

# SARATOGA TODAY.®

## 2026 MEDIA KIT

LOCAL . INDEPENDENT . FREE



**IN PRINT, ONLINE  
AND...  
STILL FREE!**





# The *Primary Source* of 'All Things Local'

**SARATOGA  
TODAY.**

**In Print, Online and...  
Still FREE!**

Saratoga TODAY® is proud to be the primary source of 'all things local' in the Saratoga community. When it comes to reaching locals, brand trust, and a hometown feel, Saratoga TODAY® delivers results. We are a locally owned and operated multi-media company located in Saratoga Springs, NY. Originally launched in 2006 as a grass roots local newspaper, we now also produce a variety of high-quality lifestyle magazines and websites, and offer an in-house Creative Team to oversee all specialty products. From layout and design to writing and photo editing, we do it all!



"In 2006 I created Saratoga TODAY® because I am passionate about this region. My team and I are committed to delivering superior results and giving back to the communities in which we live, work and raise our families. Your support makes this all possible, and for that I thank you."

- **Chad Beatty, Owner/Publisher**

“Saratoga TODAY® Newspaper is an essential read each and every week to keep up to date with what's important in our community. It's the one reliable source for all our local news!”

- **Barry Potoker, Roohan Realty,  
Saratoga Builders Association**

“I just got a peek at **Simply Saratoga®** and the magazine is absolutely amazing! I can't even begin to imagine the work that goes into these mags. You and your team do such a great job!! We are so proud to be a part of it!”

- **Julia Howard, Market Administrator,  
SFMA**

## Why Partner with us...

- 1 A top quality editorial environment for your ad.** Our advertising-to-editorial ratio is designed to create the perfect balance. Consumers are engaged with well-designed ads.
- 2 Outstanding coverage** of Saratoga County.
- 3 Your partnership demonstrates your support for your community.** Your partnership helps us to pursue our mission of promoting business, organizations and individuals in the region.
- 4 Targeted, direct access to informed readers.** A high quality editorial product and incredibly effective distribution delivers a desirable and coveted demographic. Reach them through us!

## Our Demographics

### *We deliver the audience you seek!*

Saratoga TODAY® is the media of choice for Saratoga Springs!

Saratoga Springs offers a great quality of life in a small, walkable city with an urban feel. Our residents are our readers, meaning ***your potential customers!***

Our targeted home delivery program focuses on desirable communities, ranging from the prestigious Saratoga Lake neighborhoods to the traditional homes located throughout Wilton.

### **POPULATION:**

Saratoga County: 241,847  
City of Saratoga Springs: 28,788

### **PEOPLE:**

Median HHI: \$100,485  
Median Age: 42.3

### **DWELLINGS:**

Median Home Value: \$759,500  
57.5% of dwellings are owner occupied

Source: [worldpopulationreview.com/us-counties/new-york/saratoga-county](http://worldpopulationreview.com/us-counties/new-york/saratoga-county)

# THE NEWSPAPER

**Local News Never Looked This Good!**

Saratoga TODAY® is the community's weekly source for news and information. With a distribution of 10,500 newspapers every Friday, Saratoga TODAY's colorful, easy-to-read tab format, is a must-have for homeowners and business people in the greater Saratoga Springs region.



## RETAIL RATES

### Open Rate / Non-Contract:

\$25 per column inch (pci)  
Discount for Chamber/DBA Members:  
\$22 pci

*Note: As in any business, the more you buy, the better the rate. Ask about our frequency rates.*

### Full Process Color

Up To 35" = \$35  
Over 35" = \$60

## NEWSPAPER MECHANICAL MEASUREMENTS:

### Retail Ad Sizes:

Column	Width (inches)
1 .....	1.76
2 .....	3.7
3 .....	5.6
4 .....	7.6
5 .....	9.5

*Note: Retail pages are 5 columns wide by 13 inches high.*

**NEWSPAPER RETAIL ADS DEADLINE:**  
THE MONDAY PRIOR

## CLASSIFIED RATES

### Private Party Display Ads

\$12 per column inch  
(\$18 additional for color)

### Private Party Line Ads

\$11.55 for 4 lines  
(each additional line \$3.15)  
(approx. 30 characters per line)

