



ChronogramMedia

2024 Media Kit



Since 1993, Chronogram Media has been the defining voice of **the Hudson Valley**. What started as a monthly arts and culture zine run by a scrappy group of friends has grown into the area's **premier, independent media company**. Through our family of publications and community events we chronicle the vitality and complexity of the **Hudson Valley, Catskills, and Berkshires regions** as they evolve, inviting people to explore and engage in what makes this place great.

About Chronogram Media





Our CEO

Amara Projansky is CEO of Chronogram Media, a company she founded with her partner when they were in their early twenties. Chronogram Media is a regional media company in the Hudson Valley, with the aim of nourishing and stimulating the creative and economic well-being of the Hudson Valley. Its flagship is Chronogram magazine, launched in 1993. Since then she has led the development of numerous magazines, websites, and contract publications.

Our Brands

Chronogram

HOUSE
upstate

Chronogram
Explore

**Rural
Intelligence**

upstater

the **River**
HUDSON VALLEY NEWSROOM



Chronogram

Entering our 31st year, Chronogram is a staple of the region. Founded in 1993, Chronogram magazine offers a colorful and nuanced chronicle of life in the Hudson Valley, inviting readers into the arts, culture, and spirit of this place.

About

- Published monthly
- Free to all readers
- Press run: 225,000 annually
- 100,000 Readers Monthly
- Annual Page Views: 1.8 million
- Female: 70% / Male: 30%
- Median Age: 48
- College Degree: 80%
- Advanced Degree: 40%
- Online at Chronogram.com

