



MEDIA KIT

The B | The B'uzz | theberkshires.com

2026

The B

The B chronicles the news and culture of our region and champions the saints and eccentrics that revel in our beloved county.

BERKSHIRE COUNTY | COLUMBIA COUNTY | LITCHFIELD COUNTY



DISTRIBUTION + TARGET MARKET

Print run: 15,000 plus digital edition | Audience: 50,000

Target Market: Local Mavens | Second Homeowners | Sophisticated Tourists

Distribution: The B has a hybrid model that includes subscriptions, newsstand sales, and some public place copies (high-end hotels, restaurants, and events). The B is sold on newsstand at fine establishments including Guido's Fresh Marketplace and Big Y.

Publisher: Michelle Petricca 845.453.2219 mpetricca@berkshireeagle.com • theberkshires.com



Print Advertising

THE B MAGAZINE

Print run: 15,000 plus digital edition | Audience: 50,000

ADVERTISING RATES & SIZES

		Standard Rate	3X rate 10% discount	5x rate 20% discount
Cover 2 / Page 1	Inside Cover + Page 1	\$5,570	*	*
Cover 3	Inside Back Cover	\$3,270	*	*
Cover 4	Back Cover	\$4,240	*	*
Spread	Two Adjacent Pages	\$4,720	\$4,250	\$3,780
Full Page	See specs on next page	\$2,660	\$2,400	\$2,130
2/3 Vertical	4.625" x 10"	\$2,420	\$2,180	\$1,940
1/2 Horizontal	8.5" x 4.875"	\$1,570	\$1,420	\$1,260
1/3 Vertical	2.25" x 10"	\$1,150	\$1,040	\$920
1/3 Square	4.625" x 4.875"	\$1,150	\$1,040	\$920
1/4 Vertical	3.625" x 4.875"	\$910	\$820	\$730
1/6 Vertical	2.25" x 4.875"	\$730	\$650	\$580

* Covers contribute to frequency discounts but do not earn any discounts

SPONSORED CONTENT

Tell your story in your own voice—right in the pages of The B Magazine.

Our Sponsored Content option allows your brand to connect with The B's influential, engaged audience through thoughtfully crafted, editorial-style content that feels at home in our pages. Whether you're spotlighting a product launch, sharing your brand's mission, or highlighting a client success story, sponsored content lets you go deeper than a traditional ad.

Let your story do the selling—sponsored content offers a more immersive way to connect.

What You Get:

- A full-page or multi-page editorial-style layout designed to match the look and feel of The B Magazine.
- Custom headlines and storytelling that reflect your brand voice while engaging our readers.
- High-quality visuals integrated with your message (photos, logos, or graphics).
- Placement in both print and digital editions for extended reach.

Rates: earned rate plus \$300 (includes photography)



Print Advertising

THE B MAGAZINE

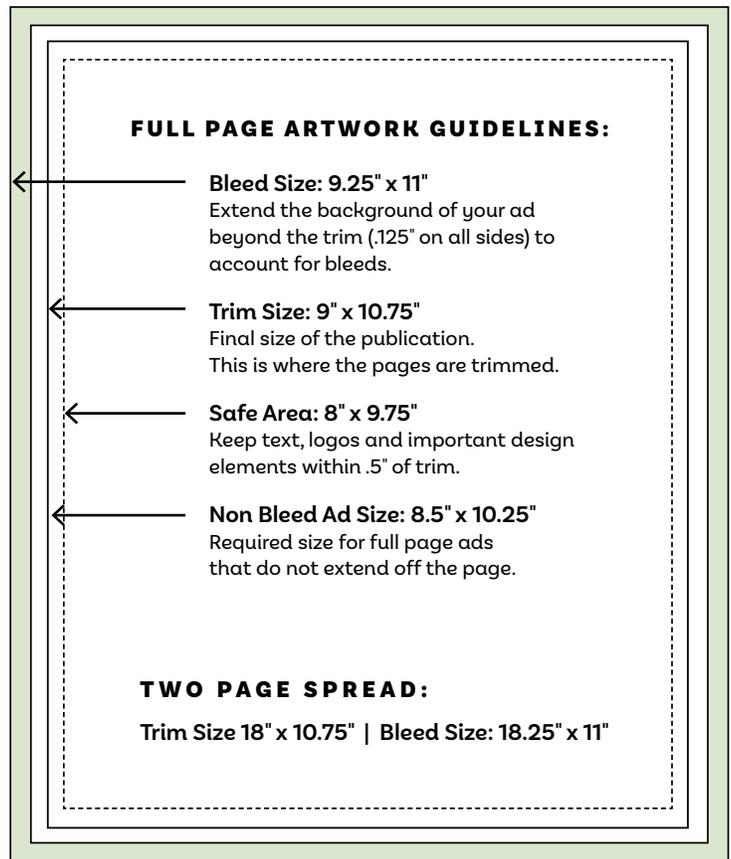
Print run: 15,000 plus digital edition | Audience: 50,000

