

DVEIGHT



WHO WE ARE

DVEIGHT is dedicated to covering the upstate scene, bringing the best in food, culture and shopping to a curious and discerning audience.

We target a stylish and sophisticated readership interested in exploring modern rural life and making the most of local resources, from farms and food markets to restaurants, retail and services. Our audience ranges from urban visitors to weekend and full-time residents, all seeking out diverse, richly rewarding upstate experiences.

DVEIGHT's name derives from the scenic and rapidly evolving Delaware Valley region we cover and the flourishing towns on the New York and Pennsylvania sides of the Delaware River including the Catskills, Poconos and Lower and Upper Hudson Valley.

OUR TEAM

Our team consists of skilled professionals in the fields of journalism, art direction and creative services. We are eager to present the upstate aesthetic to its best advantage, without losing any of its authentic charm.

- EDITOR IN CHIEF** Nhi Mundy
- EXECUTIVE EDITOR** Michael Mundy
- DESIGN DIRECTOR** Stephen Male
- STYLE DIRECTOR** John Paul Tran
- SENIOR EDITOR** Mimi Vu
- FEATURES EDITOR** Eddie Brennan
- ASSOCIATE EDITOR** Alexandra Marvar
- TRAVEL EDITOR** Sandy Soohoo
- FASHION EDITOR** Stacey Cunningham
- BEAUTY EDITOR** Kate Best
- WRITERS** Doris Chevron, Jillian Scheinfeld, Karen Schoemer
- PHOTOGRAPHERS** Harold Julian, Matt Novak, Noah Kalina, Nicholas Routzen, Peter Crosby, Stephan Schacher
- ACCOUNT EXECUTIVE** Esther De Jong

OUR MISSION

Our mission is to shine a light on the artists, entrepreneurs and craftspeople who are making interesting contributions to the local culture. And to be an inspiring resource for those looking to discover the best of the Upper Delaware Valley region and the surrounding area.



“...A BEAUTIFUL NEW MAGAZINE FOR THE UPSTATE COMMUNITY.”

— STEPHEN ORR

EDITOR IN CHIEF, BETTER HOMES & GARDEN

MEET YOUR MAKER

Features on local artisans, craftsmen, farmers, designers, musicians and more



GIMME SHELTER

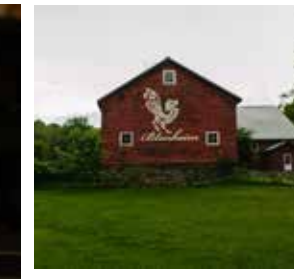
A glimpse into private homes, as well as local hotels and inns

IN PERSON

Casual interviews on inspiring artists, tastemakers, entrepreneurs and celebrities

FLAVOR

Spotlights on food purveyors, from farmers to specialty producers to restaurants



STYLE A stunning fashion series featuring influential tastemakers and trend setters

“CURRENTLY OBSESSED... DV8, A NEWLY LAUCHED CULTURAL MAGAZINE DEVOTED TO UPSTATE NY.”

— REMODELISTA

ADVERTISING TERMS

Payments are made in advance. Invoices are due and payable upon receipt. Invoices are considered delinquent after 14 days from the invoice date and will be subject to penalties. Cancellations are not accepted after space closing date. All advertising is subject to publisher's approval.

RATES

Traditional Ads

Traditional ads are designed in-house and adhere to DVEIGHT's standard design format. Advertisers need only submit the following assets: a high-res square image, logo, contact info and description (word count varies by ad).

FULL PAGE (10.5" x 15")
1x \$ 825

FULL PAGE BLACK & WHITE (10.5" x 15")
1x \$ 695

HALF PAGE (10.5" x 7.5" or 5 x 15")
1x \$ 525

HALF PAGE BLACK & WHITE (10.5" x 7.5" or 5 x 15")
1x \$ 425

1/4 PAGE (5" x 7.5")
1x \$ 325

1/8 PAGE (Real Estate Section)
1x \$ 155

Premium Ads

Premium ads are designed by the advertiser and need not adhere to DVEIGHT's standard design format.