### Commercial/Help Wanted Line Ads

\$23 for 4 lines  
(each additional line \$3.25)  
(approx. 30 characters per line)

### Help Wanted Display Ads

\$22 per column inch  
(\$18 additional for color)

### Obituaries

Death Notice: (50 words): \$35  
Standard: (up to 300 words): \$60  
Extended: 301-400 words is \$125  
(\$75 for every 100 words after the 400)

### Legal Notices\*

Must be prepaid.  
Rate is 41.5 cents (.415) per line for the first insertion.  
Each additional insertion cost 32.5 cents (.325) per line, per day.

### Legal Advertising LLC Publications\*

Must be prepaid. LLC Publications run for 6 weeks consecutively.  
Cost is \$95 for all six weeks.  
Content for LLC is provided by advertiser.  
Sample content is available upon request.

### Liquor License Notices\*

Must be prepaid. Cost is \$40 for two insertions. Content is provided by advertiser.  
Sample content is available upon request.

\*Affidavit of Publication is provided to each customer at the end of the required times run.

**NEWSPAPER CLASSIFIED ADS DEADLINE:** THE TUESDAY PRIOR

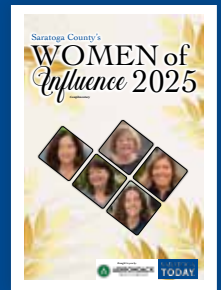
# NEWSPRINT Special Sections

Distribution is 10,000 copies per issue, inserted in Saratoga TODAY® Newspaper.

Saratoga TODAY's assortment of publications are distributed throughout Saratoga County, and allow you to target the specific demographics you are looking to reach as an advertiser. Our partnerships include Market 32, Hannaford, Stewart's Shops and Adirondack Trust (to name a few). We deliver your message directly into the hands of your potential customers.



Best of the Saratoga Region



Women of Influence



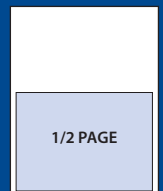
Saratoga Christmas



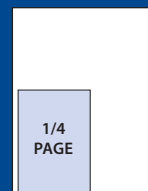
Locally Owned Businesses



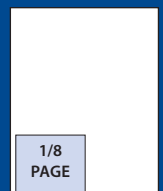
**Full Page:**  
9.5 x 13"



**1/2 Page:**  
9.5 x 6.5"



**1/4 Page:**  
4.7 x 6.5"



**1/8 Page:**  
4.7 x 3.25"

*Please request ad prices from one of our sales reps.*



## SIMPLY SARATOGA®

The People, The Places, The Lifestyle!  
This award winning magazine tells those stories and brings readers into our little corner of the world. With vibrant photos, behind-the-scene stories and regular features, this lifestyle magazine paints a picture of life in the beautiful Saratoga region.  
5 issues a year.

## SARATOGA BRIDE®

The area's premier bridal magazine, celebrating the Saratoga, Adirondack & Capital Region as a world class four-season wedding destination - now printing two issues yearly! Distribution starts in April and continues all year!

## WELCOME HOME®

Serving as the community guide for the Saratoga Region, Welcome Home® has an easy-to-read color coded format that provides an alphabetized listing with detailed contact information of all the towns that make up Saratoga County. Welcome Home® is your go to guide for all things local.

## EQUICUREAN®

Equicurean® is the go-to publication for those with a love for Thoroughbred horse racing. Advertising in Equicurean® reaches a select audience whom you seek...the affluent, lifestyle-specific demographic that travels into the area to enjoy not only the prestigious Saratoga Race Course, but all the charm the area has to offer. **Now printing two issues with the addition of the Belmont Edition!**

### MAGAZINES DEADLINES:

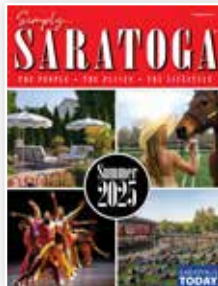
ONE MONTH PRIOR TO  
PUBLICATION DATE

Ask your sales rep about  
"Sponsored Content"  
in any of our publications!