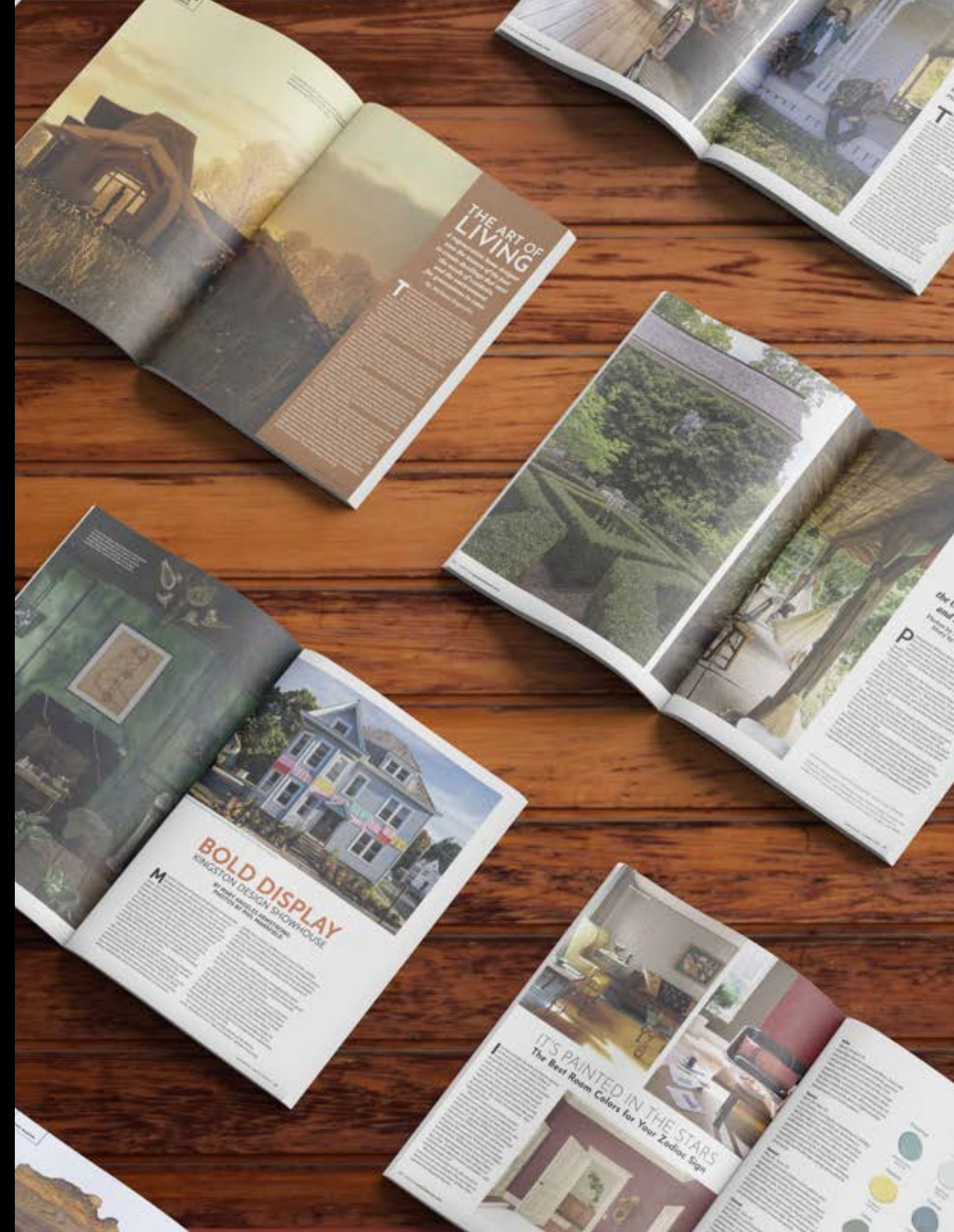
HOUSE

upstate

Upstate House is an oversized magazine featuring photo driven stories, celebrating regional architecture and design.

About

- Published quarterly
- Free to all readers
- Press run: 80,000 annually
- 100,000 Readers Quarterly
- Female: 70% / Male: 30%
- Own a Second Home: 30%
- Online at UpstateHouse.com



Chronogram Explore

A pocket guide for visitors exploring the best of our region—sites, events, and experiences.

About

- Published 2 times a year
- Free to all readers
- Distributed throughout the Hudson Valley, including high-traffic tourism locations
- Online at Chronogram.com/Explore
- Press run: 70,000 annually
- 250,000 Readers

Rural Intelligence

Since 2008, Rural Intelligence leads readers to the events, restaurants, shopping, and parties in the Berkshires of Massachusetts, Litchfield County of Connecticut, as well as Columbia and Dutchess Counties in New York.

About

- Published annually
- Free to all readers
- Press run: 30,000
- Annual Page Views: 1.1 million
 - 30% of audience originates from NYC or Boston metro area
 - 20% of audience originates from Western CT
- Hosts annual Rural Intelligence Readers' Choice Awards
- Online at RuralIntelligence.com





upstater

A digital magazine about living, buying, renting, and vacationing in upstate New York.



About

- Free digital publication
- Annual Page Views: 1.3 million
 - 70% of readers are under 45 years old
 - 70% of audience originates from NYC metro area
- 31,000+ followers on Instagram
- Online at Upstater.com

the River

HUDSON VALLEY NEWSROOM

The River Newsroom is a journalism project of Chronogram that provides a regional lens on topics of national importance with in-depth, original reporting and analysis for the Hudson Valley and Catskills regions.

About

- Digital publication
- Annual Page Views: 112,000
- 6,500 email subscribers
- Online at Chronogram.com/River-Newsroom



Reach

Since 1993, Chronogram Media's publications are embedded in our community.

Our publications can be found for free at over 750 distribution locations on both sides of the Hudson River, throughout Greene, Columbia, Dutchess, Orange, Putnam, Ulster, and Westchester counties in New York, plus Berkshire county in Massachusetts and Litchfield County Connecticut.

[Click here for a full list of distribution locations.](#)

Chronogram Media's network of websites has 3.8 million annual page views.





Branded Content

Reach our readers through the power of content marketing. Our branded content is designed to look and read like an editorial article. **It doesn't feel like a sales pitch.** That means more people are likely to read about your business, make an authentic connection, and remember you the next time they need your offerings.

Work directly with our Branded Content Studio to create your story that fits seamlessly within our print or digital channels, while promoting your brand to meet your goals.

Your branded articles live permanently on our publications' websites, so they continue to send traffic to your website for months and years to come.

Your Branded Content Journey

Collaborate with our Branded Content Editor to create a customized piece that effectively promotes your brand. Our Studio will ensure that your content goals are achieved with precision and excellence.

