

# BERKSHIRESTYLE



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

The Berkshire region is famous for its breathtaking beauty that over the years has inspired a tradition of gracious living. This distinctive style is reflected in how we live our lives, how we appreciate nature and the arts, how we prepare beautiful meals and how we enjoy fine craftsmanship and design.

**BERKSHIRESTYLE** is an online magazine that celebrates the richness and vitality of its architects, designers, artists and businesses who have made their mark preserving the Berkshire aesthetic. The pages of **BERKSHIRESTYLE** 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?

## 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 VISION

We establish a distinct 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 create further exposure by highlighting your business and offering a link to your website.

Designers will find the site valuable for 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.

For further information please contact: [marketing@berkshirestyle.com](mailto:marketing@berkshirestyle.com)

# BERKSHIRESTYLE



## OUR TARGET AUDIENCE

With our clearly defined target audience, we appeal 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.

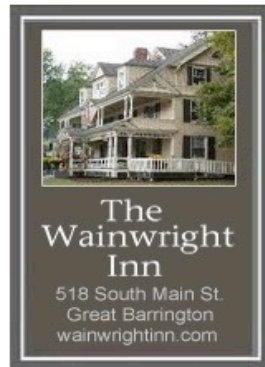
## OUR CONTENT

- **Features** – Revolving features by and about our businesses, designers and artists,
- **Arts and Culture** – Historic homes and gardens, museums, theater and dance.
- **Attractions** – Must see museums and events in the region.
- **Child Style** – Activities, stores and sports.
- **Designers** – Interior, garden, architects and related businesses.
- **Entertainment** – A comprehensive list of 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 and 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 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.

# BERKSHIRESTYLE



Small Ad  
(\$100 160x125 pixels)



Medium Ad  
(\$150 160x250 pixels)



Large Ad  
(\$200 160x300 pixels)



Skyscraper  
(\$300 160x600 pixels)



Banner Ad (\$200-350 975x375 pixels)



Footer Ad (\$250-300 1000x185 pixels)

# BERKSHIRESTYLE



## ADVERTISING RATES

**BERKSHIRESTYLE** offers the following types of advertisements. All are measured in pixels and include a hyperlink. Prices are per month.

**Banner Ads** This ad runs across the top of each web page. On the Home Page the ad will rotate in a slide show with three other ads.

Home Page	975 x 375	\$350
Feature Pages 3 Months	975 x 375	\$300
Other Pages	975 x 375	\$200

**Column Ads** This ad comes in three sizes and is placed in the right column on each page.

Town/Specialty Pages	Small 160 x 125	\$100
	Medium 160 x 250	\$150
	Large 160 x 300	\$200

**Skyscraper Ads** This is a long column ad to run down the right side of the page and provides the perfect vehicle for those wanting to advertise many shows or products.

Other Pages	160 x 600	\$300
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**Footer Ads** These ads run across the bottom of the home page only and come in two sizes.

Home Page	1000 x 185	\$300
Other Pages		\$250

**Newsletter Ad** This ad will appear on our weekly E-Blast sent to over 4500 folks. One time charge \$200

**BERKSHIRESTYLE** accepts payment by check, PayPal or credit card. Checks are to be made out to **BERKSHIRESTYLE** and mailed to PO Box 1262, Canaan, CT 06018. Payment is to be received prior to ad posting.

**BERKSHIRESTYLE** wishes to maintain continuity and style in our advertisements. All ads are subject to our approval. We ask that you submit your artwork. We retain artistic control and the right to refuse any advertisement. Should you wish us to design an ad for you, we will help you for a nominal charge.

# BERKSHIRESTYLE



## ADVERTISING CONTRACT

Advertiser \_\_\_\_\_

Address \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone Number \_\_\_\_\_ Cell Phone \_\_\_\_\_

E-mail Address \_\_\_\_\_

Dates of Contract

Start Date \_\_\_\_\_

End Date \_\_\_\_\_

Advertising Plan

Size of ad \_\_\_\_\_

Page placement \_\_\_\_\_

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Payment Information

Monthly Rate \_\_\_\_\_ Total Contract \_\_\_\_\_

Check or

Credit Card Information

All ads are subject to our approval. First payment is due prior to ad posting.