# GLOSSY PERFECT BOUND MAGAZINES

Saratoga TODAY®'s assortment of magazines are distributed throughout Saratoga County, and allow you to target the specific demographics you are looking to reach as an advertiser. Our partnerships include Market 32, Hannaford, Stewart's Shops and Adirondack Trust (to name a few). We deliver your message directly into the hands of your potential customers. Distribution varies from 4,000 to 15,000 copies per issue.



### BACK COVER

#### Back Cover

full bleed: 8.6 x 11.125"  
trim: 8.375 x 10.875"  
**1x \$2,750**  
**3x \$2,500**  
**6x \$2,250**

### INSIDE BACK/ INSIDE FRONT COVER

#### Inside Back or Front Cover

full bleed: 8.6 x 11.125"  
trim: 7.75 x 10.125"  
**1x \$2,500**  
**3x \$2,250**  
**6x \$2,000**

### PREMIUM FULL PAGE

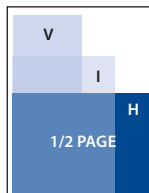
#### Premium Full Page (Before the Contents)

full bleed: 8.6 x 11.125"  
trim: 7.75 x 10.125"  
**1x \$2,250**  
**3x \$2,000**  
**6x \$1,750**

### FULL PAGE

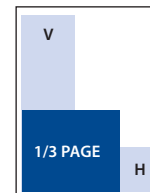
#### Full Page:

7.75 x 10.125"  
**1x \$2,000**  
**3x \$1,750**  
**6x \$1,500**



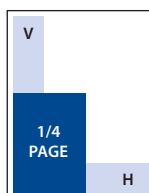
#### 1/2 Page:

vertical: 3.75 x 10.125"  
horizontal: 7.75 x 5"  
island: 5.25 x 7.375"  
**1x \$1,150**  
**3x \$1,000**  
**6x \$800**



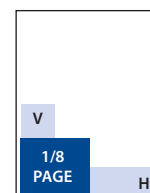
#### 1/3 Page:

standard: 5.2 x 5"  
vertical: 2.5 x 10.125"  
horizontal: 7.75 x 3.375"  
**1x \$925**  
**3x \$800**  
**6x \$650**



#### 1/4 Page:

standard: 3.75 x 5"  
vertical: 1.75 x 10.125"  
horizontal: 7.75 x 2.5"  
**1x \$800**  
**3x \$700**  
**6x \$600**



#### 1/8 Page:

standard: 3.75 x 2.5"  
vertical: 1.75 x 5"  
horizontal: 7.75 x 1.25"  
**1x \$500**  
**3x \$425**  
**6x \$350**



# GLOSSY SADDLE STITCH MAGAZINE

## SARATOGA HOME & LIFESTYLE®

The Saratoga Home & Lifestyle Show is the region's must-attend event, and our (glossy!) magazine is their must-have publication! This is a great opportunity for you to showcase your business to thousands of folks looking to improve their home environments.



**Back Cover: \$1,450**  
full bleed: 8.625 x 11.125"  
cut line: 8.375 x 10.875

**Premium Inside Cover  
(Front/Back): \$1,200**  
full bleed: 8.6 x 11.125"  
cut line: 8.375 x 10.875"

**Full Page: \$1,000**  
7.875 x 10.125"

**Half Page: \$750**  
7.875 x 5"

**Third Page: \$600**  
5.2 x 5"

**Quarter Page: \$450**  
3.875 x 5"

**Eighth Page: \$375**  
3.875 x 2.5"

## Extras We Offer Our Advertisers

### SPONSORED CONTENT



All Sponsored Content is clearly labeled in a non-obtrusive manner to assure transparency.

Are you looking to engage our readers in a relevant and informative manner? Does the traditional 'Advertising Model' not fit your plan? Perhaps *Sponsored Content* is the solution you are seeking.

*Sponsored Content* pages create a platform for you to establish a relationship with the reader while creating brand awareness.

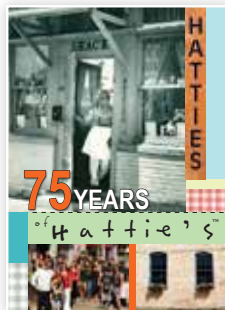
*Sponsored Content* is generally understood to be content that takes the same form and qualities of our magazine's original content.

