



KATONAH CONNECT

2023 MEDIA KIT



**MAILED TO 17,000
HOUSEHOLDS
& BUSINESSES
THROUGHOUT
NORTHERN WESTCHESTER
75,000 PEOPLE
READ EACH ISSUE**

**BEDFORD
BEDFORD HILLS
BEDFORD VILLAGE
CROSS RIVER
GOLDENS BRIDGE
KATONAH
MT. KISCO
NORTH SALEM
POUND RIDGE
SOUTH SALEM
VISTA
WACCABUC**

OUR RATES

QUARTER PAGE	One year \$450 / issue Three issues \$525 / issue Single issue \$600 / issue
HALF PAGE	One year \$900 / issue Three issues \$1,050 / issue Single issue \$1,200 / issue
FULL PAGE	One year \$1,800 / issue Three issues \$2,100 / issue Single issue \$2,400 / issue
TWO-PAGE SPREAD	One year \$2,700 / issue Three issues \$3,150 / issue Single issue \$3,600 / issue
INSIDE FRONT, INSIDE BACK COVER	One year \$2,300 / issue Three issues \$2,600 / issue Single issue \$3,000 / issue
INSIDE COVER TWO-PAGE SPREAD	One year \$3,450 / issue Three issues \$3,900 / issue Single issue \$4,500 / issue

ONLINE RATES

HOMEPAGE BANNER	\$800 / month Only three available
ARTICLE BANNER	\$500 / month Only six available
THE COMMUNITY GUIDE	\$50 / month Three months to start

PUBLISHING DATES

January/February – The Home Issue	Published 1/5/2023, Material deadline: December 9, 2022
March/April – The Farm Issue	Published 3/1/2023, Material deadline: February 10, 2023
May/June – The Health Issue	Published 5/3/2023, Material deadline: April 14, 2023
July/August – The Food Issue	Published 7/5/2023, Material deadline: June 16, 2023
September/October – The Education Issue	Published 9/6/2023, Material deadline: August 18, 2023
November/December – The Holiday Issue	Published 11/1/2023, Material deadline: October 13, 2023

“Love the diversity of articles and viewpoints. Cal, The Cubicle, Leatherman ... and of course Andy. So much to learn about our small community! There was an article for each member of our family, no small feat when ages range from 10 to adulthood.”
— E.B., Katonah resident



WHO WE SERVE

We've already connected with so many incredible people in our towns...

We're in awe of **Bedford's** talented teens, like Jacob Feldman, who is an amazing leader in and out of school and actress/singer Madison Lagares whose been on Broadway, the big and small screens and is working on her first album.

Goldens Bridge resident Cal Kramer shared some excellent life advice, and Joe Crepeau gave us tips on how to winterize our homes. Plus, we rocked out with artist Julie Rosenberg and her extraordinary guitars.

We've enjoyed learning from **Katonah** residents, like psychologist Alissa Gleacher, former IBM executive Will Runyon, our gardening expert Leslie Dock, musician/performer Andromeda Turre and music entrepreneur Shaul Dover.

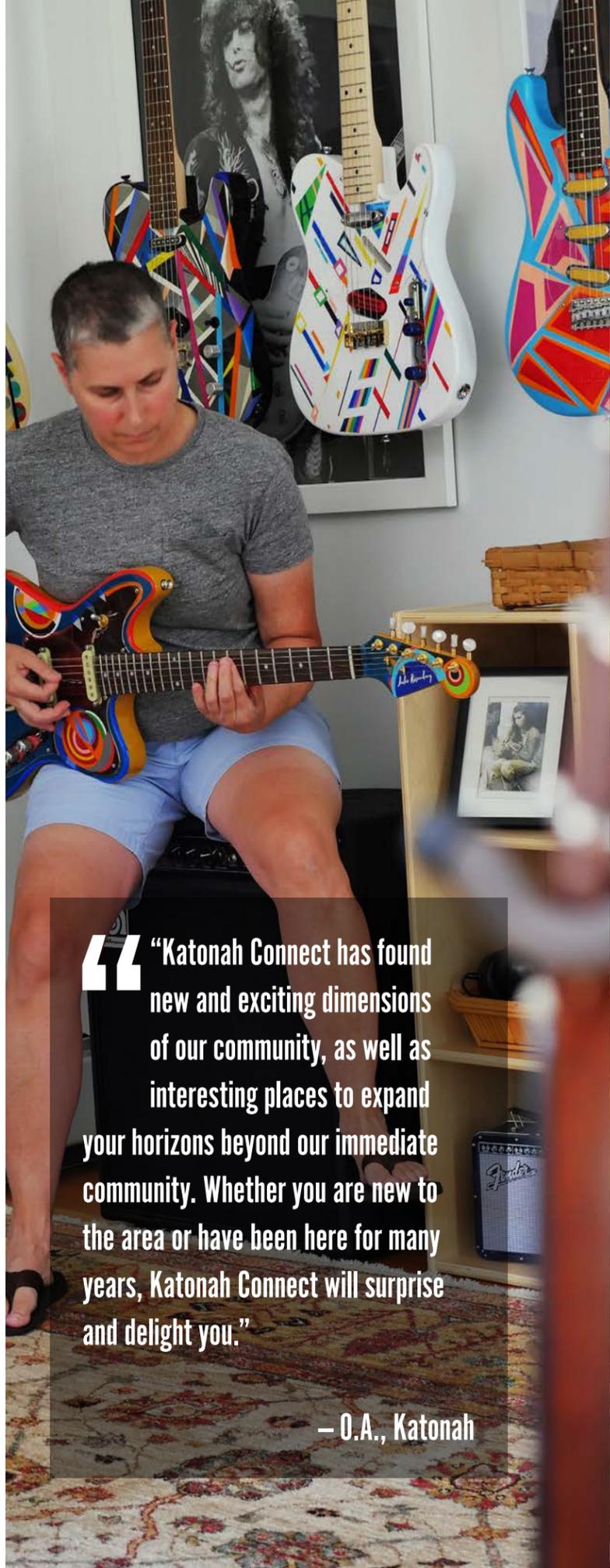
The sisters at **North Salem's** The Blazer welcomed us into their home away from home, and we left with a wonderful story to tell.

