

HOME

WESTCHESTER

Westchester County's Only Home & Design Magazine

DESIGN BY TC INTERIORS
PHOTO BY JEN PAINTER

2022 Media Planner

November 31, 2021 12:41 PM



Targeted.
Local.
Effective.

Westchester Home is the only magazine in the county devoted exclusively to home and landscape design. Our readers, which include affluent consumers and the local design trade are successful, influential and loyal to our publication. Launched in 2004, we are proud to be a trusted voice and a reliable source of inspiration and information. Advertisers who partner with us benefit from our years of experience and relationships in the community. Welcome to *Westchester Home*.

Strategic Advertising Options

Our print magazine, combined with signature events and digital options, form a marketing powerhouse that connects businesses and brands with the most desirable audience in Westchester County. The experienced staff at *Westchester Home* works with clients to develop advertising programs designed to maximize budget and drive results.



MAGAZINE



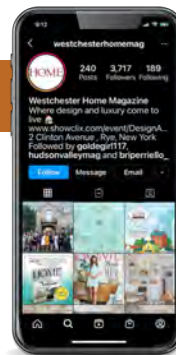
WEBSITE



EVENTS

Design Awards
Hudson Valley Builders Awards

SOCIAL
MEDIA



NEWSLETTERS





Impactful Reach

Westchester Home is a trusted voice that provides information and inspiration to several important segments of the market. More than 20,000 copies of each issue are printed and strategically distributed via subscription, newsstands, luxury waiting rooms and showrooms.

Mailed copies reach three key categories:

- **CONSUMERS**
Homeowners with tremendous buying power
- **INTERIOR DESIGNERS**
Important to-the-trade audience
- **ARCHITECTS & LUXURY BUILDERS**
Frequently influence buying decisions

Our distribution is verified by the Circulation Verification Council who conducts an annual independent audit.

OUR READERS

Total Quarterly Readers*	73,664+
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Female	77%
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Avg. Home Value	\$1,500,770
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Avg. Household Income	\$389,886
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Avg. Reader Age	55
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Interior Designers	19%
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Architects & Builders	20%
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Own their home	91%
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Where *Westchester Home* Readers Spend

Our readers plan to purchase the following products or services in the next 12 months:

Furniture/home furnishings	77%
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Lawn/gardening products	63%
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Interior design and/or architectural services	49%
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Home computers/tablets/laptops	33%
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Jewelry	32%
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Major home appliances	27%
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Source: 2020 CVC Audit Report
* Readership based on 3.7 pass along rate



84%

of women (18-64 years old) say they are more engaged when reading a print magazine over other forms of content.²



Why Print?

Print is memorable. Print creates an emotional connection. Print builds relationships.

Physical material is more “real” to the brain, involves more emotional processing, is better connected to memory, with great internationalization of ads – all important for brand associations.¹

90%

of adults say they have read magazines in the last six months, the highest of all time.³

80%

of magazine readers are willing to pay extra for high-quality services and products.⁴



¹Forbes; ²Bauer Media; ³GfK MIR; ⁴MPA Factbook 2020

Showcasing Westchester's Vibrant Design Community

Westchester Home celebrates inspiring design projects and connects you to our affluent, influential audience.



WESTCHESTER HOME DESIGN AWARDS

June 28, 2022

Westchester's vibrant design community comes alive every year with a celebratory evening dedicated to honoring the area's talented designers, architects and builders that make Westchester a beautiful place to live. From hundreds of submissions, a judging panel of respected industry professionals select the top inspired interiors and innovative architecture in a variety of categories. The finalists are revealed in the summer issue of *Westchester Home* and the winners are announced live during a celebratory awards party.

Become a sponsor of the 2022 Design Awards and partner with the premier design publication in Westchester County. Limited sponsorships are available at a variety of different levels to meet every budget and marketing need.



January 2022

Hudson Valley Builders Awards celebrate

Westchester's notable builders, developers, architects and their visionary works. The awards are a highly anticipated signature event connecting the region's vital builder community with their many collaborative partners.

2022 Editorial Calendar



Spring

Outdoor Living

Hudson Valley Builders Awards
The Winners

Art & Interior Design

SPECIAL ADVERTISING SECTION

Outdoor Living & Landscaping

SPACE CLOSE/
AD MATERIALS DUE: **1/28/22**
MAIL DATE: **2/28/22**

Summer

Annual Design Awards Issue *The Finalists*

Outdoor Spaces & Garden

Enhancing Curb Appeal

High Point Highlights

SPACE CLOSE/
AD MATERIALS DUE: **4/29/22**
MAIL DATE: **5/20/22**

Fall

Annual Bathroom Issue

Design Awards
The Winners

Faucets, Fixtures & Flooring
Hot Products & New Trends

SPACE CLOSE/
AD MATERIALS DUE: **7/29/22**
MAIL DATE: **8/26/22**

Winter

Annual Kitchen Issue

Architecture Showcase
Beautiful Exteriors

Details That Matter

Hudson Valley Builders Awards
The Finalists

SPECIAL ADVERTISING SECTION
Designers In Demand

SPACE CLOSE/
AD MATERIALS DUE: **10/28/22**
MAIL DATE: **11/29/22**

In Every Issue

Color Trends
Local Experts
Westchester Homes That Inspire
Local Design Resources

*Sponsored Content
Opportunities*

Shop Like a Designer
Dynamic Realtors

HOME
WESTCHESTER

A Powerful Local Partner

Our mission is to connect businesses with the desirable and affluent Westchester County community. *Westchester Home* is published by Today Media, Inc., recognized for its award-winning regional magazines, events and digital platforms. The *Westchester Home* team puts our experience and corporate resources to work across all channels to ensure that advertisers reach the right audience.



HOME

WESTCHESTER

From the Publishers of *Westchester Magazine*, a division of Today Media

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