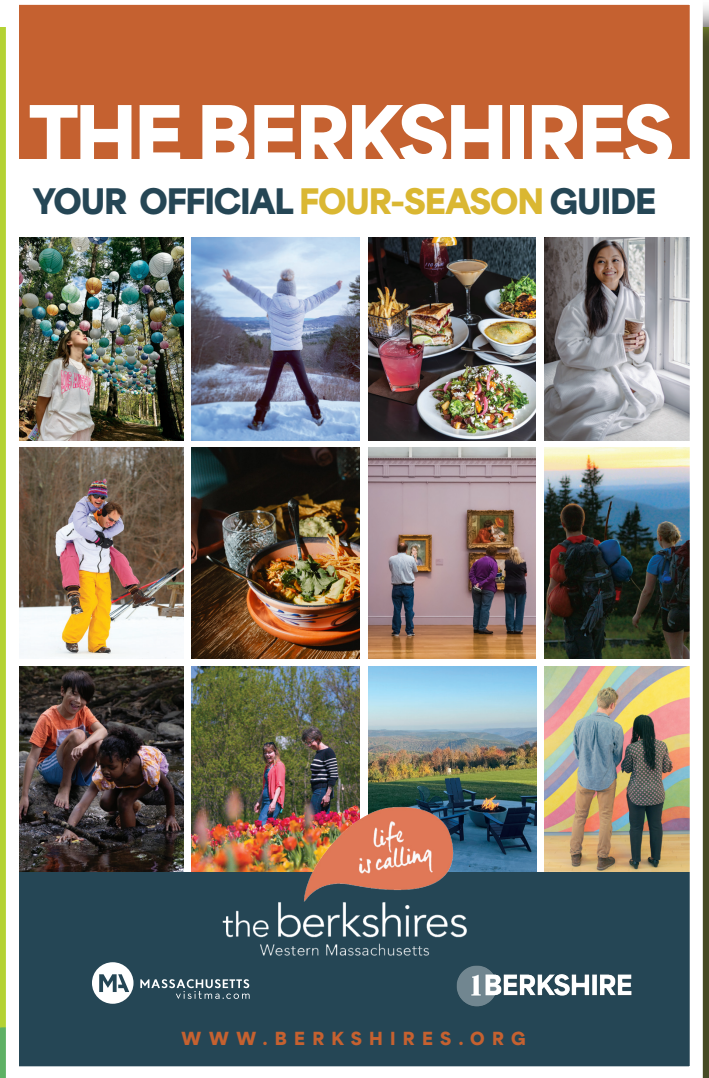
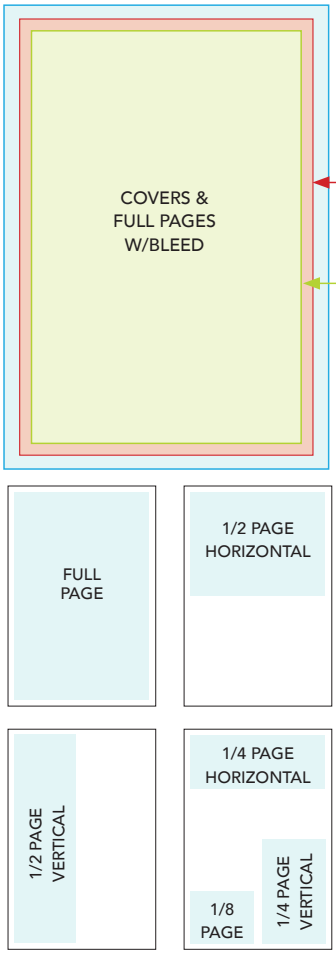
1BERKSHIRE PUBLICATIONS

Official Guide to the Berkshires



media kit

Secure your spot in the most used, year round Berkshire travel planning tool.



Premium Placements
$6,922 Back Cover
$6,180 Front or Back Covers, Page One, Page Facing Table of Contents, or a Full Page w/Bleed

Bleed Size: 5.75" wide x 8.75" high. Extend your artwork .5" beyond trim line.

Trim Size: 5.25" wide x 8.25" high. This is the size of the page after trimming.

Safe Area: 4.75" wide x 7.75" high. Keep all important elements of your ad within this area. (.25-.5" from the trim line)

Full Page $5,562
4.625" wide x 7.75" high; no bleed

Half Page $3,260
Horizonal: 4.625" wide x 3.8" high
Vertical: 2.2" wide x 7.75" high

Quarter Page $2,657
Horizonal: 4.625" wide x 1.8" high
Vertical: 2.2" wide x 3.8" high

Eighth Page $1,120
2.2" wide x 1.8" high

DISTRIBUTION + METRICS

60,000 printed
500+ in-county locations
100+ hotels + attractions
Promoted across 6 Visitor-focused Social Media Channels to 80K Followers

TARGET MARKETS

NYC, Boston, + Rest of NE
Eastern Canada
New + Repeat Visitors
2nd Home Owners
Residents + Locals
Berkshire Businesses
Relocators