









buffalo 2016 PUBLICATION SCHEDULE*

PUBLICATION DATE	SPACE RESERVATION DATE	CAMERA-READY DEADLINE	THEME OR COVER STORY
SUNDAY, FEB. 7	Friday, Dec. 11	Friday, Dec. 18	New You (Health, Beauty & Wellness)
SUNDAY, MARCH 20	Friday, Jan. 29	Friday, Feb. 5	People (Life Planning Guide)
SUNDAY, MAY 1	Friday, March 11	Friday, March 18	Food & Drink (Southern Ontario Pullout Section)
SUNDAY, JUNE 12	Friday, April 22	Friday, April 29	The Man Issue
SUNDAY, JULY 24	Friday, June 3	Friday, June 10	Home
SUNDAY, SEPT. 11	Friday, July 22	Friday, July 29	Theatre/Arts/Culture (New Season Pullout Section)
SUNDAY, OCT. 16	Friday, Aug. 26	Friday, Sept. 2	The Shopping Issue
SUNDAY, NOV. 20	Friday, Sept. 30	Friday, Oct. 7	Holiday

subject to change













home and garden.

No matter how well-heeled, women of all ages can still benefit from a few tips on what to wear and where to shop. This section is the perfect fit for the discerning trend-setter and the perfect opportunity to market your unique clothing boutique, new collection of swimwear or locally made jewelry.

before they make changes to their



FOOD

Western New York is home to a growing number of serious foodies, and these folks want to be wined and dined. Whether you offer gourmet cooking classes, recently opened a new restaurant or sell home brewing and wine making supplies, our readers are hungry (and thirsty) for more.



HEALTH

From cutting-edge medical treatments to rejuvenating spa parties, our readers are constantly looking for ways to improve their physical, emotional, mental and spiritual wellbeing. Reach these highly motivated individuals with products and services that help them achieve balance, peace of mind and longevity.

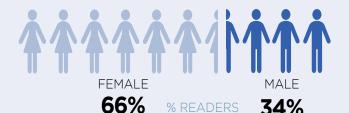


TRAVEL

While our readers might be happy to call Western New York home, they also have the desire — and disposable income — to explore new and interesting places near and far. Don't miss the chance to spotlight everything from weekend getaway packages to new car gadgets that make traveling easier.

AGE 18-34 35-64 50% 65 OR OLDER 35%

READER DEMOGRAPHICS



HOMEOWNERS

ARE HOMEOWNERS

AVERAGE MARKET VALUE OF HOME:

\$192,000

WIDESPREAD DISTRIBUTION 91,000

COPIES PRINTED PER ISSUE!

Copies can also be purchased at Wegmans, Tops, Dash's, Talking Leaves Bookstore, Lexington Co-op, and the Buffalo Niagara International Airport





ACTIVITIES/LEISURE PAST 12 MONTHS

66% OF READERS ATE AT A SIT-DOWN RESTAURANT 3 OR MORE TIMES IN THE PAST 30 DAYS

60% OF READERS DRINK WINE AT LEAST ONCE PER MONTH

49% ATTENDED LIVE THEATER

74% ATTENDED CONCERTS

40% VISITED A CASINO

61% ATTENDED A PROFESSIONAL SPORTING EVENT

74% ENJOY GARDENING

60% VISITED A SPA

Source: Scarborough Research, Buffalo CBSA Survey 2015, release 1; Adults 18+, Buffalo Magazine average issue.

TOP REASONS TO ADVERTISE IN



1. AFFLUENT **READERSHIP**

We only distribute to your best potential prospects - WNY's top 25 zip codes based on household income.

2. GREAT CONTENT

We cover what is trending with homes. style, food, health and travel. Our writers tap into what people are thinking and talking about every day.

3. LONGEVITY

Buffalo Magazine is designed to look and feel like a coffee table magazine. Consumers keep it in a handy location and refer back to it. Your ad will be close by when they're ready to do business with you.

4. STRONG **PRESENCE**

Readers can also visit our website at Bflomagazine.com and digitally view and read Buffalo Magazine. We have a strong presence on Facebook and Twitter with over 14,000 followers.

RATES

AD SIZE	1X	2 X	4 X	6X	8X
* Back page	\$6,100	\$5,795	\$5,490	\$5,185	\$4,880
* Inside front/back	\$4,491	\$4,267	\$4,042	\$3,818	\$3,593
* Premium full page (3-17)	\$4,120	\$3,914	\$3,708	\$3,502	\$3,296
* Full page	\$3,749	\$3,562	\$3,374	\$3,187	\$3,000
2/3 page V	\$2,574	\$2,445	\$2,317	\$2,188	\$2,059
1/2 page V	\$2,022	\$1,921	\$1,820	\$1,719	\$1,618
1/2 page H	\$2,022	\$1,921	\$1,820	\$1,719	\$1,618
1/4 page block	\$1,057	\$1,004	\$951	\$898	\$845
1/8 page V	\$560	\$532	\$504	\$476	\$448
1/8 page H	\$560	\$532	\$504	\$476	\$448

SIZES

Ad Sizes	Dimensions		
*Back page	8.625" X 11.125"		
*Inside front/back cover	8.625" X 11.125"		
*Premium full page (3-7)	8.625" X 11.125"		
*Full page	8.625" X 11.125"		
1/2 page V	3.8" X 10.375"		

Ad Sizes	Dimensions
1/2 page H	7.75" X 5.138"
1/4 page block	3.8" X 5.138"
1/8 page V	1.85" X 5.138"
1/8 page H	3.8" X 2.469"

Complement your Buffalo Magazine ad with an

ENHANCED DIGITAL PACKAGE

that is certain to capture the attention of our affluent WNY audience.









To advertise in Buffalo Magazine or if you need help designing a marketing plan, contact your Buffalo News sales representative or:

> Ann Brooker • Specialty Products Manager (716) 849-4413 • abrooker@buffnews.com

Maria Bemis • Product Specialist (716) 849-6949 • mbemis@buffnews.com