Your content should be useful or entertaining while engaging our readers and influencing their perception of your brand. Think of it as editorial marketing.

<b>One Page</b> (up to 450 words and one to three photos)	<b>\$1,200</b>
<b>Two Pages</b> (up to 900 words and one to five photos)	<b>\$1,700</b>
<b>Four Pages</b> (1,500-2,000 words)	<b>\$2,750</b>

### LET US HELP YOU TELL YOUR STORY

Full color brochures, flyers, pamphlets, and commemorative magazines...  
From layout and design to writing and printing - our team does it all!



**CALL US! 518-518-2480 | EMAIL: CBUSHEE@SARATOGAPUBLISHING.COM**

## Creative Services

Our art department will work with you to develop the ad you desire. Your account executive will help you develop an effective advertising program.

### ARTWORK REQUIREMENTS:

In order to help us produce the best quality representation of your brand, it is recommended that you submit press-ready ads from the original design files. If you do not have access to the original files, our expert graphic designers will happily work with you to recreate your ad, or will help to develop the ad you desire from scratch.

## Print Requirements

### ACCEPTABLE FILE TYPES:

PDF · EPS · TIFF · AI · PSD · INDD

If sending original design files (AI, PSD, INDD) please package and send all fonts and associated images included.

**RESOLUTION:** 300 DPI or larger

**COLOR:** CMYK

**Newsprint Black:** C:0 M:0 Y:0 K:100

**Magazine Rich Black:** Large black areas must be Rich Black: C:50 M:40 Y:40 K:100

## File Delivery

- **EMAIL:** Files that do not exceed 10 MB can be emailed.
- **DROPBOX:** Larger files can be uploaded to our Dropbox account by contacting your sales rep
- **WETRANSFER.COM:** Free file transfer website for large files

## Payment Terms

- AMEX / Visa / MasterCard / Discover / Cash and Check accepted
- Political advertisements must be pre-paid with cash, check or valid credit card
- Saratoga TODAY\* reserves the right to cancel or reject any advertisement or preprinted insert at any time.
- No advertisement designed or prepared by Saratoga TODAY\* Newspaper may be used elsewhere without permission.
- These are non-commissionable, net rates

*The subject matter, form, size, wording, illustration and typography of all ad copy shall be subject to approval, revision, classification, cancellation or rejection at any time by Saratoga Publishing, in its sole and absolute discretion. Saratoga TODAY\* will not guarantee a specific location in the newspaper.*

# WEB & SOCIAL MEDIA

All of our  
websites are  
**FREE** for our  
readers!

## SaratogaTODAYnewspaper.com

### SKY BOX

300 x 150 pixels. **\$175/week**

### BOOM BOX

300 x 250 pixels, **\$75/week**

### MID-STORY BANNER

Horizontal ad places your message inside all front-page stories.