**BERKSHIRESTYLE** accepts payments by check or credit card. Checks are payable to **BERKSHIRESTYLE** and can be mailed to PO Box 1262, Canaan CT 06018

Advertiser \_\_\_\_\_

Print Name \_\_\_\_\_

BERKSHIRESTYLE \_\_\_\_\_

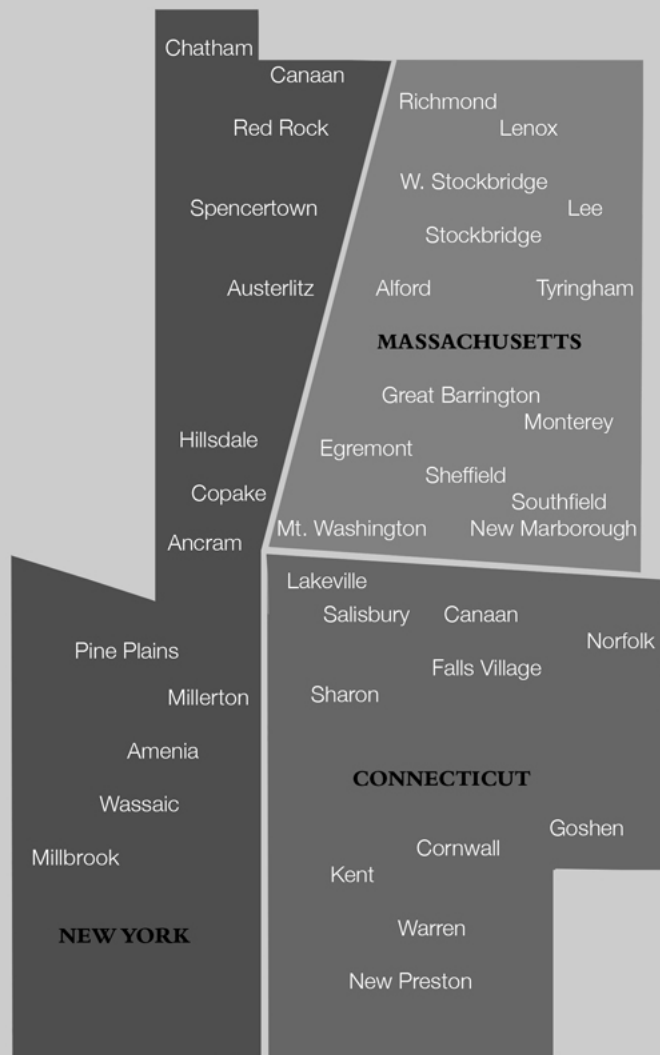
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## COVERAGE MAP

### BerkshireStyle.com

BerkshireStyle.com covers the 'Cultural Berkshires.' It extends throughout Connecticut's Northwest Corner, the southern Berkshires of Massachusetts and the eastern portion of New York's Hudson River Valley. Pictured here are the towns featured on our website, yet our reach extends throughout the Northeast and well beyond these defined borders.





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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 L, 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 B, Millbrook NY*

“The web site is ravishing with outstanding photography!”  
– *Judith C, 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 C, Kent CT*

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

“We are impressed with your Berkshire web site. Well done.”  
– *Evan S, 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 G, Sharon CT*

“LOVE the website! It is very tasteful as well as informative.”  
– *Jan G, 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 I, Cornwall CT*

“Your site is looking amazing. great restaurant list!”  
– *Jim F, 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 H, Wilton CT*

“BERKSHIRESTYLE just keeps getting better and better! It's a real asset to the area.”  
– *Janet O, 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 C, Waquoit MA*

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

“The website really is wonderful. So simple, informative and beautiful to look at!”  
– *Chrissy T, Lakeville CT*

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

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