

# BERKSHIRESTYLE.COM



We are pleased to announce the first anniversary of the award-winning online magazine, BerkshireStyle.com. Join us in the celebration of this groundbreaking year! With a readership of 10,000 visitors and 60,000 page visits, the momentum is just beginning.

What is Berkshire Style? It is a perspective that combines architectural elegance with natural grace, refined taste with authenticity. Featuring some of the most magnificent towns in the region, our online magazine covers all the bases: from arts and culture to sports and entertainment; from lifestyle to personal style; from local attractions to recommended lodgings and businesses. Geared towards residents and visitors alike, BerkshireStyle.com is both a source of information and a catalyst for inspiration.

Attached is information about our website, its founders, features and press. If you have any further questions or need more information, we will be happy to provide it. Thank you for your time and consideration.

Sincerely,

Tanio McCallum  
Press@BerkshireStyle.com

## **ELECTRONIC PRESS KIT** **Table of Contents**

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PRESS RELEASE  
Date: 16 April 2013

Contact: Tanio McCallum  
Press@BerkshireStyle.com

## Award-Winning BerkshireStyle.com Celebrates First Anniversary

Say “happy anniversary” to BerkshireStyle.com, the online magazine that features architecture, activities, events, style and gracious living in some of the most splendid towns in the region. Three years in the making and one year out in the world, this on-line magazine is quickly gaining traction and prestige. Powered by its remarkable co-founder Toni Tucker, and her passion for the Berkshire region, this e-magazine has already attracted a sophisticated and informed readership of 10,000 with over 60,000 page views.

Some of the most popular sections of BerkshireStyle.com are:

**Arts & Culture.** Historic homes and gardens, museums, theatres, venues and dance  
**Local Attractions.** Special events including Tanglewood and Mass MOCA  
**Food & Lodging.** Specialty markets, restaurants, bed and breakfasts, resorts, hotels  
**Designers.** Interior, garden, architects and related businesses  
**Home & Personal Style.** Antiques, bookstores, home furnishings, clothing, gifts, jewelry  
**Sports & Fitness.** Yoga, golf, hunting, fishing, riding, outdoors recreation and sports  
**Gardening.** Designers, garden centers, florists, historic gardens  
**Towns & Villages.** Recommended businesses and attractions of thirty towns

Tucker noted that BerkshireStyle.com was honored in 2012 with the Constant Contact All Star Award for exceptional marketing over the prior year and was rated by LinkedIn as one of the top 5% most viewed profiles in 2012. “We took great care to build a site that is both beautiful and inspirational, and are thrilled that designers, artists and photographers love our website,” she said. “The fact that we are also recognized by the business community is an unexpected bonus.”

BerkshireStyle.com is an online resource for living and visiting in and around the Berkshires. Sign up for your free subscription at [www.BerkshireStyle.com](http://www.BerkshireStyle.com) and for information on advertising opportunities, contact us at [sales@BerkshireStyle.com](mailto:sales@BerkshireStyle.com).

## PRESS KIT LINKS

- Electronic Press Kit <http://berkshirestyle.com/presskit.pdf>
- What Sets Us Apart [http://berkshirestyle.com/features/aboutus\\_WhatSetsUsApart.html](http://berkshirestyle.com/features/aboutus_WhatSetsUsApart.html)
- Interview <http://berkshirestyle.com/features/WhoCanLiveWithoutStyle.html>
- Biographies [http://berkshirestyle.com/features/about\\_us\\_biographies.html](http://berkshirestyle.com/features/about_us_biographies.html)
- Rave Reviews [http://berkshirestyle.com/features/about\\_us\\_rave\\_reviews.html](http://berkshirestyle.com/features/about_us_rave_reviews.html)
- Feature Article [http://berkshirestyle.com/features/chocolate\\_springs\\_cafe.html](http://berkshirestyle.com/features/chocolate_springs_cafe.html)

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**BERKSHIRESTYLE.COM** is the ideal place for businesses in the Berkshire area to advertise. With an emphasis on style, our online magazine provides a remarkable experience in terms of quality content and presentation. BerkshireStyle.com offers a targeted audience, competitive rates, and high visibility in search engines.