BACK COVER (10.5" x 15")
1x \$ 1825

INSIDE FRONT COVER (10.5" x 15")
1x \$ 1525

INSIDE BACK COVER (10.5" x 15")
1x \$ 1325

FULL PAGE PREMIUM PLACEMENT (10.5" x 15") 1x \$ 1025

OUR READERS

FEMALE/MALE

56% Female
44% Male

AVERAGE AGE

42 Years

AVERAGE INCOME

\$105,000

HOMEOWNERS

They are affluent singles, couples, and secure middle-class families who own at least one home. They hold professional positions in business, finance, legal, technology, entertainment and healthcare.

EDUCATED

They are college educated, likely with a Bachelors degree or higher.

SOCIALLY CONSCIOUS

They support local businesses, buy organic produce from farmers' markets and upscale grocers. They support environmental causes and have strong ties to their community.

ACTIVE

They enjoy being in natural environments and staying active in the outdoors. Our readers ski, practice yoga, go hiking, and typically spend as much time as they can enjoying the area's fresh water lakes. They maintain their own lawns, grow vegetable gardens, and tackle home improvement and remodeling projects.

CONNECTED

Our readers are comfortable with technology and own smartphones, tablets and laptops. They are tuned-in to social media and very conscious of trends and current events.

READERSHIP

FREQUENCY OF PUBLICATION

Spring, Summer and Winter

TOTAL CIRCULATION

15,000

READERS PER COPY

3.2

TOTAL AUDIENCE

48,000

COMPLIMENTARY CONTROLLED DISTRIBUTION

Restaurants 35%
Retail Shops 35%
Hotels 20%
Other 10%

REGIONAL DISTRIBUTION

Upper Delaware Valley, Catskills, Northeastern Pennsylvania, Poconos, Hudson Valley, Manhattan, Brooklyn, Queens

“DV8 OFFERS UP CHARMING PORTRAITS AND INTERVIEWS WITH EVERYONE FROM FARMERS AND BEEKEEPERS TO FAMILIAR FASHION NAMES.”

— T MAGAZINE, NEW YORK TIMES



TRADITIONAL ADS

Our design features a large, central image paired with a brief description of your company all handled by our team of creative professionals. These advertisements are more in line with traditional advertising options, and can be purchased in either full page, half or quarter page sizes.



FULL PAGE
(10.5" x 15") 1x \$ 825

FULL PAGE BLACK & WHITE
(10.5" x 15") 1x \$ 695



HANDMADE STONEWARE TABLE LAMPS & FIRE BOWLS FOR THE HOME

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STONEANDSAWYERSTORE.COM

The half and quarter page ad provides an economical means of presenting your company's message, while the full page possesses unequalled advertising power. Whichever size, this new format retains the polished aura of the entire publication.



1/2 PAGE OPTION #1
(10.5" x 7") 1x \$ 525

1/2 PAGE BLACK & WHITE
(10.5" x 7") 1x \$ 425

STONE AND SAWYER
DELHI, NY

STONEANDSAWYERSTORE.COM



1/2 PAGE OPTION #2
(10.5" x 7") 1x \$ 525

1/2 PAGE BLACK & WHITE
(10.5" x 7") 1x \$ 425

STONE AND SAWYER
DELHI, NY

STONEANDSAWYERSTORE.COM



1/2 PAGE OPTION #3
 (5" x15") 1x \$ 525
1/2 PAGE BLACK & WHITE
 (5" x15") 1x \$ 425



1/4 PAGE OPTION #1
 (5" x 7.5") 1x \$ 325

STONE AND SAWYER

DELHI, NY

STONEANDSAWYERSTORE.COM



1/4 PAGE OPTION #2
 (5" x 7.5") 1x \$ 325

STONE AND SAWYER

HANDMADE STONEWARE TABLE LAMPS
 & FINE GOODS FOR THE HOME

Monday through Friday 10 - 5 Saturday 11 - 4
 Evening 11 - 8 Memorial Day through Labor Day

STONEANDSAWYERSTORE.COM 76 MAIN STREET DELHI NY 13762
 (845) 600 5800 INFO@STONEANDSAWYER.COM

STONE AND SAWYER

DELHI, NY

STONEANDSAWYERSTORE.COM

Real Estate Section is the our newest addition, offering a cost effective solution for real estate professionals and businesses as well as second home owners interested in listing their sales and rental properties to a targeted audience. 1 x \$155