ADVERTISING SIZES

Cover 2 / Page 1	Inside Cover + Page 1
Cover 3	Inside Back Cover
Cover 4	Back Cover
Spread	Two Adjacent Pages
Full Page	See specs at right
2/3 V:	4.625" x 10"
1/2 H:	8.5" x 4.875"
1/3 V:	2.25" x 10"
1/3 Sq:	4.625" x 4.875"
1/4 V:	3.625" x 4.875"
1/6 V:	2.25" x 4.875"

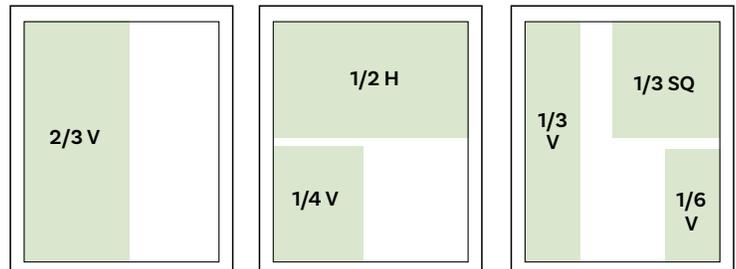
ADVERTISING REQUIREMENTS

- Press-ready, high res (300 dpi) PDF (CMYK)
- Ad sized to appropriate dimensions
- All live matter must be .5" from trim on all sides
- Email ad to: mpetricca@berkshireeagle.com



Need help with creative?

Let our designers create a custom ad for you for just \$150 with two rounds of changes.





Digital Advertising

theberkshires.com

DIGITAL ADVERTISING RATES & SIZES

\$500/MONTH

Limited to five advertisers per month.

Each advertiser gets:

- **Homepage Takeover** for six consecutive days, which includes two homepage banner ads.
- **Run of site ads** will appear the rest of the month: with positions on the Issues page, Calendar or within articles.

Digital Ad Banner Specifications

Homepage Banners

970x250 and 320x50 (72 dpi)

Issues Banner

970x250 and 320x50 (72 dpi)

In-Article and Calendar Banners

970x90 and 320x50 (72 dpi)



Homepage Banner



Issues Banner



In-Article Banner



Themes & Closing Dates

THE B MAGAZINE

Print run: 15,000 plus digital edition | Audience: 50,000

Spring: *The Health and Wellness Issue*

The Good Life

Health here is not a trend—it's a lifestyle. This issue celebrates wellness in its many forms and the Berkshires as a place for renewal.

- **How we do it:** The chef who cycles, the artist who swims...learn how our local leaders stay healthy and balanced .
- **Restful retreats:** The latest from our world-class wellness resorts
- **Refresh and reset:** Declutter, streamline, and start the year with insider advice
- **Outdoor living:** Get inspired by gorgeous gardens
- **Plus:** Curated guide to day spas and other wellness destinations

Ad Deadline: February 2, 2025

Issue Available: Week of March 9, 2026

Early Summer: *The Summer Culture Issue*

Summer on Stage: Showcasing the region's unmatched offerings— theater, dance, music, visual art, and more. Meet the artists and leaders that put the Berkshires on the cultural map.