## **WHAT SETS US APART**

The answer is simple. We concentrate on the exceptional. We feature some of the most accomplished people in their field. We have a distinct point of view and that is to recognize the best and authentic of the Berkshires. BerkshireStyle.com is both a source of information and a catalyst for inspiration.

## **OUR MAIN PURPOSE**

We establish a valuable web presence for our clients, creating an opportunity to expand their markets. Our high ranking, and targeting marketing strategy has the ability to drive traffic to your website. We also create further exposure by highlighting your business and offering links, back and forth to your website.

Designers will find the site valuable, since we understand the look and nuance that the design industry demands. It is important that all levels of the site have credibility and a refined simplicity that inspires confidence.

Our research shows that the upscale Berkshire market is an underserved sector on the web. Increasingly people are getting their information from the Internet. Not only is it important in helping people find you, it is important in sending the right message.

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## OUR TARGET AUDIENCE

With a clearly defined target audience, we are appealing to people who are interested in the Berkshires as a lifestyle. This audience falls into two major categories.

- (1) Berkshire residents that are interested in the amenities and activities of the area; and
- (2) Visitors to the area who are interested in Berkshire cultural and seasonal activities.

## OUR STRATEGY

BerkshireStyle.com provides content and information relevant to our targeted audience. We have taken exceptional care in our presentation to reflect a high level of taste and sophistication to represent you with an unsurpassed level of perceived value.

## OUR CONTENT

- **Features** – Revolving features by and about our businesses, designers and artists, attract an affluent audience interested in the best.
- **Arts and Culture** – Historic homes and gardens, museums, theater and dance
- **Attractions** – Must see museums and events in the area including Tanglewood and Mass MOCA.
- **Child Style** – Activities, stores and sports.
- **Designers** – Interior, garden, architects and related businesses
- **Entertainment** – A comprehensive list of the local theaters and concert halls.
- **Events Calendar** – A guide to selected events happening in the Berkshires.
- **Food** – Catering and specialty food markets, restaurants and coffee houses.
- **Gardening** – Garden designers, garden centers, florists historic gardens.
- **Home Style** – Antiques, bookstores, home furnishings, furniture, china and accessories.
- **Lifestyle** – fitness, spas and yoga.
- **Lodgings** – Bed and breakfasts, hotels and resorts.
- **Movie Clock** – A quick click to connect to the local movie houses.
- **Personal Style** – Clothing, gifts, jewelry and accessories.
- **Sports and Fitness** – Yoga, golf, hunting, fishing, riding, outdoors recreation and sports.
- **Pets** – Along with our Berkshire feature pet, we offer listings of area pet businesses.
- **Towns and Villages** – We offer comprehensive listings of recommended businesses and attractions of the 30 towns we represent.

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## WHO CAN LIVE WITHOUT STYLE?

### *An interview with co-founder Toni Tucker*

Toni Tucker is an acclaimed photographer who is passionate about her love of animals and people; she also has a deep appreciation of great design. Through the creation of BerkshireStyle.com, she is able to combine her talents with her passions while simultaneously encouraging people to enjoy a region that has inspired her since childhood.

How does it feel to be co-founder of an award-winning online magazine?

*Fabulous!!! The best news however is that we are having a wonderful ride. You know it is less about the destination than the journey. I love the journey.*

What is most satisfying about this new role?

I am learning and exploring every day. There are so many parts of business about which I knew nothing. Business plans. Social media. Advertising sales. The challenge is to understand and incorporate it all. I love the networking and have met some of the most talented and fascinating people.

How have your past experiences—in life and work—contributed to this new endeavor?

*I never really considered it until now but this website is a culmination of many past jobs and past experience. My father was a newspaper publisher and I grew up with the news. My first career was as an interior decorator. I then went on to work in television news. I am a photographer and have taken most of the photographs on the site. As varied as my background appears, it has all prepared me to do this work.*

What does the publication do for your community and the Berkshire region?