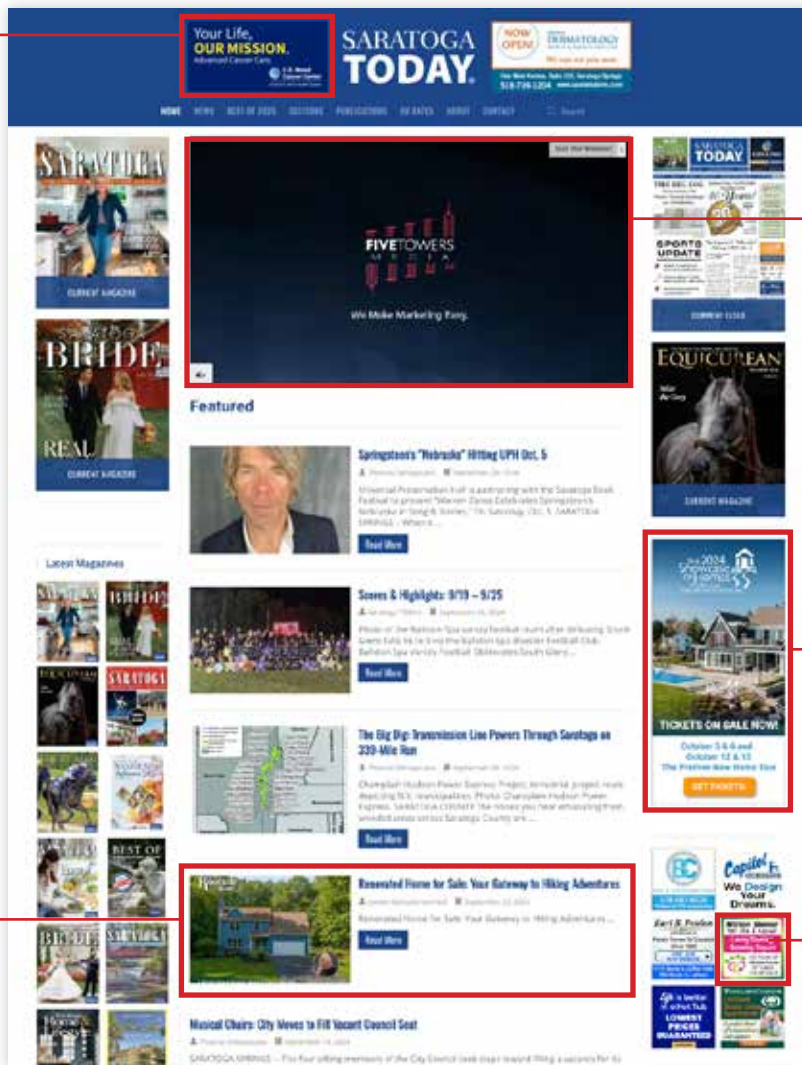
630 x 130 pixels, **\$140/week**

### WEBITORIAL

Have you been searching for an "outside the box" idea to reach your potential customers? We got creative and came up with a win/win for everyone! The webitorial is an editorial feature written by the advertisers, that is placed on the front page of our website once a week. The feature can include a story, photos, graphics, etc. The key to this feature's success: it has to be interesting! Need help writing it? No problem, your sales rep can handle the content for you. When the reader clicks on the story to read it, it directs them to your website where they can finish the story. This feature is already delivering results!

Word count: Unlimited

**\$150/week**



### VIDEO AD

Lights. Camera. Action ... Take advantage of this premium position video spot and place your message in front of our readers. Each video ad is 15 seconds with a total inventory of 5 ads.

**\$200/week**

### SKYSCRAPER

Go Big & Go Bold with our dominant Skyscraper ads. Located on the top left & right. These ads run on ALL pages of the website. Each spot has a maximum inventory of 5 rotating ads. For extra impact add a flash element! (No Charge!)

300 x 600 pixels

**\$150/week**

### BUTTON

150 x 150 pixels

**\$60/week**

## SimplySaratoga.com



### TOP BANNER

**\$375/two months**

### SKYSCRAPER

**\$300/two months**

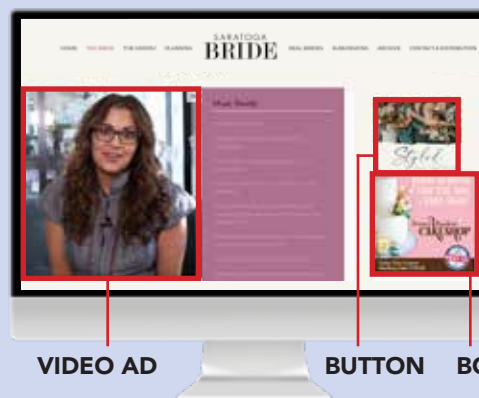
### MID-STORY BANNER

**\$280/two months**

### BUTTON

**\$180/two months**

## SaratogaBride.com



### VIDEO AD

### BUTTON

### BOOM BOX

The hot spot for all things bridal. Inspiration, venues, caterers, gowns... Everything you need to plan a wedding! Don't miss your chance to be included as future brides plan their special day!

Everything you expect to find in our Award-Winning magazine...plus more!  
Searchable by subject matter or writer (current and archived issues).

Advertising ranges from **\$60 to \$2,000**  
Contact [cBushee@SaratogaPublishing.com](mailto:cBushee@SaratogaPublishing.com) to reserve your space!

