

EVERYTHING WE DO

(585) magazine

585mag.com



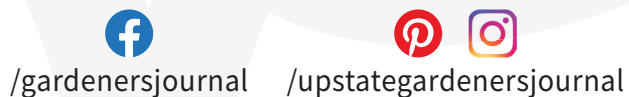
(585) Kids

585kids.com



Upstate Gardeners' Journal

upstategardenersjournal.com





ABOUT

(585) is greater Rochester's city-regional magazine focusing on the six counties of greater Rochester that make up the (585) area code—Monroe, Genesee, Livingston, Ontario, Orleans, and Wyoming—and covers food and drink, culture, destinations, and personalities of the region. **(585)** also provides essential information such as up-to-date, accurate dining guides and event calendars.

With every issue, **(585)** magazine provides vibrant evidence that the greater Rochester region is a great community with a high quality of life.

CIRCULATION

Mailed to paid subscribers and a controlled circulation list that includes waiting rooms in doctors', dentists', lawyers', and financial planners' offices as well as salons and spas; and on sale at newsstands and retail outlets throughout the 585 area.

OUR TARGETED READER

- Between 25 & 64 years of age
- Has a household income in excess of \$100,000
- Shops for women's apparel
- Shops for men's apparel
- Shops for children's apparel
- Dines out and enjoys local entertainment 3–4 times per week
- Purchases autos, auto accessories & services
- Spends time & money on lawn & garden
- Will vacation & travel
- Purchases furniture, home furnishings & appliances
- Makes home improvements
- Purchases athletic & sports equipment
- Partakes in the casino, racetrack & other legal gambling entertainment
- Spends money on pets
- Purchases pharmaceuticals & prescription services
- Spends money on live theater & sporting events
- Visits galleries, museums, and art festivals



2023 PUBLICATION SCHEDULE

Below are the primary themes and deadlines for our issues this year.

Note that this schedule may change without notice, so ask us about any updates.

ISSUE	AD RESERVATION	ARTWORK DUE	DISTRIBUTES
JANUARY/FEBRUARY 2023 Weddings • Kids–Events	11/5/2022	12/8/2022	12/27/2022
MARCH/APRIL 2023 Coffee + Home	2/3/2023	2/10/2023	2/22/2023
MAY/JUNE 2023 Garden • Style • Craft Beverages	3/31/2023	4/7/2023	4/26/2023
JULY/AUGUST 2023 Daytrips & Getaways • Kids–Museums	6/2/2023	6/9/2023	7/1/2023
SEPTEMBER/OCTOBER 2023 Home • Style • On The Town • Destination Finger Lakes Kids–Dance	8/4/2023	8/11/2023	8/30/2023
NOVEMBER/DECEMBER 2023 Holiday • Gift Guide • Spas & Beauty • Men's Health	10/6/2023	10/13/2023	11/1/2023
JANUARY/FEBRUARY 2024	12/1/2023	12/8/2023	12/27/2023



2023 PRINT RATES

Effective as of January 1, 2023
All rates include full color.



Prices for belly bands, split cover, bind ins, tip ins, blow ins, inserts, gate folds, polybags, photography, and advertorial assistance all available upon request.

SIZE	1X	3X	6X	DIMENSIONS (W X H)
PREMIUM POSITIONS (Add 15% for any other guaranteed premium positions)				
BACK COVER	\$6,468	\$6,076	\$5,253	See full page dimensions
INSIDE COVER (FRONT/BACK)	\$4,532	\$4,223	\$3,873	See full page dimensions
INTERIOR ADS				
FULL PAGE	\$3,236	\$3,008	\$2,384	WITH BLEED: 8.625" x 11.125" (trim size: 8.375" x 10.875") LIVE AREA: 7" x 10"
2/3 PAGE	\$2,621	\$2,185	\$1,792	4.56" x 10"
1/2 PAGE	\$2,070	\$1,904	\$1,432	HORIZONTAL: 7" x 4.875" ISLAND: 4.56" x 7.44"
1/3 PAGE	\$1,682	\$1,464	\$1,082	VERTICAL: 2.187" x 10" SQUARE: 4.56" x 4.875"
1/4 PAGE	\$ 942	\$ 833	\$ 626	3.375" x 4.875" (4 ads to a page)
1/6 PAGE	\$ 881	\$ 763	\$ 546	HORIZONTAL: 4.56" x 2.3125" VERTICAL: 2.187" x 4.875"
1/12 PAGE	\$ 491	\$ 398	\$ 318	2.187" x 2.34"
DINING GUIDE ADS (Ads will appear on dining guide pages)				
1/6 PAGE	\$ 690	\$ 597	\$ 504	See 1/6 page dimensions
1/12 PAGE	\$ 491	\$ 398	\$ 318	See 1/12 page dimensions