*I consider it to be a celebration of this glorious area and hope that this spirit is reflected on its pages. I hope it will continue to be a valuable resource for those who want some direction on where to go or eat in the region. We have done the legwork for you and hope you consider us to be your “new best friend in the Berkshires.”*

What is unique to your e-magazine, in comparison to your competitors?

*Our focus is what sets us apart. We have done our research and pass our taste on to our subscribers. There are so many choices and we want to recommend the very best.*

What do you mean by “Berkshire Style”?

*The Berkshire region is famous for its breathtaking beauty and has inspired a tradition of gracious living. This distinctive style is reflected in how we live, how we appreciate our natural surroundings, how we prepare meals and how we enjoy fine craftsmanship and design.*

Lambs have a high profile on your website. Can you say a little about their significance?

*We adore all animals and sheep in particular captured Paul's and my attention.*

Having just completed its first year of “life,” how do you see the publication expand and grow into the future?

*We will just get better and better at what we do for the foreseeable future. After that, who knows? I am sure there are other stylish areas in the country.*

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## BIOGRAPHIES

### Paul Coughlin

As a photographer, Paul Coughlin's images are in the collections of Henry Kissinger, Mike Nichols, Oscar De la Renta and Paul Newman. He is the author of six books, including *Timeless New York* (Rizzoli) and *Zen Baby* (Random House). In addition to his own books, Coughlin's photographs have graced the front of book jackets on works by Ann Tyler, Joseph Mitchel as well as the cover photograph for the autobiography of the His Holiness the Dali Lama. Paul Coughlin has been the photographer for the highly acclaimed *Magic Tree House* series (Random House Children Books), which have sold over 12 million copies. His images have been featured in *The New York Times*, *Town and Country*, and *People*. Coughlin was also commissioned by Mike Nichols to create a series of angel imagery to be used in conjunction with his HBO film *Angels in America*.

### Toni Tucker

With a background in journalism and experience ranging from rock videos to political documentaries, Toni Tucker has worked as a writer, news editor and field producer for Channel 5 News. She has also been a press officer for Gary Hart and Governor Mario Cuomo and a press consultant for Burson-Marsteller. With a lifelong interest in elementary school education, Tucker is the founder of a nursery school in Beverly Farms, Massachusetts, and served on numerous school and hospital boards. She also participated in Delta Society's therapy dog program. A photographer for over forty years, her images have appeared in numerous books, magazines, greeting cards and calendars, including *The American Kennel Club Gazette*, *The Bichon Frisé Reporter*, *Barron's Educational Series* and *Avanti*. Affiliated with the International Center of Photography and the Camera Club New York, Toni Tucker has exhibited in both New York and Connecticut. Clarkson Potter published her photography book, *Zen Dog*, in 2001.

## ACKNOWLEDGMENTS

*With special thanks to my co-founder, Paul Coughlin, for his support and his brilliant sense of design reflected in the website; to Penny Michels, my friend and features editor, without whom we would have neither our weekly e-blasts nor an events calendar; to Dave Colmar for his graphic and computer expertise; to Deko Design for their computer design; to my family and friends who have supported me in so many ways both large and small. —Toni*

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## RAVE REVIEWS

“Just a gorgeous site! Congratulations. Thank you so much for adding me and my orchids to it. We are honoured!”  
– Ann Levine, Berkshire Orchids, Lakeville CT

“This is so exciting! It is absolutely glorious! I have already sent it as a forward to friends. It is much too wonderful to keep all to myself. Congratulations on a superb job.”  
– Claudia Budow, Millbrook NY

“The web site is ravishing with outstanding photography!”  
– Judith Chatfield, Sharon CT

“I am very excited to hear about the launch of BerkshireStyle! What can I say except BRAVO! Your hard work and great taste have come together beautifully. It is the most beautiful website I've seen in a long time.”  
– John Cummins, Kent CT

“WOW! What a beautiful and amazing website.”  
– Erayna Beckman, Citrus Heights CA

“We are impressed with your Berkshire web site. Well done.”  
– Evan Schulman, Boston MA

“Wow! The BerkshireStyle site is indeed beautiful and very easy to navigate - you should be so proud! (and very tired, I bet!) Congratulations on all your efforts.”  
– Sarah Getz, Sharon CT