1/4 PAGE OPTION #1
 (5" x 7.5") 1x \$ 155

STONE AND SAWYER STORE



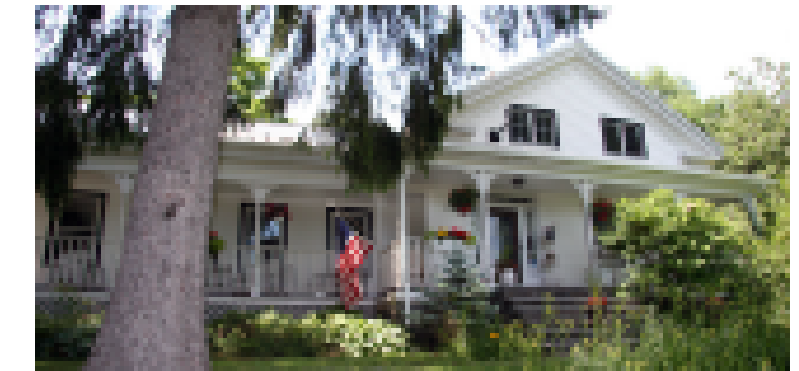
1/4 PAGE OPTION #2
 (5" x 7.5") 1x \$ 155

STONE AND SAWYER STORE



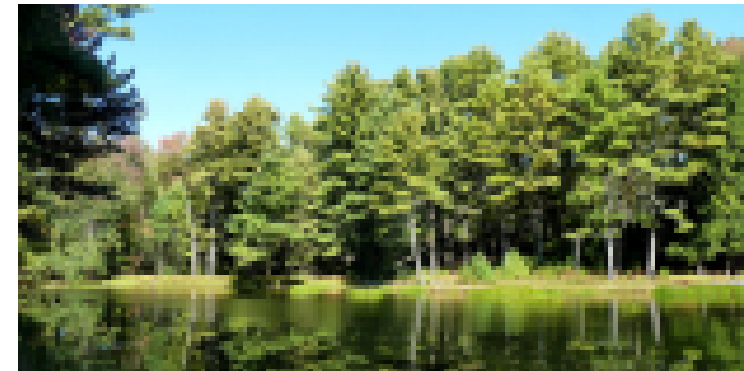
1/4 PAGE OPTION #3
 (5" x 7.5") 1x \$ 155

STONE AND SAWYER STORE



1/4 PAGE OPTION #4
 (5" x 7.5") 1x \$ 155

STONE AND SAWYER STORE



1/4 PAGE OPTION #5
 (5" x 7.5") 1x \$ 155

STONE AND SAWYER STORE



1/4 PAGE OPTION #6
 (5" x 7.5") 1x \$ 155

STONE AND SAWYER STORE



1/4 PAGE OPTION #7
 (5" x 7.5") 1x \$ 155

STONE AND SAWYER STORE



1/4 PAGE OPTION #8
 (5" x 7.5") 1x \$ 155

STONE AND SAWYER STORE

PHOENICIA FLEA EVENTS
Cucina Barn, Woodstock, NY
Artists & Fleas, Soho, NY
Lumberyard, Catskill, NY
Emerson, Mt. Tremper, NY
Hudson River Maritime
Museum, Kingston, NY

BROOKLYN, NY
Upstate Stock
Marlow & Sons
Sisters
Parlor
Mekong
Root Studios

MANHATTAN, NY
An Choi
Gohan
McNally Jackson
Root Studios

CALLICOON, NY
Ba & Me
Cafe Adella Dori
Callicoon Wine
Freda Realty
9 River Road

Matthew's on Main

NARROWSBURG, NY
One Grand Books
Maison Bergogne
DVAA
Tusten Cup
The Heron
Sunny's Pop

LIVINGSTON MANOR, NY
Main Street Farms
Willow & Brown
Catskill Brewery
Morgan's Outdoor
Kaatskeller
Upstream Wine

ROSCOE, NY
Beaverkill Angler
Red Rose Motel
Roscoe Beer
Prohibition Distillery
Northern Farmhouse Pasta
Timberland Properties

YOUNGVILLE, NY
Claire Inn Cafe

JEFFERSONVILLE, NY
Jeffersonville Junction
Tavern on Main
Ted's

BARRYVILLE, NY
Stickett Inn
River Market

PORT JERVIS, NY
Foundry42

BETHEL, NY
Dancing Cat Saloon
Java Love
Bethel Market Cafe

KEUNEONGA LAKE, NY
Benji & Jake's
Local Table & Tap
Catskill Concierge

MOUNTAINDALE
Cinder Track Bicycles

HURLEYVILLE, NY
The Pickled Owl
Hurleyville Market

ROCK HILL, NY
Steve's Music Center
Crispy Apple
Bernie's Holiday
Brew
Sullivan Hotel

