

Chronogram Media

2026 Media Kit



About Chronogram Media

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.

Our Brands





Chronogram

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

The background of the slide features a wooden surface with several issues of the 'Upstate House' magazine. One prominent cover is titled 'A FRAME OF MIND' and features a photograph of a house. Another page visible has the headline 'MAXIMALIST MAGIC'. The word 'upstate' is written in a small, white, italicized font inside the letter 'O' of the main title.

HOUSE

Upstate House is a beautifully oversized magazine that brings the region's architecture and design to life through captivating, photo-rich storytelling. Each issue celebrates the unique charm and artistry of the Hudson Valley and beyond.

- 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

About



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

The background features a collage of Rural Intelligence magazine covers. One cover prominently displays 'Head' and 'Day trips, hike sculpture'. Another cover says 'Summer Arts Preview' and 'Good'. A third cover has 'GET OUTDOORS' and 'hikes, bikes & garden'. A fourth cover mentions 'ICE CREAM & BBQ'. A fifth cover says 'WHERE THE BERKSHIRES'. A sixth cover has 'HILLS & T'. A seventh cover says 'Rural Intelligence Summer 2022 | RuralInte'. A stone sculpture of a face is also visible. The title 'Rural Intelligence' is overlaid in large white serif font on a yellow background.

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

- Free to all readers
- Online at [RuralIntelligence.com](https://www.RuralIntelligence.com)
- Annual Page Views: 479,000+
- 30% of audience originates from NYC or Boston metro area
- 20% of audience originates from Western CT

upstater

A vibrant resource dedicated to the art of living, discovering, and retreating in upstate New York—your online guide to finding home, adventure, and inspiration in every corner of the region and delivering a sense of escape on Instagram.

- Free digital publication
- Annual Page Views: 400,000+
- 70% of readers are under 45 years old
- 70% of audience originates from NYC metro area
- 37,100+ followers on Instagram
- Online at [Upstater.com](https://www.upstater.com)

About



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.

- Digital publication
- Annual Page Views: 36,000+
- 6,000 email subscribers
- Online at Chronogram.com/River-Newsroom

About

Reach



Chronogram is refining its distribution strategy to focus on a carefully selected group of approximately 150 locations. This shift prioritizes visibility, accessibility, and consistency, allowing us to place more copies in proven, high-engagement spaces and restock them throughout the month. By concentrating distribution, Chronogram becomes easier to find, more reliably available, and more impactful in the places that matter most—benefiting readers, advertisers, and retail partners.

Our new distribution approach is designed to make the magazine easier to locate, more reliably available, and more deeply connected to the communities it serves. This model keeps support local. When you pick up Chronogram, you're not just reading a magazine, you're supporting the businesses, artists, and communities that make the Hudson Valley what it is.

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

Chronogram Media's network of websites has 2.9 million annual page views.

Digital Newsletters



Chronogram Newsletter

Subscribers: 35,000

Average Open Rate: 48%

Average CTR: 3.9 %

Frequency: 5x/ Week

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

[Sample Newsletter](#)



Rural Intelligence

Subscribers: 18,000

Average Open Rate: 40%

Average CTR: 3.9%

Frequency: 3x/ Week

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.

[Sample Newsletter](#)



High Society

Subscribers: 4,000

Average Open Rate: 49%

Average CTR: 4.6%

Frequency: Biweekly

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

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	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	

Extended Digital Reach

Bring your target audience to your doorstep with the help of our digital experts!



Targeted Programmatic and Retargeting includes location targeting

Highly targeted digital display or video ads help you reach the right audience and boost branding and awareness. With conversion tracking, we can see how potential customers interact with your website, like viewing the 'locations' or 'about us' pages. Retargeting keeps your brand in front of visitors even after they leave your site, keeping your brand top of mind. We can target by geography, behavior, content and demographic.



Website Design & Development

A strong web presence is essential for connecting with loyal customers and reaching new audiences. Our skilled web design team collaborates with you to build a website that showcases your business, products, and services—or to refresh your existing site, ensuring it's streamlined and up-to-date with the latest functionality.



Search Engine Marketing

Search Engine Marketing (SEM) places your ad in the top "sponsored" spots on Google or Bing/Microsoft search results. By bidding on targeted keywords, we ensure your ad appears when users search for specific phrases relevant to your business. Our team optimizes the ad weekly—or even daily—to maximize budget efficiency and effectiveness.



