The Official Guide to The Berkshires

The Only Comprehensive Guide to VISIT and/or LIVE in the Berkshires of Western Massachusetts

115,000 copies distributed year-round

VISIT

64% are visiting for pleasure and 15% for a special event

Overnight visitors average 2.9 nights and partake in an average of 7 different Berkshire experiences

41% of visitors have considered relocating to the Berkshires

LIVE

2/3 of Berkshire residents have relocated from elsewhere

22% have friends or family in the area, 30% of full-time and 40% of 2nd home owners discovered the Berkshires while visiting

NYC is the primary residence for majority of 2nd home owners, followed by other areas of MA, FL, NJ & CT

1BERKSHIRE 66 Allen Street, Pittsfield, MA 413.499.1600 · sales@1berkshire.com
Ad Sizes

**Full page bleed**
Safe area (text inside)
4.75”w x 7.75”h
Trim area
5.25”w x 8.25”h
Bleed Area
5.75”w x 8.75”h

**Full page non bleed**
4.5”w x 7.4”h

**1/2 H**
4.5”w x 3.7”h

**1/4 H**
4.5”w x 1.75”h

**1/8 H**
2.2”w x 1.75”h

**1/4 V**
2.2”w x 3.7”h

**1/2 V**
2.2”w x 7.4”h

CONTACT sales@1berkshire.com
413.499.1600
### Ad Rates

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<thead>
<tr>
<th>Service</th>
<th>Price</th>
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<td>Different Copy Listing*</td>
<td>$175</td>
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*Have your listing appear in multiple categories of the Guide, on 1berkshire.com and on berkshires.org for just $135 and for just $175 you can change your listing copy.

### Deadlines

**November 10, 2017**  
Early bird discount payment due.

**December 12, 2017**  
Space closes. Standard rate payment and all contracts due.

**December 19, 2017**  
Artwork due.

Added value for 1/2 page color advertiser or larger includes a complimentary display ad on a Living Here or Plan Your Trip page on berkshires.org and inclusion in the e-blast announcing the arrival of the 2018-19 Guide.

Early bird discount does not apply to enhanced or additional listings.
WHY YOU SHOULD ADVERTISE

• Guide readers make purchasing decisions
• Guide is one of the first places consumers and other business members learn about you
• Guide is supported by a comprehensive year-round marketing program

PROVEN USE BY VISITORS

• 95% use the Guide to plan what to do
• 67% use the Guide to find lodging options
• 90% use the Guide to find dining options
• 75% use the Guide to find shopping options
• 90% use the Guide to make reservations

Please note: If full payment is not received by **December 12, 2017** your ad will be pulled.