MONTICELLO, NY
Soy Asian
Salt & Pepper

DELHI, NY
The Stonehouse
Stone & Sawyer
Tay Tea

BOVINA, NY
Brushland Eating
Russel's General Store

BLOOMVILLE, NY
Table on Ten

ROXBURY, NY
Roxbury General

MARGARETVILLE, NY
Timberland Properties

HALCOTTSVILLE
Ella's Mercantile

SHARON SPRINGS, NY
The Nash Hotel
PHOENICIA/MT. TREMPER
Emerson Resort & Spa
Foxfire Mountain
Graham & Co.
The Pines
Phoenicia Diner

WOODSTOCK, NY
Bread Alone Bakery
Hotel Dylan
Woodstock General
Sunflower Market

COLD SPRING, NY
Cold Spring General Store

BEACON, NY
Binnacle Books
Harry's Hot Sandwiches
Homespun
Ella Bella's
Roundhouse Hotel

STONE RIDGE, NY
Hasbrouck House
Roost Restaurant

KINGSTON, NY
Bread Alone Bakery
Clove & Creek
Brunette Bar
Kingston Wine Co.

SAUGERTIES, NY
Olsen & Company
Inquiring Minds Bookstore
Diamond Mills Hotel
Savor Beauty Spa

CATSKILL, NY
Scribner's Catskill Lodge
Magpie Bookstore
New York Restaurant
HiLo Restaurant
Catskill General

ATHENS, NY
Stewart House Inn
Rive Gauche Bistro

HUDSON, NY
Rivertown Lodge
The Barlow Hotel
The Inn at Hudson
Fish & Game
OR Gallery & Tavern
The Spotty Dog Books & Ale
Moto Coffee Machine
Rev Coffee House
Hudson Wine Merchants
WM Farmer & Sons
Hawkins NY
Woodstock General
Hudson Opera House

GERMANTOWN, NY
Gaskins

GHENT, NY
Hawthorne Valley Farm
Hawthorne Valley Waldorf
School

TIVOLI, NY
Hotel Tivoli

RED HOOK, NY
Mercato
Living Eden
Tivoli Mercantile
Equis Art Gallery

RHINEBECK, NY
The Amsterdam
The Rhinecliff
Terrapin
Market Street
The Local

Aroi
Matchbox Cafe
Bread Alone Bakery

MILFORD, PA
Hotel Fauchere
403 Broad Street

HONESDALE, PA
Ba & Me
Dyberry Forks
Milkweed
Mick's Barber Shop
Mount Pleasant Herbery
Yoga International Cafe
Black & Brass Coffee

HAWLEY, PA
Ledges Hotel
Cocoon Coffee House
American House Tattoo
Steve's Music Store

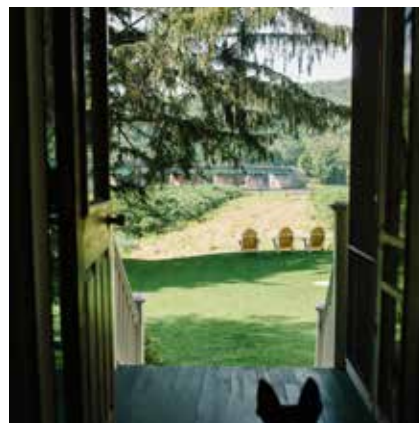
WOODLOCH, PA
Woodloch Spa & Resort

“KEEP ABREAST OF THE
CATSKILLS CULTURAL
SCENE BY READING
DVEIGHT MAGAZINE.”

- NEW YORK MAGAZINE

“AND THEN A VOICE
ARRIVES TO TOWN THAT
IS ABLE TO CAPTURE THE
UNIQUE BEAUTY OF
UPSTATE, BOTH OLD & NEW,
AND SHINE A LIGHT ON
SOME OF ITS INNOVATORS.
DV8 IS THAT NEW VOICE.”

- TIMES HERALD RECORD





ADVERTISING INQUIRIES
DVEIGHT MAGAZINE | PO BOX 41 JEFFERSONVILLE, NY 12748 | CONTACT NHI MUNDY
NHI@DVEIGHTMAG.COM