	Photography	Wordcount	Search Engine Optimized	Posted on Website	Eat.Play.Stay. Newsletter Placement	Social Campaign	Printed in Magazine
1 Page Print and Digital Feature	1-2 client provided photos	Up to 500	✓	✓	✓	30 day campaign	✓
2 Page Print and Digital Spread	2-4 client provided photos	Up to 750	✓	✓	✓	30 day campaign	✓
Digital Article	3-5 client provided photos	Up to 350	✓	✓	✓	7 day campaign	

Digital Newsletters



EAT.PLAY.STAY

40,000+ Subscribers

Chronogram Media's most popular newsletter, which gives the scoop on the Hudson Valley's and Berkshires' most notable restaurants, events, and real estate.

Curated by *Chronogram* editors.

[Sample Newsletter](#)



RURAL INTELLIGENCE

20,000+ Subscribers

Rural Intelligence is the pivotal online resource for residents and visitors to discover the best things to do, see, eat, buy and contemplate in the Rural Intelligence region. Curated by the editor of *Rural Intelligence*.

[Sample Newsletter](#)



HIGH SOCIETY

4,000+ Subscribers

A newsletter dedicated to dispensary openings, product highlights, evolving regulation, cultivation tips, industry news, and more!

Curated by *Chronogram* editors.

[Sample Newsletter](#)

Extended Digital Reach

Bring your most-desired audience to your doorstep with the help of our digital experts!



Customized Targeting & Remarketing

includes geo-fencing

The benefits of custom digital display plus conversion tracking and retargeting. With conversion tracking, we'll monitor the number of visitors that take a specific action on your website such as filling out a contact form. Retargeting keeps your brand in front of your website visitors across the web after they've exited your website, without taking an action like making a purchase or filling out a contact form.



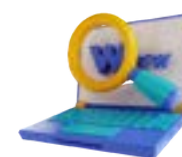
Social Media Management

Finally, a tool to organize all your social channels. You need a nonstop stream of relevant content and engagement with customers across all social channels, every single day. We help by giving your business one place to stay social. Generate leads, schedule ready-to-publish content, and communicate with your followers all from one place.



Search Engine Optimization & Online Visibility

A higher ranking website on Google is proven to get more results. We conduct an audit of your current website and provide recommendations for tactics that will move your business to a higher ranking.



Search Engine Marketing

SEM is about creating an advertisement that appears in the top three or bottom three paid positions on a Google search results page. We bid on keywords so the ad appears when someone searches for a particular phrase you are targeting. The ad is optimized on a weekly sometimes daily basis to ensure the budget is being managed efficiently and effectively.



Website Design & Development

Without a web presence, you're missing out on one of the simplest and most effective ways to connect with established customers and attract new ones. Our talented website team works with you directly to create a website that best represents your business, products, and services or redesign your website to simplify and make sure your site functionality is up to date.



Email Marketing

Email marketing is one of the most effective digital tools available, enabling you to directly engage with a precisely targeted audience in their inboxes. By following up and retargeting those who showed interest your response rate climbs even higher.

Social Media

It's no secret that social media is an integral part of reaching your audience. Trust your social media advertising to a company with serious marketing expertise.

Our in-house social media specialist has extensive training direct from Meta on how to optimize social content and target the exact demographics you're looking to reach. [Read our Social Media 101 here.](#)

Our brand is a trusted authority in our region: when users see social content from one of Chronogram Media's family of publications, they automatically associate the message with our 30-year reputation for telling engaging stories about the noteworthy people, places, and businesses of the Hudson Valley, Catskills, and Berkshires.