- **Off Duty:** Our annual look at what some prominent professionals are looking forward to this season
- **Plan your season!** Theater, dance, music, and art previews
- **Local talent:** From emerging artists to established pros
- **Plus:** Gala guide—mark your calendar with these summer parties!

Ad Deadline: April 20, 2026

Issue Available: Week of May 18, 2026

High Summer: *The Food Issue*

Taste of the Berkshires: Celebrating the region's thriving culinary scene, from farm fields to fine dining. Spotlights on chefs, artisans, bakers, brewers, and distillers, with an emphasis on sustainability, creativity, and the joy of gathering around the table.

- **Culinary creators:** Meet the chefs, bakers, and innovators shaping the food scene
- **The future of farming:** The latest from our local growers
- **Where we gather:** Restaurants, pop-ups, picnics, and other dining experiences
- **Farm fresh recipes:** Dishes to savor and share
- **Plus:** Drink local—our guide to the area's breweries, distilleries, and wineries

Ad Deadline: June 29, 2026

Issue Available: Week of July 27, 2026

Fall | *The Design Issue*

Living Beautifully From home design and architecture to art, craft, and fashion, we explore the authentic aesthetic that defines Berkshires style.

- **At home in the Berkshires:** Houses that speak to our setting
- **Meet the makers:** Potters, textile artists, furniture designers, and more
- **Seasonal style:** Get cozy this fall
- **Shopping:** Where to go for the best finds
- **Plus:** Fall fun guide + party pics

Ad Deadline: August 31, 2026

Issue Available: Week of September 28, 2026

Winter | *The Celebrations Issue*

Holidays, Weddings, and Winter Fun: Spotlighting the way we celebrate with stories of joy, creativity, and connection.

- **Celebrate in style:** Planning tips for festive events
- **Gift guide:** Special finds for for everyone on your list
- **Winter wonderland:** Ski season in the Berkshires
- **Love stories:** Romantic real weddings and parties that pop
- **Plus:** Holiday festivals, light shows, and more

Ad Deadline: October 30, 2026

Issue Available: Week of November 30, 2026

The B'buzz

Meet The B'buzz –our digital newsletter is posted twice a month.

3,000 opt-in subscribers learn about art, culture, parties, news and must-do's in Berkshire, Columbia and Litchfield counties.