“LOVE the website! It is very tasteful as well as informative.”  
– Jan Gilmore, Millerton NY

“Happy to be included and happy to support your efforts as we all love your work. Your site is really the happening scene as far as we're concerned.”  
– Ian Ingersoll Cabinetmaker, Cornwall CT

“Your site is looking amazing. great restaurant list!”  
– Jim Fulton, Wellington, New Zealand

“This is breathtakingly beautiful. What a wonderful looking, informative, easy to navigate (and for me that is saying something) and sure to be a delectable treat.”  
– Judy Higby, Wilton CT

“BerkshireStyle just keeps getting better and better! It's a real asset to the area.”  
– Janet Offensend, Brooklyn NY

“This is simply stunning. STUNNING. Am I surprised? Not in the least but found the entire site inviting, beautifully designed and welcoming.”  
– Samm Carlton, Waquoit MA

“I feel the vibrancy of your community and agree that local strengths are to be cherished.”  
– Frances Lee-Vandell, Richmond VA

“The website really is wonderful. So simple, informative and beautiful to look at!”  
– Chrissy Tellalian, At Home in the Country, Lakeville CT

“I LOVE THE SITE. Elegant, concise, excellent.”  
– Dina Modianot Fox, Glenside Australia

“I just looked at the latest edition. It's just great, I think you've captured the feeling around here.”  
– Carole Lalli, New York and Lakeville CT

“WE LOVE THE MOVIE CLOCK! Thanks for putting this handy tool in the site.”  
– Cheryl and Don Perdue, Sheffield MA

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## CHOCOLATE SPRINGS CAFÉ



Is there anything better at this time of year than a cup of hot chocolate topped with lovely whipped cream? Add to that a group of friends, a cozy table and a chance for some live piano music and you have a perfect destination. Such is the nature of Chocolate Springs, an attractive and welcoming cafe featuring delectable chocolates hand-crafted by Joshua Needleman, one of *Saveur Magazine's* Top Ten Chocolate Makers.

Peer into cases filled with truffles, mousses, brilliantly sculpted dark and milk chocolates and pastries that go very nicely with hot chocolate or an espresso. Once warmed and full, a return to the cases proves irresistible. Choose from an opulent array of goodies to take home or find a small, beautifully boxed selection of these jewel-like creations for a perfect hostess gift.

Joshua Needleman is the energetic and fun genius behind Chocolate Springs Café. As chef and owner, Needleman introduces tasters to chocolates infused with flavors both exotic and traditional. This passionate connoisseur of fine food has traveled extensively and maintained shops in Paris and Manhattan; yet, he has chosen to return to the Berkshires to make his dream of a therapeutic oasis.

"The cocoa bean is a rich source of naturally occurring antioxidants, and has been shown to help lower blood pressure, improve mood, and in some cases, lose weight. That's one reason why our hot chocolate is named Serious Hot Chocolate. In summertime we make Serious Iced Chocolate along with a variety of gelatos, sorbets and ice creams. Eating chocolate is a celebratory event: When life is good it makes it better, and when times are tough, it still makes life better."

Chocolate Springs Café offers a selection of chocolates made with flavors from local, artisanal producers. The Berkshire Bon Bon, a very popular confection, uses Bourbon from Berkshire Mountain Distillers. "Cross-country skiers in nearby Kennedy Park insist on ending a beautiful day outdoors with a Serious Hot Chocolate and a few Berkshire Bon Bons." He added, "We have also participated in local celebrations by making creations for Jacob's Pillow in honor of their 80th anniversary and desserts for special events at Shakespeare and Company."

Whether you choose the Champagne Cognac Truffles, featured in *Time Magazine*, or a chocolate infused with the flavor of fresh local raspberries, you must promise yourself a visit to this destination popularly known as Chocolate Heaven.



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## TOWNS AND VILLAGES

### BERKSHIRE STYLE



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## FROM THE LAKEVILLE JOURNAL

### Capturing the stylish essence of the Tri-state area

Thu, 12/13/2012 - 10:23am

**By Asher Pavel**

asherp@lakevillejournal.com

SHARON

Sharon resident Toni Tucker's background in both design and in broadcasting led her, inevitably, to create the style-and-news website BerkshireStyle.com, which was launched in March 2012.