FILE SPECIFICATIONS

ACCEPTED FILE FORMATS

PRINT: **PDF ONLY, CMYK**

REQUIRED RESOLUTION: **300 DPI**

PHOTO GUIDELINES: **300 DPI JPG or TIF**

(when supplying ONLY photos and ad copy—not agency ready ads)

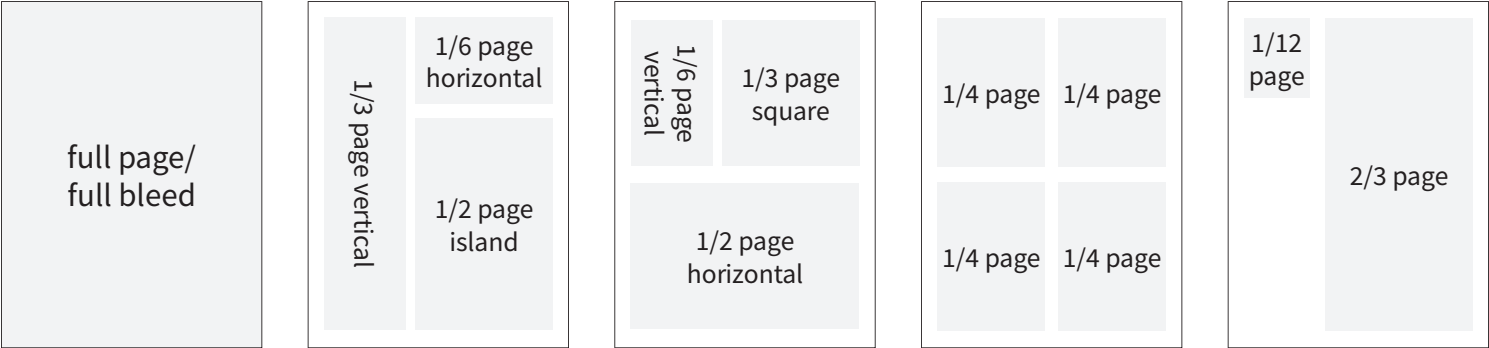
DIGITAL: **JPG, PNG, GIF**

DELIVER YOUR AD OR PHOTO AND COPY

EMAIL: jmilliman@585mag.com

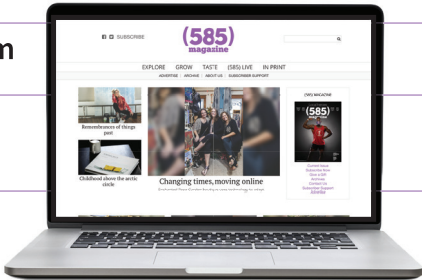
MAIL USB DRIVE: (585) Magazine
1501 East Avenue, Suite 201
Rochester, NY 14610

PRINT AD EXAMPLE PLACEMENTS



2023 DIGITAL OFFERINGS & RATES Effective as of January 1, 2023

DESCRIPTION	RATE	DIMENSIONS (W X H)
WEB AD PACKAGE Our website has content that changes daily or weekly by our web editor, a comprehensive dining guide, a full calendar of Rochester's events, and so much more!	\$400 p/month	DESKTOP BANNER AD: 728 x 90 pixels MOBILE BANNER AD: 320 x 50 pixels ISLAND AD: 300 x 250 pixels
SOCIAL TAKEOVER	Contact your rep	TBD based on platform
E-BLAST	\$125 p/e-blast Buy 4, get 1 free!	600 x 600 pixels





ABOUT

(585) Kids is greater Rochester's city-regional family-targeted magazine. This publication includes news and activities for families living in the greater Rochester area and focuses on providing health, education, and community resources.