Followers

@Chronogram

[Instagram](#): 23,000+

[Facebook](#): 17,000+

@RuralIntel

[Instagram](#): 4,400+

[Facebook](#): 7,700+

@Upstater

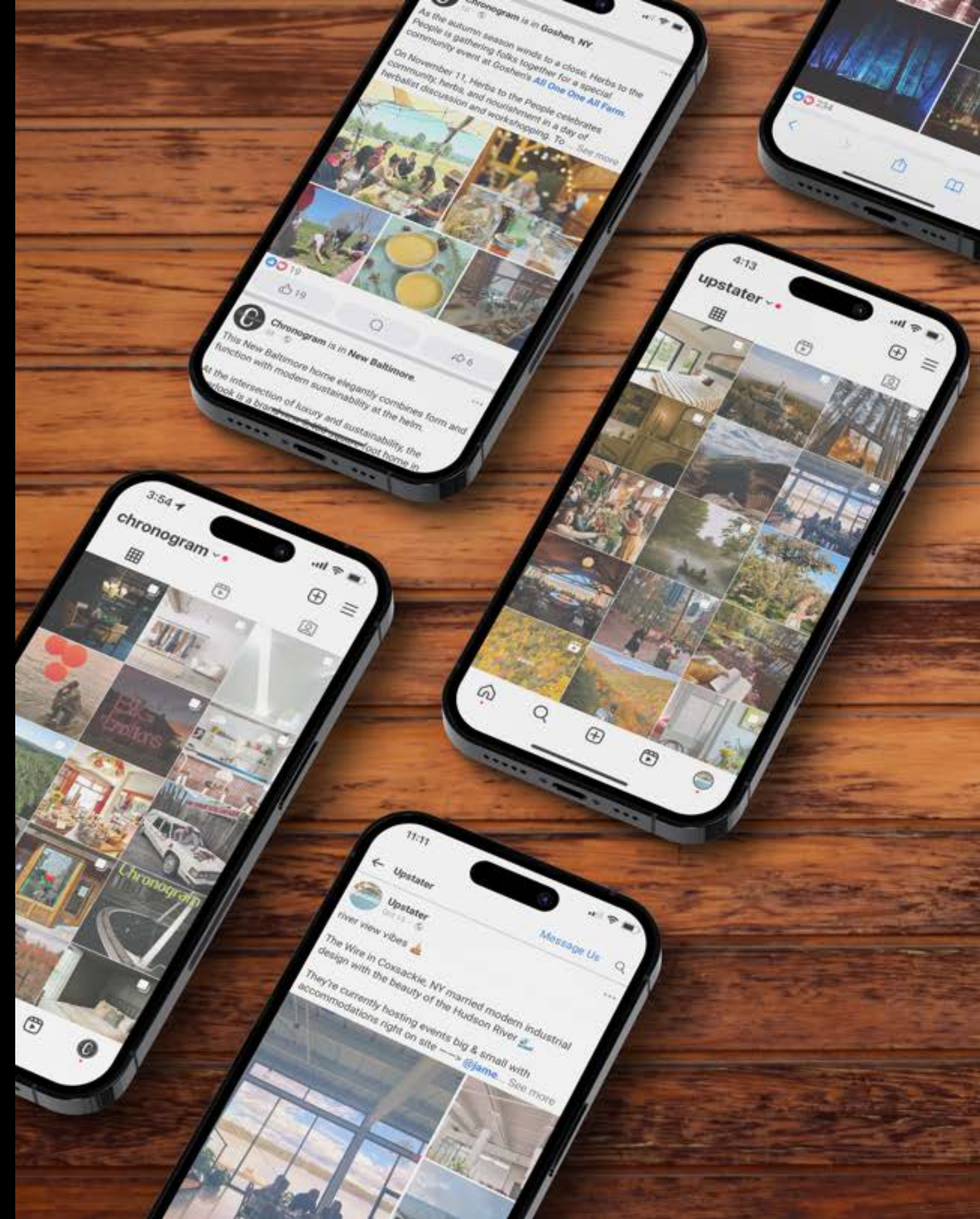
[Instagram](#): 31,500+

[Facebook](#): 5,000+

@UpstateHouse

[Instagram](#): 7,000+

[Facebook](#): 1,000+



Events



Chronogram Media leverages its 30 years of community capital in the Hudson Valley to create a social atmosphere, where people and organizations can connect, collaborate, and share their message in beautiful venues.

Attendance: 100-150 per event

Promotion: Print, Digital, Radio, Email, Social Media

Launch Parties

Following our monthly town-to-town photoshoot, we celebrate the new issue of Chronogram with a traveling happy hour across the region.

Our goal: to bring together our community of amazing readers, business owners, and contributors that makes Chronogram tick.

Chronogram Conversations

Chronogram Conversations gathers the community together to discuss topics that are of interest to our region.