"We cover what is known as the Berkshire cultural area," she said, "including the area from Chatham and Millbrook in New York, from Kent to Norfolk in Connecticut and New Marlborough to Lenox in Massachusetts."

In the 1970s, Tucker worked as an interior designer. In the 1980s she worked both on air and behind the scenes for Channel 5 television news in New York City.

Since the 1990s, she's been working as a professional photographer. She spent about five years traveling the world with an Indian guru, acting as her official photographic chronicler. But what she really loves to photograph, Tucker said, are children and animals.

An avid dog lover, she said her three Toy Poodles and three Bichons Frisé are all champions. Her dog Faren was the top Toy Poodle in the U.S. for two years. Porter was the top Bichon Frisé for three years.

After working with the guru, Tucker retired from photography and collaborated with Paul Coughlin to design the website. By 2009 they were beginning to collect the information that would eventually become Berkshire Style.com website. Three years later the site went online and now Tucker is managing it on her own, with the help of Editorial Director Penny Stirling Michels and Marketing Manager Adriana Liduário. Three IT people maintain the operational side of the website.

The site highlights the work of "architects, designers, artists and businesses who have made their mark preserving the Berkshire aesthetic," according to the site.

"The web pages of Berkshire Style.com hold a wealth of local information inviting us all to play an active role in this beautiful community. If you have a passion for a refined simplicity, regional charm and good taste you are in the right place. After all, what is life without style?"

Tucker said what she finds inspiring about the region is that "it is untouched and beautiful." She has been coming here for years. "My grandmother had a home in Sheffield where I spent summers as a little girl."

Tucker said her goal in creating Berkshire Style was "to build a wonderful vehicle where people can have trust in the places, stores and services we recommend."

The site has an events calendar, movie times, names of architects and designers, listings of area attractions, pet resources, children's activities and resources, dining, food and entertaining; gardens, interior design, lodging, museums and historic homes, performing arts events and winter sports plus basic information about governmental agencies in the area's towns and villages.

TriCorner News · Lakeville Journal Repost: <http://tricornernews.com/node/27192>

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## FROM *THE HAMMERTOWN BARN*

### Some more great ideas for Father's Day from Berkshire Style

By Joan On June 14, 2012



I really love the new online magazine, Berkshire Style! I subscribe to their weekly newsletter and they had some terrific ideas for Father's Day. Here are my favorites from their suggestions:

**Lime Rock Park** Let the inner speed demon in your Dad race forth with a gift certificate for classes at the renowned Skip Barber Racing School at the foot of the Berkshire Hills right here at Lime Rock Park. The thrill and adrenaline rush will make for an unforgettable experience for the favorite man in your life. 60 White Hollow Road, Lakeville, CT 800.221.1131 [www.skipbarber.com/promotions.asp](http://www.skipbarber.com/promotions.asp)

**Peter Becks Village Store** Bold, vivid, colorful, with solid stripes. If this describes your Dad, how about a tie to match his personality? These beautiful silk ties, made with impeccable craftsmanship and design, are available at Peter Becks Village Store in Lakeville. No matter how extensive Dad's tie collection, these are sure to add some punch to his wardrobe. 19 Main Street, Salisbury, CT 860.596.4217 [www.peterbecks.com](http://www.peterbecks.com)

**Bizalion's** Whether Dad is a gourmet-in-the-making or just an enthusiastic gourmand, you're certain to delight with a gift from Bizalion's. Described by the New York Times as a "Marseilles-infused charcuterie-café," Bizalion's offers a rich array of gastronomical treasures. Our choice for the Dad that cooks: Bizalion's "Emerald Basket," a sampling of five of its fine collection of olive oils. 684 Main Street, Great Barrington, MA 413.644.9988 [www.bizalions.com](http://www.bizalions.com)

Hammertown Barn Repost:

<http://www.hammertown.com/2012/06/some-great-ideas-for-fathers-day-from-berkshire-style>