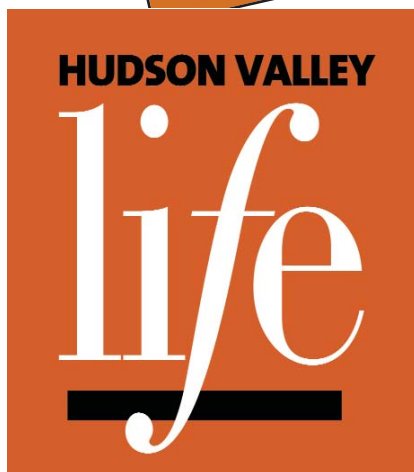


2010 Media Information & Reader Demographics



YOUR BEST SOURCE FOR REACHING THE ACTIVE ADULT MARKET

174 South Street, Newburgh, NY 12550
Phone: 845/562-3606 518/862-2056
Fax: 845/562-3681
E mail: sales@excitingread.com
Web Address: www.hvlifeonline.com

Audited by:



Member of:



Also publishers of





We're Your Source for Active Adults in the Mid-Hudson Valley of New York

Our readers are a diverse group interested in enjoying life in the Hudson Valley

- 79% are 50+
- 77% have attended college
- 33% completed graduate school
- 59% work outside the home

Our readers use the magazine and share it with others

- 62% share it with others
- 79% read the ads regularly
- 53% do not subscribe to a daily newspaper



Plus they're in the market for:

- Vacation homes
- Health foods
- Real estate
- Music & art
- Home decorating & maintenance
- Jewelry
- Investments
- Travel
- Restaurants
- Recreation & sports
- Alternative health care
- Legal & financial advice
- Educational opportunities
- Retirement living options



Hudson Valley Life is a Complimentary News Magazine Distributed at High-Visibility Locations in the Region

Circulation 18,000

Readership 35,000

Over 600 distribution sites



- Restaurants
- Libraries
- Sport & arts programs
- Banks
- Health care: hospitals, internists, OB/GYNs & other medical specialists
- Retail outlets: malls, clothing, furniture
- Community programs
- Senior Centers
- Schools
- Retirement Villages



Areas Covered:

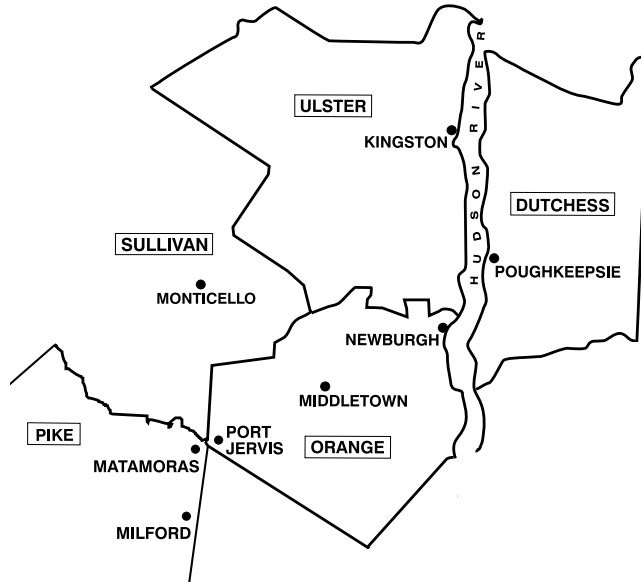
Hudson Valley Life magazine distributes in six counties including Orange, Dutchess, Ulster & Sullivan counties in the mid-Hudson Valley of New York, including the cities of Middletown, Newburgh, Poughkeepsie & Kingston.





We've Got You Covered in the Hudson Valley of New York

- Target the active adult market.
- Target families.
- We can make it happen in New York.



In the Mid-Hudson Valley

- 35,000 readers choose *Hudson Valley Life*
- 78,000 moms read *Hudson Valley Parent*

Two publications reach important niche markets: the active adult crowd and the parent market.