(585) Kids also provides up-to-date events calendars, kids' camp guides, and information on after-school activities, entertainment, and local travel destinations.

Each issue of **(585) Kids** is designed to provide families with fun, entertaining, and helpful opportunities to become more involved in and thrive in the greater Rochester region. Issues will include parental resources in addition to children's crafts and in-print activities.

CIRCULATION

Our controlled circulation list includes more than 400 locations: libraries, YMCA branches, schools, doctor and dentists' offices, Wegmans, and Tops throughout the 585 area.

OUR TARGETED READER

- Rochester parents, grandparents, and children aged 5–18
- Is excited about getting out and about in the area
- Shops for children's apparel
- Has a household income of more than \$50,000
- Takes family vacations
- Purchases furniture, home furnishings, and appliances
- Purchases athletic and sports equipment
- Visits museums, galleries, and festivals
- Spends money on local entertainment and sporting events
- Dines out 3–4 times per week
- Spends money on pets and pet-related activities
- Spends money on pets
- Purchases pharmaceuticals & prescription services
- Spends money on live theater & sporting events
- Visits galleries, museums, and art festivals



**(585)
Kids**

2023 PUBLICATION SCHEDULE

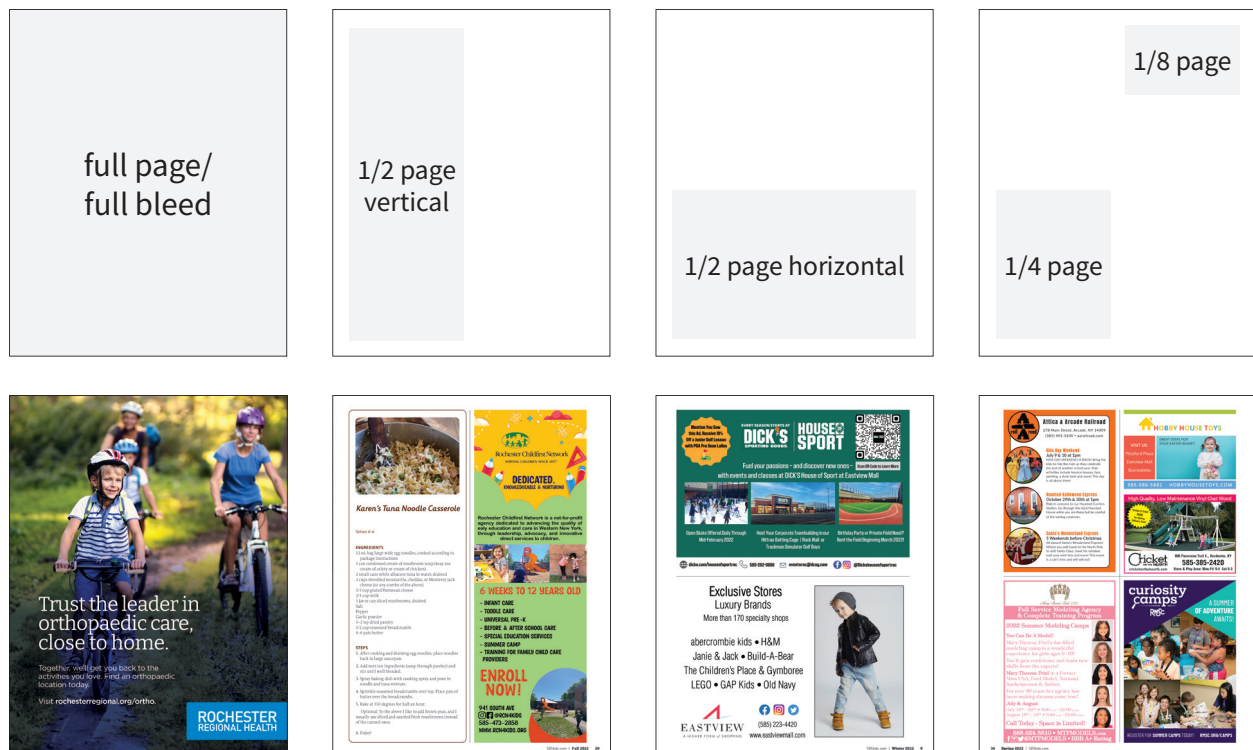
Below are the primary themes and deadlines for our issues this year.

