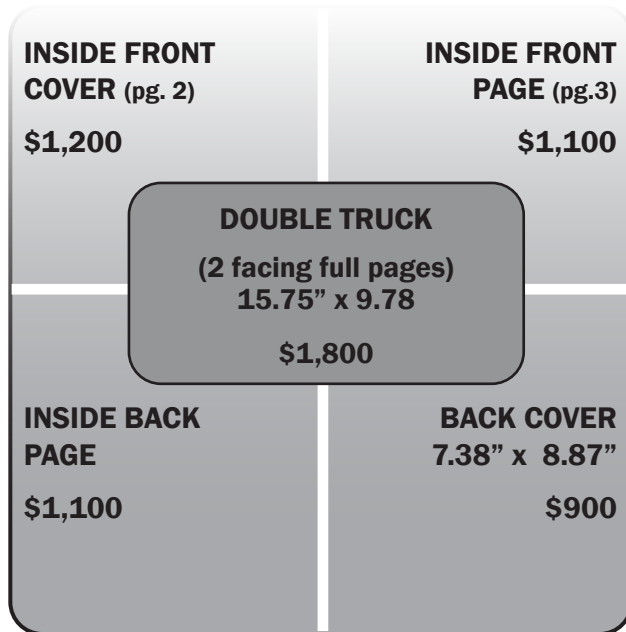


NNY Living | advertising

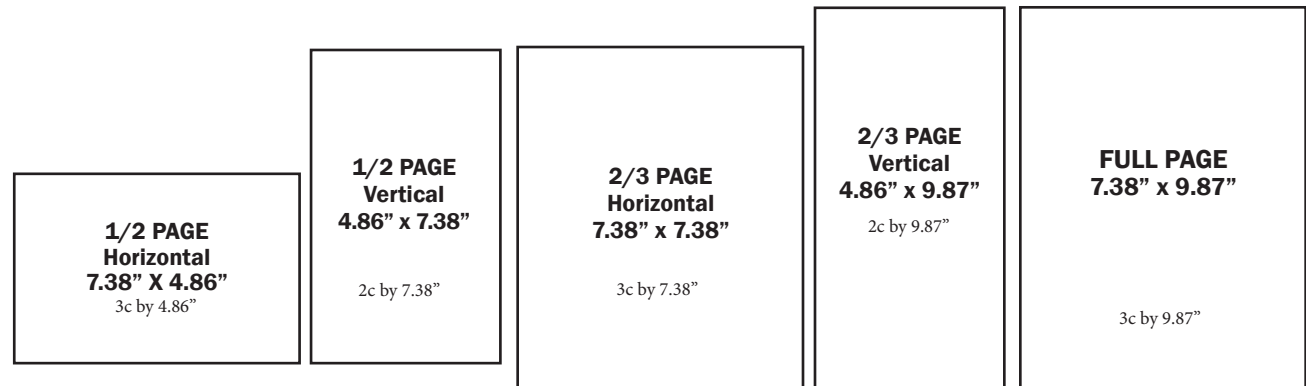
Premium advertising pages



NNY Living | Fast facts

- *Extended shelf life:* Two-to-three month ad exposure.
- *Targeted audience:* Northern New York family-focused editorial content geared toward residents who are key decision-makers on spending, travel, and activities.
- *Total audience:* Over 28,000, including pass along.
- *Household distribution:* Approximately 11,000 copies inserted into home delivery routes for Watertown Daily Times subscribers.
- *Value-added distribution:* Direct mailed to paid magazine subscribers in and outside of Northern New York.
- Single copies sold at select NNY retail outlets.
- Bulk dropped at targeted retail and professional outlets.
- All content shared on nnyliving.com, Facebook and Twitter capable of linking to advertiser websites.
- Printed on high-quality, glossy magazine stock with full color available on every page.
- A Johnson Newspaper Corp. publication.

Ad packages, sizes & dimensions



Basic package

- Full color, open contract commitment, single insertion

Full pg. \$1,045 — 2/3 pg. \$865 — 1/2 pg. \$665 — 1/3 pg. \$380

Banner Strip \$290 — 1/4 pg. \$260 — 1/6 pg. \$240

Silver package

- Full color, three-month contract, three insertions

Full pg. \$945 — 2/3 pg. \$785 — 1/2 pg. \$590 — 1/3 pg. \$370

Banner Strip \$275 — 1/4 pg. \$240 — 1/6 pg. \$225

Gold package

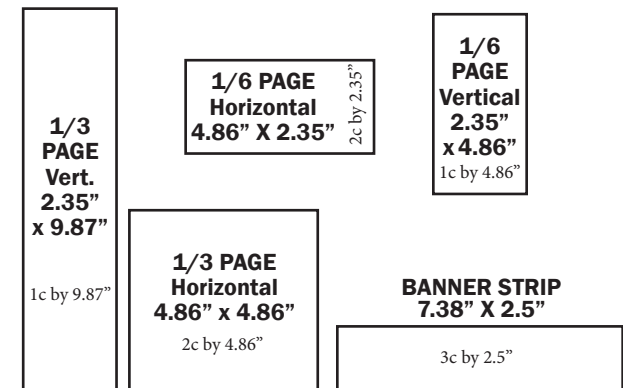
- Full color, six-month contract, five insertions

Full pg. \$835 — 2/3 pg. \$695 — 1/2 pg. \$525 — 1/3 pg. \$345

Banner Strip \$250 — 1/4 pg. \$220 — 1/6 pg. \$200

Nonprofits & Ad discounts

- Nonprofit organizations and clubs are eligible for a 30 percent discount off **Basic Package** rates.
- **No additional** discounts are applied to three, five and 12-month contract buys.