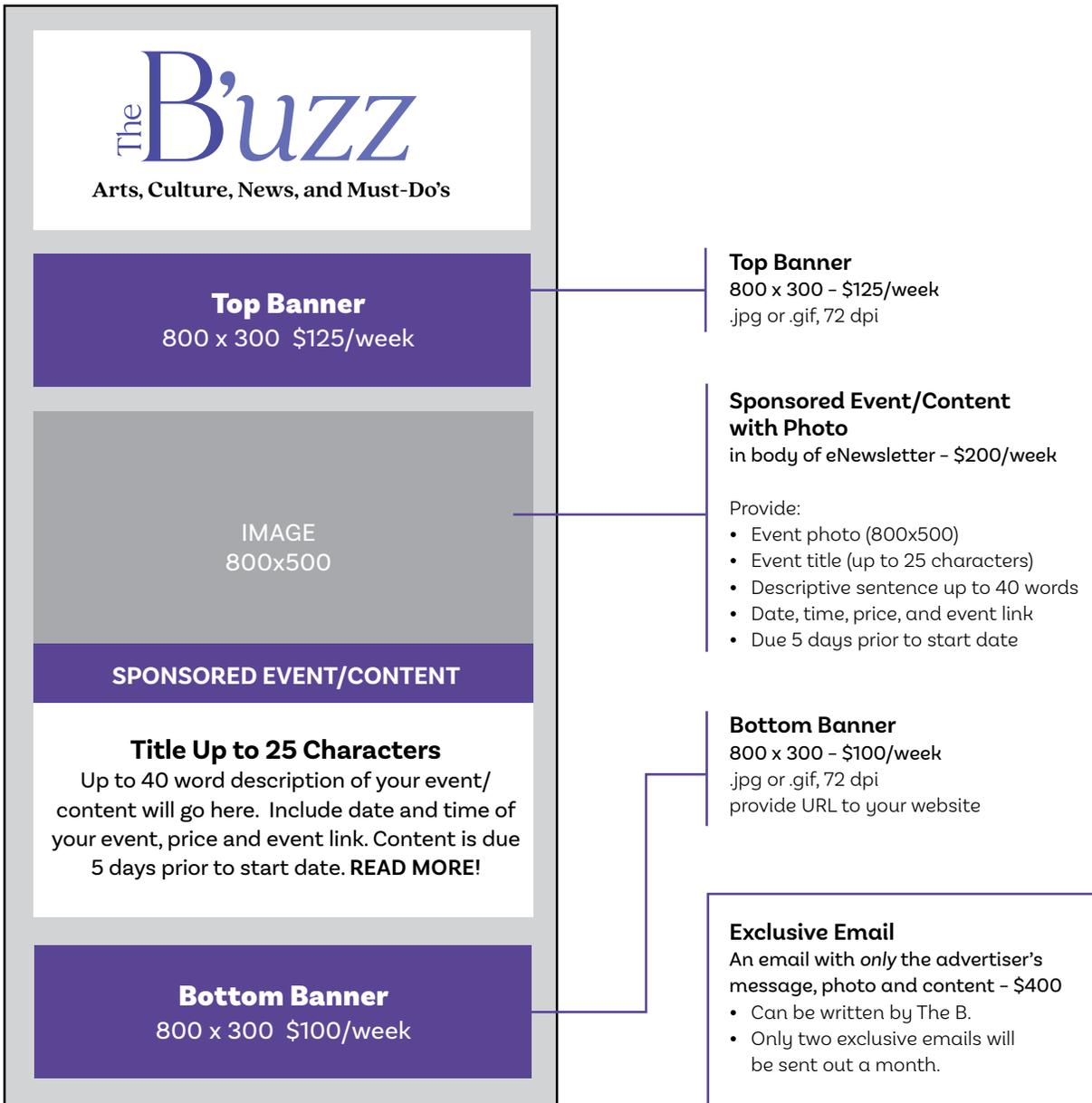


The B'uzz

Digital Advertising

THE B'UZZ

Published every other Friday | Audience: 2,000 subscribers and growing!





Sponsored Social Ads

@theberkshires

SOCIAL MEDIA PACKAGES

Starter Social Boost \$550

1 Grid Post • 1 Story Set • Template Design Assist included (\$50 value)

Visibility Boost \$750

1 Reel (provided footage) • 1 Grid Post • 1 Story Set

Full Feature \$1,200+

Custom Reel Production • Grid Post • Story Set •
One Month Digital Sponsorship on theberkshires.com

SOCIAL AD RATES (Design not included)

The rates below assume advertiser provides photo(s) and copy.

Instagram Grid Post \$300

1 static image or simple carousel, caption provided by advertiser, posted to The B feed

Instagram Story Set \$250

3-5 story frames using advertiser assets, posted for 24 hours

Instagram Reel (Provided Footage) \$350

15-30 second reel using advertiser-supplied video, light editing only



OPTIONAL AD-ONS

Design Support (Light Lift)

Template Design Assist \$50

Dropping assets into branded templates, basic typography, light layout

Carousel Layout Upgrade \$75

Designing a multi-slide carousel with hierarchy + flow

Content Creation

On-Site Photo or Video Capture \$200-\$350

Based on scope/location

Custom Reel Production \$250-\$400

Filming and editing

Styled Photo Direction (No Shoot) \$150

Shot list and creative direction only

Copywriting (Caption or Script) \$75-\$125

Based on length and strategy