Note that this schedule may change without notice, so ask us about any updates.

ISSUE	AD RESERVATION	ARTWORK DUE	DISTRIBUTES
WINTER 2023 (JANUARY/FEBRUARY/MARCH) Winter Warmth	1/9/2023	1/14/2023	2/1/2023
SPRING 2023 (APRIL/MAY/JUNE) Summer Camp Guide	3/10/2023	3/17/2023	4/1/2023
SUMMER 2023 (JULY/AUGUST/SEPTEMBER) Back to School	6/2/2023	6/9/2023	7/1/2023
FALL 2023 (OCTOBER/NOVEMBER/DECEMBER) Holiday Guide	9/1/2023	9/8/2023	10/1/2023

SIZE	1X	2X	4X	DIMENSIONS (W X H)
PREMIUM POSITIONS <i>(Add 15% for any other guaranteed premium positions)</i>				
BACK COVER	\$2,652	\$2,385	\$2,121	See full page dimensions
INSIDE COVER (FRONT/BACK)	\$2,255	\$2,029	\$1,825	See full page dimensions
INTERIOR ADS				
FULL PAGE	\$1,916	\$1,725	\$1,552	WITH BLEED: 8.625" x 11.125" (trim size: 8.375" x 10.875") LIVE AREA: 7" x 10"
1/2 PAGE	\$ 997	\$ 896	\$ 808	HORIZONTAL: 7" x 4.875" VERTICAL: 3.375" x 10"
1/4 PAGE	\$ 556	\$ 501	\$ 451	3.375" x 4.875"
1/8 PAGE	\$ 311	\$ 281	\$ 252	3.375" x 2.375"

PRINT AD EXAMPLE PLACEMENTS



2023 DIGITAL OFFERINGS & RATES

Effective as of January 1, 2023

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Kids

OFFERING	RATE	DIMENSIONS (W X H)
WEB LEADERBOARD	\$400 p/month	OVERSIZED BANNER AD: 970 x 90 pixels DESKTOP BANNER AD: 728 x 90 pixels MOBILE BANNER AD: 320 x 50 pixels
E-BLAST (LIMITED TO 1 PER WEEK)	\$125 p/e-blast <i>Buy 4, get 1 free!</i>	600 x 600 pixels <i>Image linked to webpage of your choice.</i>
E-NEWSLETTER AD	coming soon	

FILE SPECIFICATIONS

ACCEPTED FILE FORMATS

PRINT: **PDF ONLY, CMYK**

REQUIRED RESOLUTION: **300 DPI**

PHOTO GUIDELINES: **300 DPI JPG or TIF**

(when supplying ONLY photos and ad copy—not agency ready ads)

DIGITAL: **JPG, PNG, GIF**

DELIVER YOUR AD OR PHOTO AND COPY

EMAIL: ckunze@585mag.com

MAIL USB DRIVE: (585) Kids
1501 East Avenue, Suite 201
Rochester, NY 14610

2023 SUMMER CAMP FAIR

Sunday, April 16, 2023 • 11 am—5pm • Eastview Mall, Victor

DESCRIPTION	RATE	INCLUDES
BOOTH	\$425	- 8 ft. table - Black table cloth - 2 chairs
EVENT PARTNER PACKAGE	Ask your rep	- Logo displayed on <ul style="list-style-type: none">• Event flyer• Event page on 585kids.com• Cinch bag given to first 250 families - Bag stuffer (provided by you) - Ad in Spring issue of (585) Kids - 8 ft. table - Black table cloth - 2 chairs
CUSTOM PACKAGES	Ask your rep	Your rep will tailor a package just for you.





ABOUT

Upstate Gardeners' Journal is a bi-monthly garden magazine covering Buffalo, Rochester, Syracuse, Ithaca, and surrounding areas. We feature event listings and calendar items, seasonal tips, and articles about local gardens and gardeners.