2021 Cover Stories

- WINTER** — (February) Winter Fun & Adventures
SPRING — (April) Health & Wellness
SUMMER — (June) Guide to the Ultimate North Country Summer
Inside: NNY Living Premier Properties
SUMMER — (July) NNY Living Weddings
AUTUMN — (September) The Food Issue
HOLIDAY — (November) Holiday Issue & Holiday Gift Planner
WINTER — (December) NNY Weddings

Ad specifications

■ All ad copy must be in electronic form. Camera-ready ad slicks are no longer acceptable. Electronic files may be emailed or supplied on a CD or DVD in Windows or Mac format. We accept Adobe PDFs and Adobe Photoshop files. All graphics, images and fonts must be linked or embedded. PDF ads must have fonts embedded. Color ads must be in CMYK separation, *not* RGB. Copies of photos and other graphics may be dropped off or mailed to 260 Washington St., Watertown, N.Y. 13601, for electronic scanning. Ad proofs provided at client request.

Copy & Contracts

■ NNY Living reserves the right to reject any advertisement.

Cancellations are not accepted after the advertising space deadline.

Advertisers and advertising agencies assume responsibility for their content, including text, representations and illustrations of printed advertisement. The publisher assumes no liability for errors in provided copy. If an ad is scheduled for a given issue and copy instructions are not received by the issue closing date, the most recently published ad will be used. All rates are subject to change in accordance with any general rate change. Ad deadlines are generally the last Friday of the month.

Bulk copies & Back issues

■ Businesses and organizations that would like **bulk copies** of the magazine should call our circulation team at (800) 724-1012. Bulk rates are available at \$1.25 per copy. **Back issues** of NNY Living also are available by calling our circulation team at (800) 724-1012. Back issues are \$4 per copy plus postage.

Photo & Page reprints

■ Photo and page reprints and plaques are available for purchase. Send reprint requests and plaque orders to nnyliving@wdt.net or call 315-661-2399. Photo reprint rates vary, depending on requested image size. Plaques are available with a cherry back or a black back. Rates are: 6x8 — \$17.50 / 7x9 — \$20 / 8x10 — \$25 / 9x12 — \$30 / 11.62x16.75 — \$50

Website

■ Contact Magazine Editor **Holly Boname**, (315) 661-2381 or hboname@wdt.net, for story information or editorial submissions for consideration.

Contact us / Advertising

■ Contact your local account executive at their respective local office. **Unsure who to call?** Contact Magazine Editor **Holly Boname**, (315) 661-2381 or hboname@wdt.net to connect with your local account executive.

2021 Publishing schedule

Winter

Ad space: Fri., Jan. 29 / Distribution: Sat., Feb. 20

Spring

Ad space: Fri., Mar. 26 / Distribution: Sat., Apr. 17

Summer

Ad space: Fri., June 4 / Distribution: Sat., June 26

Summer Weddings

Ad space: Fri., July 30 / Distribution: Sat., August 21

Autumn

Ad space: Fri., Aug. 27 / Distribution: Sat., Sept. 18

Holiday

Ad space: Fri., Oct. 15 / Distribution: Sat., Nov. 6

Winter Weddings

TBD

Editorial / In every issue

■ North Country News & Notes; Arts, Music, Theater, Culture Calendar.

■ **Health & Wellness:** A general health Q&A with a north country doctor and a fitness column

■ **Arts & Culture:** A feature about north country arts.

■ **History:** North country history by former Jefferson County Historical Society Collections Curator Lenka P. Walldroff.

■ **Food & Wellness:** A topical food feature and recipe by local chefs and wellness practitioner Shelby Connelly of Five Elements.

■ **Homes:** Home and interior design feature.

■ **My NNY:** Reader-submitted photo or art of scenic NNY.

■ Regional travel and New York state destinations.

Contact us / Editorial

■ Send editorial copy, story ideas, news releases and photos (.jpg/300 dpi) to nnyliving@wdt.net. The deadline for submissions is the 10th of the month prior to publication. The editor reserves the right to reject submissions that do not meet editorial guidelines. All material submitted to NNY Living becomes property of Northern New York Newspaper Corp., publishers of the Watertown Daily Times and will not be returned. For a complete guide to submitted content, including freelance writing guidelines, visit our website at nnyliving.com.

Subscribe

■ Call (800) 724-1012 to begin mail delivery of the magazine or to add NNY Living to your newspaper subscription. One-year of mail delivery is \$10 for 5 issues of *NNY Living*, two issues of *NNY Living Weddings* and two issues of *NNY Living Homes & Premier Properties*; two years is \$15 for 10 issues.

NNY 2021 Living

www.nnyliving.com



**Northern New York's
Premier Lifestyles Magazine**