Western New York's Illustrated History Magazine

Media Kit

2027



Proudly preserve Western New York's timeless stories
by supporting our award-winning, non-profit quarterly.

Reach a curated audience
that values and supports our community partners.

Our Publication



WESTERN NEW YORK
HERITAGE

We are a non-profit cultural organization, whose mission is to foster a pride of place through the knowledge and appreciation of the art, architecture and history of Western New York.

"We are the only independent non-profit organization of our kind, nationwide."

Our award-winning quarterly is a glossy, 72-page "coffee table-style" publication. It enjoys a national reputation as one of the finest regional history publications in the country. We celebrate and preserve our region's rich heritage through in-depth articles, stunning visuals and special features found nowhere else.

Simply Put....
We Keep History Alive!



Why become one of

Our Sponsors?



Reach a curated audience while helping to preserve our heritage.

As your partner, *Western New York Heritage* ensures **YOUR** message endures. We connect our sponsor/advertisers with passionate readers who value our region and its heritage.
And they notice supporters like you!

Unlike commercial publications, your ad helps preserve WNY's diverse stories, reaching audiences nationwide & beyond! Plus, our readers save their issues as keepsakes, extending your visibility for years.

Dollar for dollar, your investment yields deeper engagement & longer-lasting impressions. Why? Our readers are passionate stewards of WNY's history-they notice and support advertisers who align with preserving the heritage of this unique region.

Our Readers





75% support the advertisers in our magazine

Our readership ranges in age from 25-65+ with 60% of households with income over $75,500. Over 90% have college degrees and/or postgraduate degrees and are professionally licensed as physicians, attorneys and accountants, or are CEOs/officers of public and private companies. They represent all of Western New York, as well as "expats" across the country, and world-wide!

Our readers are interested in:

- Healthcare & Nutrition
- Senior Housing
- Dining & Entertainment
- Home Improvement & Gardening
- Pet Care
- Insurance
- Travel
- Shopping
- Retirement & Estate Planning

Our Circulation

20,000+ readers per issue

With a loyal subscriber base, consistent newsstand performance and copies in libraries, schools and hundreds of professional offices throughout the region, ***Western New York Heritage*** is seen by over 20,000 readers every issue.

Surveys repeatedly tell us that, unlike most periodicals, readers retain their back issues as part of their personal libraries, further extending the visibility of our sponsors.

Wegmans BARNES & NOBLE TOPS Friendly Markets



Plus independent bookstores and cultural venues across the region!

Advertising Rates & Specs

Premium Placement:	Size:	4x:	3x:	2x:	1x:
Outside back cover	9"w x 11.5"h	$2,200	$2,300	$2,400	$2,500
Inside cover (front or back)	9"w x 11.5"h	$1,400	$1,500	$1,600	$1,700

Interior Pages:					
Full Page	9"w x 11.5"h	$1,200	$1,300	$1,400	$1,500
2/3 Page Square	4 7/8"w x 10"h	$ 850	$ 925	$ 975	$1,025
1/2 Page-Island	4 7/8"w x 7.5"h	$ 775	$ 825	$ 900	$ 975
1/2 -Vertical or Horizontal	3 3/8"w x 10"h	$ 725	$ 800	$ 850	$ 900
1/3 Page-Horizontal	7.5"w x 3 1/8"h	$ 625	$ 675	$ 700	$ 825
1/3 Page-Square or Vertical	4 7/8"w x 4 7/8"h	$ 525	$ 550	$ 600	$ 625
1/4 Page - Veritcal or Horizontal	2 5/16"w x 10"h	$ 400	$ 450	$ 475	$ 500
1/6 Page - Veritcal or Horizontal	2 5/16"w x 4 7/8"h	$ 350	$ 375	$ 400	$ 425

Treasures of WNY:			
$80 per column inch	1 col x 3"	$ 240	Prepay for 4 consecutive insertions for price of 3

Closing Dates:	Issue:	RSVP:	Artwork:
	Winter (January)	Nov. 10	Dec. 1
	Spring (April)	Feb. 10	March 1
	Summer (July)	May 10	June 1
	Fall (October)	Aug. 10	Sept. 1



FILE SUBMISSION *Digital Files Furnished by Email:*

1. Email to: ads@wnyheritage.org & asember@wnyheritage.org
2. Preferred file formats: PDFs, jpg, tif and eps. The magazine prints 4 color process (CMYK). Save as CMYK with no spot colors. RGB and spot colors will be converted to CMYK (additional costs may occur).

For further information contact:

Andrew Sember, Account Executive

Western New York Heritage 495 Pine Ridge Heritage Blvd. Cheektowaga, NY 14225-2503

(716) 893-4011 / fax (716) 893-4013

asember@wnyheritage.org