CIRCULATION

Mailed to paid subscribers and distributed free of charge at nurseries and gardens centers, coffee shops and libraries, home and garden shows, and appropriate events year-round.

OUR TARGETED READER

- Is passionate and enthusiastic about plants, gardening, and nature
- Hires professionals for services and tasks: design, hardscaping, planting, maintenance, etc
- Loves to learn about gardening and will attend classes, seminars, symposia, and other events
- Shops for tools, gloves, and gardening apparel
- Purchases gardening and nature-themed gifts for others
- Will contract for home improvements such as sunrooms, etc
- May be responsible for making living decisions for an elderly relative (housing, activities, etc)
- Cares about the environment
- Is interested in plant-based, healthy eating
- Is active on social media
- Is a dedicated UGJ consumer—many of our readers have been with us for 25+ years ... and saved every issue!



2023 PUBLICATION SCHEDULE

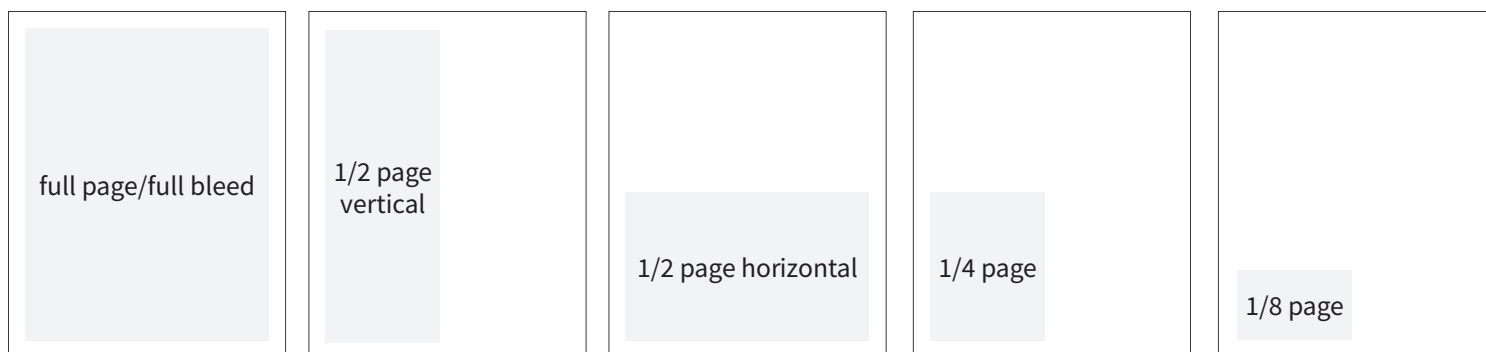
Below are the primary themes and deadlines for our issues this year.
Note that this schedule may change without notice, so ask us about any updates.

ISSUE	AD RESERVATION	ARTWORK DUE	DISTRIBUTES
NURSERY & LANDSCAPE DIRECTORY Readers tell us this is one of their favorites—they love to pore over the listings all year long, searching for that new place to shop, and many even keep a copy in their car! Published in January, this issue is distributed throughout the year, especially at our larger events.	1/6/2023	1/11/2023	1/20/2023
EARLY SPRING/FLOWER SHOWS This is our biggest issue every year. It's distributed at both upstate New York's major flower shows, and is the official program of WNY's Plantasia Landscape & Garden Show. We print at least 10,000 extra copies of this issue—it's a great value.	2/15/2023	2/18/2023	3/1/2023
LATE SPRING Mother's Day, Memorial Day, the beginning of a new season...gardeners are buying in full force and the UGJ points the way. This issue is not to be missed.	4/15/2023	4/22/2023	5/1/2023
SUMMER Gardeners are still out there buying. They need fill-ins for the garden, instant containers for a dinner party or wedding, and of course, always, perennials and woodies. Many are excitedly preparing their gardens for local garden tours and walks. Homeowners wanting to upgrade are seeking out landscapers or shopping for DIY materials. Fresh, homegrown produce is starting to fill farm market shelves and bins.	6/15/2023	6/17/2023	7/1/2023
FALL Fall is for planting, and no one knows it better than we do. The educated consumer understands that in most cases, planting in the fall can buy them an entire season's growth. Perennials, shrubs and trees take center stage. Farm markets are bursting at the seams. Homeowners are deep into fall décor: mums and asters, straw bales, corn stalks, Indian corn, and more.	8/15/2023	8/19/2023	9/1/2023
HOLIDAY Gardeners never stop gardening, even in the winter. Many have told us this is when they sit down, put their feet up, and really read the UGJs they've saved all year—again—seeing your ads—again. Got gifts for gardeners? Promote your tools, seeds and supplies, bird feeding items, and of course holiday plants—plus send your best wishes out to your current and potential customers.	10/15/2023	10/21/2023	11/1/2023