# Weekly Email Blast

Our proprietary email blast delivers your message to 3,500 of your potential customers every week. Choose from 1 of 3 days to match your message to your audience:

630 x 130 pixels | \$175 per day or \$450 for all three days!



## DIGITAL EXAMPLES:



### Monday Motivator

Our readers start the week with laser focus thanks to our rotating motivational quotes. Sent every Monday morning.

### Wednesday - Feature of the Week

Pulled straight from the pages of the Award-Winning Simply Saratoga® magazine, our 'Feature of the Week' is the perfect vehicle to reach customers who are ready, willing and able to do business with YOU!

### Friday - Weekly Newspaper

Hot off the press...The Friday email allows our audience to read the current edition of Saratoga TODAY® Newspaper *in its entirety...for free! Like all our publications... in print and online!*

**4,489 emails  
SENT EVERY MONDAY,  
WEDNESDAY & FRIDAY**

## Stats!

### WEBSITE

**99,000**

Monthly Visitors

**29,500**

Unique Visitors

**2,000,000**

Monthly Hits



ALL OF OUR WEBSITES ARE **FREE** FOR OUR READERS!



### SOCIAL MEDIA

**RUNNING A PRINT AD?** Pick it up on our social media channels for an additional \$55

Facebook:

**12K followers**  
@saratogadaynewspaper

**2.4K followers**  
@saratogadaymagazines

**1.6K followers**  
@saratogabride

Instagram:

**3,331 followers**  
@saratogadaynewspaper

**4,027 followers**  
@saratogadaymagazines

**2,923 followers**  
@saratogabride

## Digital Requirements

### ACCEPTABLE FILE TYPES:

PNG · JPEG · GIF

**RESOLUTION:** 72 DPI

**COLOR:** RGB

**LINK:** Provide a URL

**FILE DELIVERY:** Email

## Read what people are saying...

“I was at Adirondack Trust this morning and had an opportunity to pick up copies of **Simply Saratoga**®. What an extraordinary job you all did covering the gala! We are so grateful for this support which will be incredibly important to increasing awareness of the work that we do in Saratoga Springs and beyond. You all are a most valuable part of our team!”

- Robert E. Bullock,  
Make-A-Wish® Northeast New York

“From someone who has been the recipient of your featured stories, I am most grateful for your creative publications, superb reporters, excellent photographers and generous support. Your willingness to continually cover individuals, events, activities and organizations throughout our community has been exceedingly appreciated. The people who live, work and/or visit the greater Saratoga Springs area benefit tremendously from all your publications as they inform, highlight and educate all of the aspects of our community. I applaud your commitment and want to reiterate my utmost thanks to you!”

-Pamela Polacsek

“We welcome a lot of folks to the Visitor Center who have either recently moved to Saratoga or they are visiting and planning to retire to Saratoga. Your **Welcome Home**® magazine is a wonderful resource to provide to them and it's a familiar “go-to” for our volunteers!

-Karen C. Verrigni, Director, Heritage Area Visitor Center, Tourism & Event Sales



# 2026 EDITORIAL CALENDAR

Newspaper Feature	Distribution Dates	Magazine
Deadline 1 Week Prior to Publish Date		Deadline 1 Month Prior to Publish Date
	January 2, 2026	
Families TODAY	January 9, 2026	
	January 16, 2026	
	January 23, 2026	Welcome Home
Valentines Guide	January 30, 2026	
Valentine's Guide	February 6, 2026	
Families TODAY	February 13, 2026	
	February 20, 2026	
	February 27, 2026	Saratoga Home & Lifestyle
	March 6, 2026	
Families TODAY / Best of Voting / Summer Camps	March 13, 2026	
Best of Voting/Summer Camps	March 20, 2026	
Best of Voting / Summer Camps / Easter	March 27, 2026	Simply Saratoga - Spring
Best of Voting / Summer Camps / Easter	April 3, 2026	
Families TODAY / Summer Camps / Easter	April 10, 2026	
Summer Camps/Mothers Day	April 17, 2026	
Summer Camps/Mothers Day	April 24, 2026	Saratoga Bride - