



30 Burr Ave. New York Mills, NY 13417 | (315) 768-7137 | john@jmfpublishing.com

Advertise in ***New York's premier summer travel magazine***

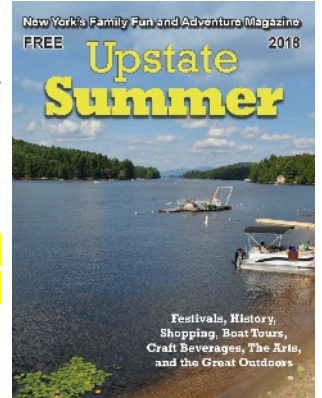
Upstate Summer Magazine 2019 **In Print and Online**

All summer guides are NOT alike. *Upstate Summer is different.*

- **All advertising** is travel and tourism related and is supported by editorial features.
- **Low cost per copy** advertising rates. *Don't be fooled by other publications that tell you the numbers of readers, not the number of copies printed.*
- Only New York travel magazine offering multi-region coverage and targeted distribution.
- In 2018 every distribution location used 100% of what they had. *There was no waste.*

Distribution: ***We reach people before they arrive at their destination, when they are still planning their trip.***

- Supermarkets in the higher income suburbs of Rochester, Syracuse, Utica, Albany, and Buffalo.
- Coffee shops, convenience stores, and other high-traffic locations
- Information offices and chambers of commerce
- Information centers on Interstate 81 and the Thruway.
- Upstate Summer is available by May 1 and covers the summer travel season.



Please let me know if you would like to reserve space or if you have any questions. Thank you for your time and consideration.

Your ad will be included in our fully interactive digital edition.

Go to www.DiscoverUpstateNY.com to view this year's edition.

Features include an advertiser index, clickable articles, hot links, and social media share links.

Print is still very important in tourism marketing, don't miss this opportunity to feature your business in Upstate New York's premier summer travel magazine

75,000 copies printed and distributed

Full Page: 7.75" wide x 10"	\$1825
Half Page: 7.75" wide x 5"	\$950
1/4 Page: 3.75" wide x 5"	\$499
1/8 Page: 3.75" wide x 2.4"	\$299

Online edition

is available at

www.DiscoverUpstateNY.com

Advertising is restricted to tourism related businesses only

Deadline: **March 1, 2019**

Contact John Farrell: (315) 768-7137 john@jmfpublishing.com

What We Are:

- **Wide distribution** summer things-to-do magazine • A planning resource for people looking for fun in Upstate NY
- **A tourism only** publication in editorial and in advertising content.
- **A cost-effective**, well targeted, high quality advertising vehicle to tourism related businesses in Upstate New York.
- *We are not a local, on-site guide.*

Destination Marketing:

The most beneficial advertising features a destination, not just an individual business. All advertising and editorial is grouped by location or activity to reinforce why our readers should visit a particular area.



Our business is to get more business for your business.