Chronogrammies

The Chronogrammies shines a spotlight on the most outstanding establishments, organizations, and people in the Hudson Valley — chosen by the readers of Chronogram.

25,000+ participants

300,000+ nominations and votes

9,000+ businesses



TIMELINE

Nomination Round: January 1 – February 15

The top 5 businesses in each category will advance

Voting Round: April 1 – May 15

Businesses with the most votes will be declared the winners

Winners Announced: July 1

Coverage in the July issue of Chronogram and online at Chronogram.com

Celebration Event: August 2024



Photo Credit: Stellar Films & Photography



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Sponsorship Benefits

- Vendor space at event
- Inclusion in 25 :30 second WDST radio spots
- Logo on Chronogram event print ad
- Mention in all email promotions
- Tag and shout-out on boosted social media
- Website sponsor recognition

2024 EVENT CALENDAR	
Month	Event
January	Great Barrington Launch Party Clean Power Guide Conversation
February	Poughkeepsie Launch Party
March	Saugerties Launch Party Cannabis Chronogram Conversation
April	Newburgh Launch Party
May	Beacon Launch Party
June	Rhinebeck Launch Party Summer Arts Preview Rural Intelligence Launch Party
August	Woodstock Launch Party Chronogrammmies Party
September	Hudson Launch Party
October	Kingston Launch Party
November	New Paltz Launch Party
December	Catskill Launch Party

2024 Editorial Calendar & Deadlines

January

Chronogram

Deadline: December 7

- Chronogrammies Nominations
- Wedding Section
- Great Barrington Community
- Berkshires Roadtrip Feature
- New Year, New You

February

Chronogram

Deadline: January 9

- Chronogrammies Nominations
- Wedding Section
- Poughkeepsie Community
- Roadtrip Feature
- Camps/Summer Programs

March

Chronogram

Deadline: February 7

- Chronogrammies Nominations
- Saugerties Community
- Roadtrip Feature
- Camps/Summer Programs

Upstate House

Deadline: January 24

- Home Services
- Saugerties & Newburgh

April

Chronogram

Deadline: March 8

- Chronogrammies Voting
- Newburgh Community
- Roadtrip Feature
- Great Outdoors Section

May

Chronogram

Deadline: April 8

- Chronogrammies Voting
- Craft Beverage Section
- Beacon Community
- Roadtrip Feature

Explore Spring/Summer

Deadline: March 27

June

Chronogram

Deadline: May 8

- Summer Arts Preview
- Rhinebeck Community
- Roadtrip Feature

Upstate House

Deadline: April 24

- Home Services
- Beacon & Rhinebeck

Rural Intelligence

Deadline: May 22

July

Chronogram

Deadline: June 5

- Chronogrammies Winners
- Warwick Community
- Ellenville Community
- Roadtrip Feature

August

Chronogram

Deadline: July 9

- Health + Wellness
- Woodstock Community
- Roadtrip Feature

September

Chronogram

Deadline: August 9

- Food Feature
- Hudson Community
- Roadtrip Feature

Upstate House

Deadline: July 24

- Home Services
- New Paltz & Kingston

October

Chronogram

Deadline: September 6

- Fall Arts Preview
- Craft Beverage Section
- Kingston Community
- Roadtrip Feature