SIZE	B/W	COLOR	DIMENSIONS (W X H)
FULL PAGE	\$ 808	\$ 970	WITH BLEED: 8.375" x 10.875" (trim size: 8.125" x 10.625") LIVE AREA: 7.375" x 9.875"
1/2 PAGE	\$ 448	\$ 530	HORIZONTAL: 7.375" x 4.875" VERTICAL: 3.625" x 9.875"
1/4 PAGE	\$ 283	\$ 308	3.625" x 4.875"
1/8 PAGE	\$ 145	\$ 164	3.625" x 2.375"

BULK DISCOUNT: Sign up for a minimum of four out of six issues per year and take 10% off each insertion!

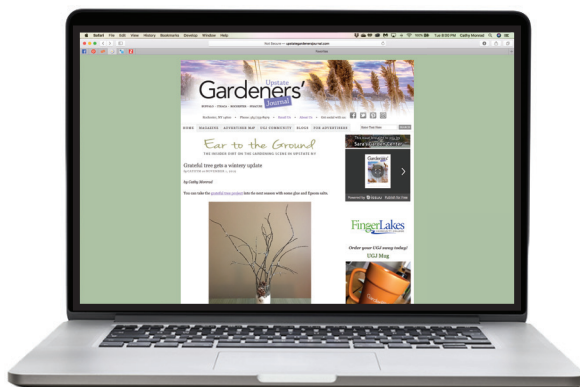
PRINT AD EXAMPLE PLACEMENTS



2023 DIGITAL OFFERINGS & RATES

Effective as of January 1, 2023

Upstate
Gardeners'
Journal



DESCRIPTION	DURATION	RATE	DIMENSIONS (W X H)
WEBSITE SIDEBAR AD Choose any four or eight week block during the year to display your ad	4 weeks 8 weeks	\$125 \$200	250 x 250 pixels <i>Ad linked to webpage of your choice.</i>
WEBSITE SIDEBAR LOGO <i>For print advertisers only.</i> Display your logo for the same two-month duration as the print issue your ad is in.	2 months	\$50	250 x 75 pixels <i>Logo linked to webpage of your choice.</i>
E-BLAST Our e-blasts can be targeted to the consumer gardening enthusiast, the trade, or both.		\$225 p/e-blast	600 x 600 pixels <i>Image linked to webpage of your choice.</i>
E-NEWSLETTER AD		coming soon	

WEBSITE SIDEBAR AD BULK DISCOUNT: Sign up for a minimum of six side bar ads per year and receive 25% off each.

FILE SPECIFICATIONS

ACCEPTED FILE FORMATS

PRINT: PDF (Press ready), InDesign (collected)
Sorry, we cannot accept Pagemaker or QuarkXPress files.

REQUIRED RESOLUTION: 300 DPI

DIGITAL: JPG, PNG, GIF

DELIVER YOUR AD OR PHOTO AND COPY

EMAIL: ads@upstategardenersjournal.com

UPLOAD: upstategardenersjournal.com/upload

MAIL USB DRIVE: Upstate Gardeners' Journal
1501 East Avenue, Suite 201
Rochester, NY 14610

NEED TO HAVE AN AD CREATED?

We are happy to set up your ad. Just send us a sketch and any art, logos, copy, or ideas that you want to use. If you have any questions, please contact us: ads@upstategardenersjournal.com or 585/733-8979

PHOTO/GRAPHICS GUIDELINES: 300 DPI JPG, TIF, EPS, PDF