Ad Closing Dates

<u>Issue</u>	<u>Space Reservations & Camera-Ready Art</u>
January	December 4
February	January 8
March	February 5
April	March 5
May	April 9
June	May 7
July	June 4
August	July 9
September	August 20
October	September 10
November	October 8
December	November 5

<u>Ad Sizes</u>	
1/8 page vertical	2 1/4" x 5 1/4"
1/8 page horizontal	4 3/4" x 2 1/2"
1/4 page	4 3/4" x 5 1/4"
1/4 column	2 1/4" x 11"
1/2 horizontal	9 3/4" x 5 1/4"
1/2 vertical	4 3/4" x 11"
Full page no bleed	9 3/4" x 11"
Full page w/bleed	11 1/4" x 12 1/2"

On the Web

Our web sites provide readers with a chance to locate the services and programs that enhance their daily life... a one-stop shop. You should be there as they are making decisions. With coupons, e-mail links, banner and tombstone ads, contests and classified advertising. With a nominal investment, your business is bound to be a winner!

You can buy a blend of web-based marketing products that get you the response you have been waiting for.

Your **Internet Display Ad** can be put on our site! We'll give you the results you're looking for because we reach your audience. By clicking on your ad, the visitor will be taken to your home page.

Banner Advertisements appear at the top of a web page and may rotate with other ads. You can request a specific page for your banner ad to appear on. For example, you may wish for your ad to anchor our calendar page.

Tombstone Advertisements appear at the side of a particular page. These ads are anchored to the page you request.

Internet Links are also available. This will include a link to your site whenever a visitor sees one of your records, such as in the directory or on your coupon on our site.

Display Ad Measurements & File Limits: Banner Display Ads must measure 468 pixels by 60 pixels, should be no more than 40K, and must be saved as either a GIF or JPEG in RGB color mode. Tombstone Display

Ads must measure 115 pixels by 60 pixels, and should be no larger than 18K.

You can choose a **Mail Link, Contest Link, or Coupons**. The *Mail Link* allows visitors to send e-mails to you directly. You can generate excitement with *contests*, and *coupons* give you the flexibility to promote special offers.

Do you have an interest in collecting information about visitors or signing them up for special offers? Then **create a form** on the website.

If interested in web-based classified advertising, ask your sales representative about the magazine/web combo rates.

If you have any questions call us at 845-562-3606 or 518-862-2056.

Digital Prepress

We are Windows-based. Our publications are designed in a Windows environment. We are not Mac based.

We prefer all ads sent to us digitally in a PDF Adobe Acrobat file with no registration marks. When saving the file in a PDF format, distill it with Acrobat Distiller and save it in the "press ready" mode. Fax a copy of the ad for a proof to 845-562-3681. For assistance call our art department at (845) 562-3606.

You can e-mail advertising files to sales@excitingread.com. Please include your company name in the

subject field. If the file size is too large to email, you can also place it directly on our FTP site. The site address is <ftp.excitingread.com>. Please call to receive your personal password.

We accept advertising files designed in the following programs: Photoshop, Quark Xpress, Illustrator and CorelDraw. Where possible please convert all fonts to curves or outlines (this makes the font a graphic). If you are not able to do the font conversion please attach the font family to your file (PC fonts only).

Include all images used in the design of your ad at an 85 line screen plus printer and screen fonts. When choosing colors, never rely on screen colors. Convert all colors to CMYK at an 85 line screen for graphics and print to check your color. PMS and RGB (screen) colors do not reproduce exactly when converted to CMYK. Black copy should be in black type only, not in CMYK.

We also accept tiff and eps files, which we can open, but usually cannot revise.

e-mail: sales@excitingread.com

2010 Hudson Valley Life Editorial Calendar

January – Healthy Alternatives

February – Look Good, Feel Good
Spa/Gym Guide*

March – Grandparenting
Home & Garden Guide*

April – Day Trips

May – Creative Arts
Wineries Guide*

June – Summer Fun Guide*
Volunteer Guide*

July – Cutting Edge Health
Trends

August – Investing in Your
Community
Enrichment Guide*

September – Fall Activities
Guide*

October – Investment &
Retirement Planning

November – Spirituality
Restaurant Guide*

December – Health Care
Heroes

Monthly we feature Homes &
Gardens, financial column,
relationship column and a
local restaurant review.

* Note: special guides available to advertisers both in the magazine and online.

e-mail: editor@excitingread.com
web address: www.hvlifeonline.com