Explore Fall/Winter

Deadline: August 23

November

Chronogram

Deadline: October 9

- Holiday Shopping Guide
- New Paltz Community
- Roadtrip Feature

December

Chronogram

Deadline: November 6

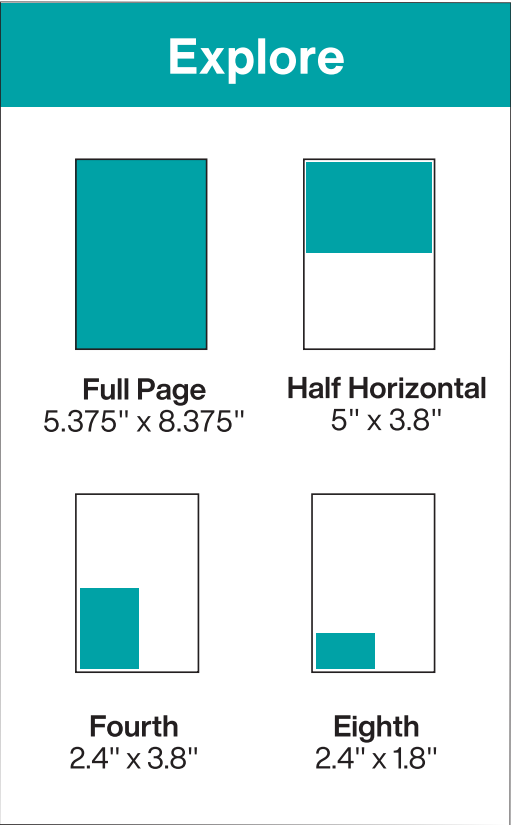
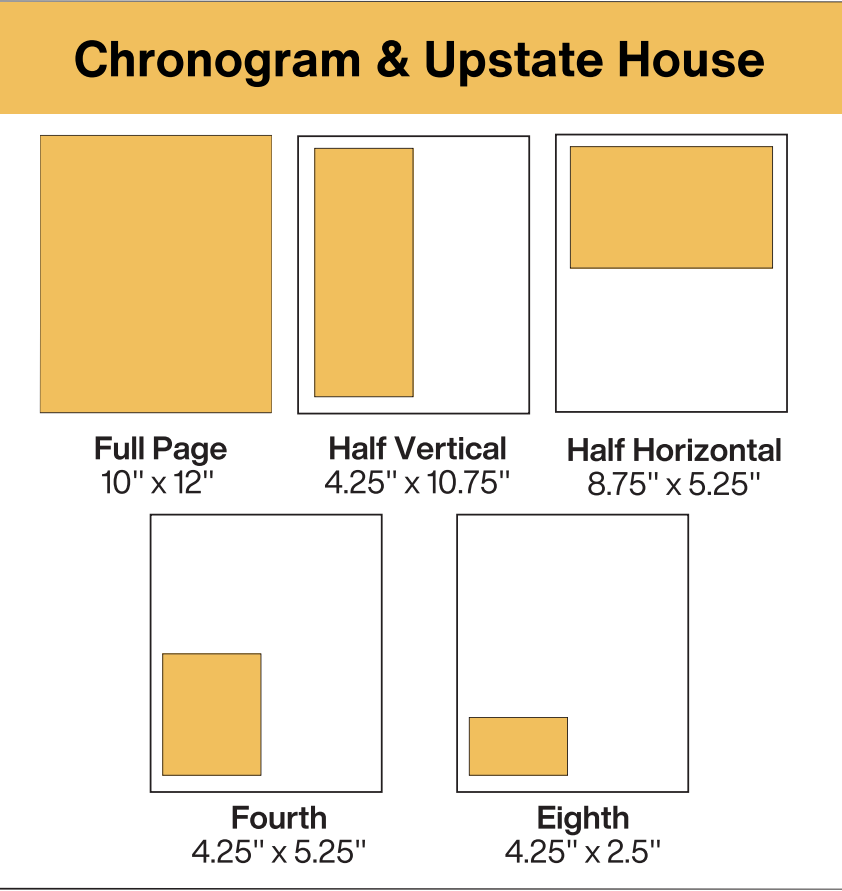
- Holiday Shopping Guide
- Catskill Community
- Roadtrip Feature