Local and Organic Search Engine Optimization

Local SEO and organic SEO are two strategies to improve your website's visibility in search engine results. Local SEO focuses on attracting customers within a specific geographic area, optimizing your website for location-based keywords and appearing in mapped search engine results. Organic SEO aims to improve your overall ranking in search engine results by creating high-quality content, optimizing your website technically, building backlinks, and conducting keyword research.



Social Media

Maximize your social media impact. Reach any audience on Meta with precisely targeted ads and captivating creative options. Engage viewers with elaborate ad formats, or connect authentically on TikTok with our specialized creative services.



Email Marketing

Email marketing is one of the most powerful digital tools, allowing you to connect directly with a highly targeted audience in their inboxes. By following up and retargeting interested recipients, you can drive even higher response rates. Utilize our 'In-Market' email product to get in front of users who have searched for your product or service in the last 48 hours.

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 31-year reputation for telling engaging stories about the noteworthy people, places, and businesses of the Hudson Valley, Catskills, and Berkshires.

Followers

@Chronogram

[Instagram](#): 33,800+

[Facebook](#): 19,400+

@RuralIntel

[Instagram](#): 6,900+

[Facebook](#): 7,900+

@Upstater

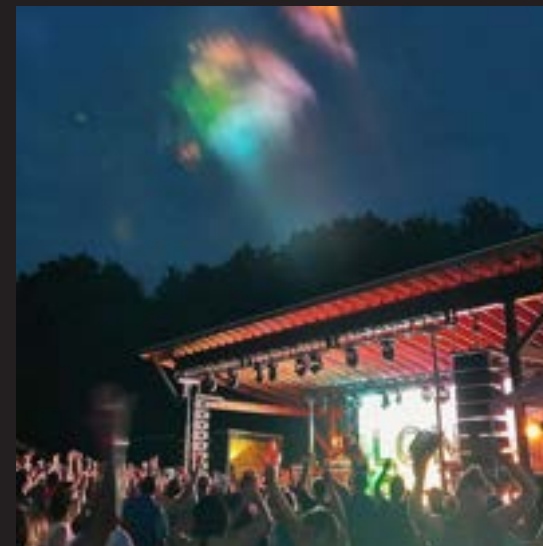
[Instagram](#): 37,600+

[Facebook](#): 5,400+

@UpstateHouse

[Instagram](#): 8,000+

[Facebook](#): 1,000+



Events



Chronogram Media leverages its 31 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.



Chronogram Readers' Choice Awards

Our annual awards shine 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: March 1 – March 31

The top 5 businesses in each category will advance

Voting Round: April 15 – 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 2026

2026 Editorial Calendar & Deadlines

January

Chronogram

- Deadline: December 9
- Wedding Section
 - Great Barrington Community
 - Road Trip Feature
 - New Year, New You Feature

February

Chronogram

- Deadline: January 9
- Wedding Section
 - Tannersville/Windham/Hunter Community
 - Road Trip Feature
 - Camps/Summer Programs

March

Chronogram

- Deadline: February 6
- Readers' Choice Nominations
 - Saugerties Community
 - Road Trip Feature
 - Camps/Summer Programs
 - Dining Guide
 - Cannabis Guide

Upstate House

- Deadline: January 27
- Home Services
 - Saugerties & Newburgh

April

Chronogram

- Deadline: March 9
- Readers' Choice Voting
 - Newburgh Community
 - Road Trip Feature
 - Great Outdoors Section

May

Chronogram

- Deadline: April 8
- Readers' Choice Voting
 - Craft Beverage Section/Map
 - Beacon Community
 - Road Trip Feature

Explore Spring/Summer

- Deadline: March 25

June

Chronogram

- Deadline: May 8
- Summer Arts Preview
 - Poughkeepsie Community
 - Road Trip Feature

Upstate House

- Deadline: April 29
- Home Services
 - Beacon & Rhinebeck
 - High Performance House

July

Chronogram

- Deadline: June 9
- Readers' Choice Winners
 - Sullivan County Community
 - New Paltz Community
 - Road Trip Feature
 - Dining Guide
 - Cannabis Guide

August

Chronogram

- Deadline: July 10
- Health + Wellness
 - Woodstock Community
 - Road Trip Feature
 - Shopping Guide