Thanks to the incredible folks in **Pound Ridge**, we've interviewed the guitarist for Blues Traveler and learned about the history of The Harvest Festival. We've also had a great time hanging out with Mary Zipkin of The KnaCK Shoppe and the owner of North Star, Dave Schlack.

Waccabuc's artists, like Katy Ferrarone and young actress Colby Kipnes have blown us away with their talent.

Plus, we've participated in **Bedford's** Earth Day Festival, Caramoor's American Roots and Jazz festivals, **Katonah's** 125th Anniversary parade, **Pound Ridge's** Proud Day and Harvest Festival, Bedford Playhouse's Yellow Brick Road Fest and more!

We've done all of this (and more) in the past few months. We can't wait for 2023!



“Katonah Connect has found new and exciting dimensions of our community, as well as interesting places to expand your horizons beyond our immediate community. Whether you are new to the area or have been here for many years, Katonah Connect will surprise and delight you.”

— O.A., Katonah

WHO WE ARE

APPROACHABLE
COLORFUL
CREATIVE
INFORMATIVE
ENERGETIC
READABLE
REFRESHING

There's something for everyone – from young children to seniors.

We are a community magazine who believes if you live in our community, this magazine is for you. When someone picks up Katonah Connect to read just one page or one article, they find themselves reading much more. Even elementary school children love Katonah Connect and send us fan mail.

“Wow! Love your summer issue of Katonah Connect. Just browsing it now, cover to cover, enjoying all of the articles, packed information, stories you've done on friends, really cool highlights on people and places, so much goodness here. Love what you're doing for our community!”

— J.R., Goldens Bridge resident



WE ARE CONNECTORS

We began this venture in the early days of the pandemic as a way for community members to connect with each other (“Does anyone have any toilet paper?”) and local businesses (“What restaurants are offering delivery? Take out?”). From there, we grew, just as our community’s need for connection grew.

As a magazine, we tell the real stories of the people in our towns. Our articles include profiles of area business owners and artists, a look at local issues, regional travel destinations, expert advice and more.

Online, we engage with, and connect to, our readers. We ask them questions, conduct polls and read their comments and their stories. And we share useful information that’s important to them. We provide a welcoming community where everyone can connect.

But most of all, we reflect the down-to-earth charm and history that this region is truly about. We are an independently owned local business that treasures the people and stories that make our region special, and that’s why we’re here.



“I recently saw the July and August edition of Katonah Connect. I just wanted to send a quick email to thank you so, so much for the article—and especially the extremely cool (really, it’s absolutely awesome) illustration! I am incredibly honored, and this has, without a doubt, been one of the highlights of my summer. Thank you again!”

— Jacob Feldman, Bedford resident featured in our July/August issue

“I really enjoyed your article on sustainability. I would love to read the whole series! Thanks so much for all the information and good luck with the magazine.”

— K.M., Pound Ridge Resident



CONTACT US TO GET STARTED

SHOWCASE YOUR BUSINESS TO A LARGE AND GROWING LOCAL AUDIENCE. LET’S CONNECT.

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YouTube



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CONNECT WITH US ON SOCIAL. CHECK OUT OUR WEBSITE FOR EXCLUSIVE CONTENT, VIDEOS AND TO GET A SNEAK PEEK OF FUTURE ISSUES.



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MAGAZINE
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