Upstate House

Deadline: October 23

- Clean Power Guide
- Home Services
- Poughkeepsie & Great Barrington

Print Sizes & Specifications



Specifications

ACCEPTED

FORMATS

PDF, TIFF, or JPG

RESOLUTION

300 dpi

DIMENSIONS

Width x Height

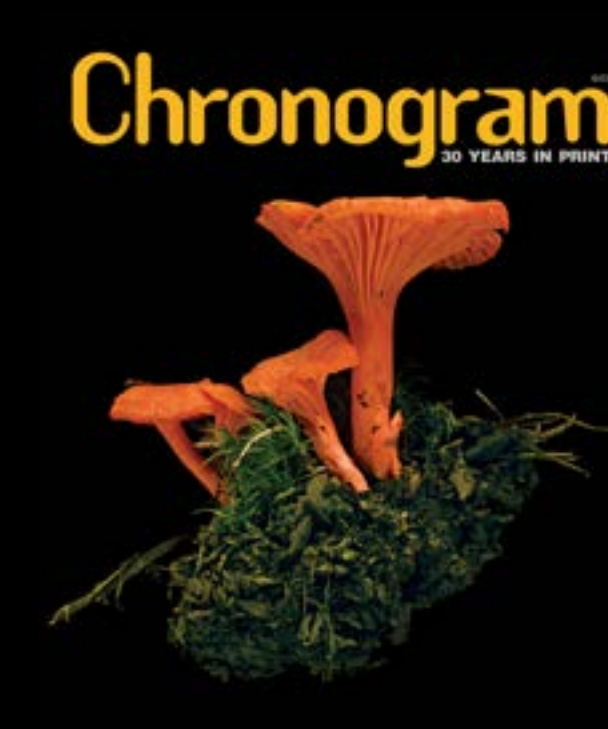
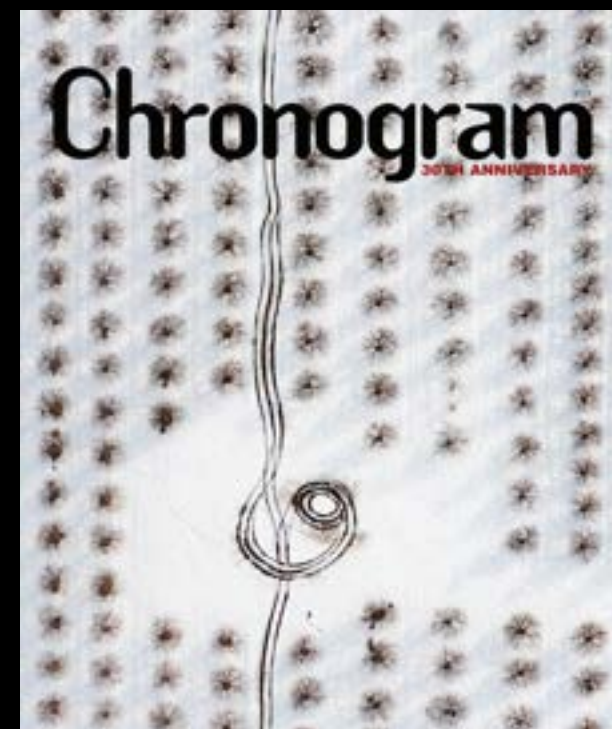
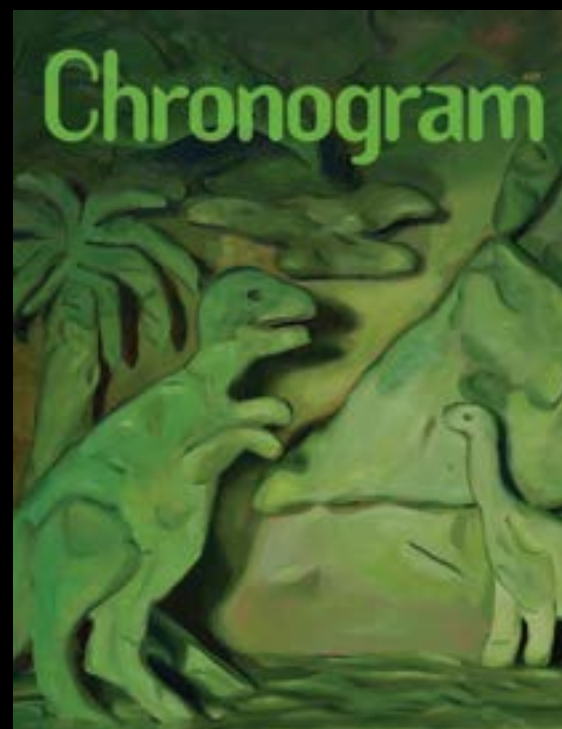
BLEED

Full page requires a .125" bleed added to all sides

SUBMISSIONS

Please send to Kerry Tinger at kerry.tinger@chronogram.com

For Digital Specs [click here](#)



Contact Us

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Learn more about our marketing expertise: [click here](#)