September

Chronogram

- Deadline: August 10
- Hudson Community
 - Road Trip Feature
 - Dining Guide

Upstate House

- Deadline: July 29
- Home Services
 - Design Feature
 - New Paltz & Kingston

October

Chronogram

- Deadline: September 9
- Fall Arts Preview
 - Craft Beverage Section
 - Kingston Community

Explore Fall/Winter

- Deadline: September 2

November

Chronogram

- Deadline: October 9
- Holiday Shopping Guide
 - Fishkill/Hopewell Junction Community
 - Road Trip Feature
 - Dining Guide

December

Chronogram

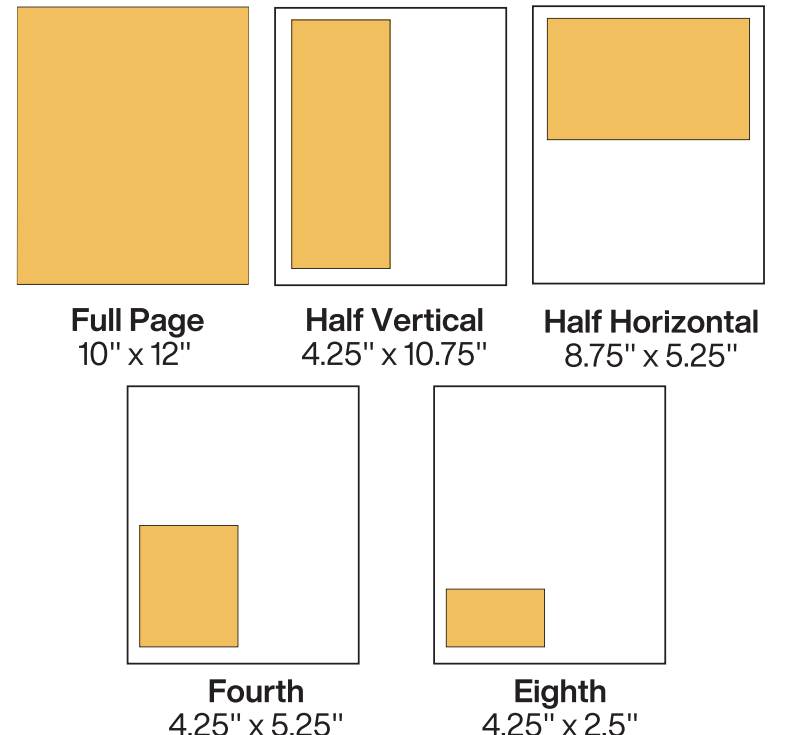
- Deadline: November 5
- Holiday Shopping Guide
 - Rhinebeck Community
 - Road Trip Feature
 - New Year, New You Feature

Upstate House

- Deadline: October 28
- Clean Power Guide
 - Home Services
 - Poughkeepsie & Great Barrington

Print Sizes & Specifications

Chronogram & Upstate House



Full Page 10" x 12"

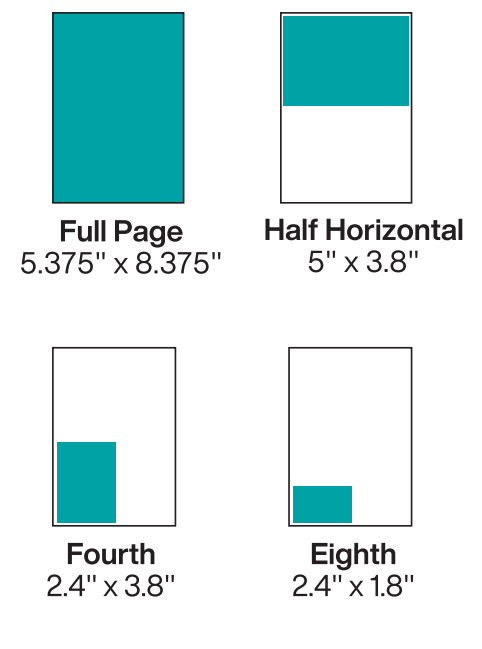
Half Vertical 4.25" x 10.75"

Half Horizontal 8.75" x 5.25"

Fourth 4.25" x 5.25"

Eighth 4.25" x 2.5"

Explore



Full Page 5.375" x 8.375"

Half Horizontal 5" x 3.8"

Fourth 2.4" x 3.8"

Eighth 2.4" x 1.8"

- ### Specs
- 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](#)



Chronogram

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