7-1/2"h

**1/4 Page Vertical**  
3-3/4"w  
x  
5"h

**1/2 Page Horizontal**  
7-1/2"w x 5"h

**1/3 Page Square**  
4-7/8"w  
x  
4-7/8"h

**1/3 Page Horizontal**  
7-1/2"w x 3-1/8"h

### Closing Dates

| Issue          | RSVP    | Art due |
|----------------|---------|---------|
| Winter (Jan.)  | Nov. 10 | Dec. 1  |
| Spring (April) | Feb. 10 | March 1 |
| Summer (July)  | May 10  | June 1  |
| Fall (Oct.)    | Aug. 10 | Sept. 1 |

**1/6 Page**  
2-5/16"w  
x  
4-7/8"h

**2/3 page vertical**  
4-7/8w x 10"h

**1/2 Page Vertical**  
3-3/8"w  
x  
10"h

**1/3 Page Vertical**  
2-5/16w  
x  
10"h

**1/2 Page Island**  
4-7/8"w x 7-1/2"h

### Full Color Included - RATES ARE PER AD

| Number of insertions: | 1x     | 2x     | 3x     | 4x     |
|-----------------------|--------|--------|--------|--------|
| Outside back cover    | \$2400 | \$2300 | \$2200 | \$2100 |
| Inside covers         | \$1625 | \$1520 | \$1415 | \$1325 |
| Full page             | \$1450 | \$1350 | \$1250 | \$1125 |
| 2/3 page square       | \$975  | \$925  | \$875  | \$795  |
| 1/2 page island       | \$925  | \$850  | \$785  | \$725  |
| 1/2 page (V or H)     | \$845  | \$800  | \$755  | \$675  |
| 1/3 page (H)          | \$775  | \$665  | \$625  | \$575  |
| 1/3 page (S or V)     | \$595  | \$560  | \$525  | \$485  |
| 1/4 page (V or H)     | \$475  | \$450  | \$415  | \$375  |
| 1/6 page (V or H)     | \$395  | \$370  | \$335  | \$320  |

For less than a 1/6 page - \$75 per column inch.

Example: 1 col. x 3" is \$75 x 3 = \$225. Full and 1/2 page bleeds at no charge.

To add bleed to any of the sizes listed, please add an additional 1/2" to both width and depth, meaning an extra 1/4" of image/color all around.

*There is nothing new in the world  
except the history you do not know.*

~ Harry S. Truman

### SPECIAL PAGES

#### Antiquers Alley • Professional Services Treasures of WNY

\$75/column inch or prepay 4 consecutive insertions  
for the price of 3

#### Wining & Dining

2-1/8" x 2-1/8" for \$125 or prepay \$400  
for 4 consecutive issues

### ONLINE PRESENCE

Our website is updated regularly as well as daily posts to Facebook, Twitter & Instagram directing visitors to our pages.

We offer opportunities for select organizations to support our efforts through web sponsorships.

You will have the option of several levels of support and receive an acknowledgement linking visitors to a site of your choosing which appears in our archives and/or issue pages providing countless opportunities

for our readers to see your message. Call us for rates & packages.

**716.893.4011**

Banner ad: 740 x 200 pixels    Medium Rectangle: 740 x 400 pixels    Large Rectangle: 740 x 600 pixels



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# HERITAGE

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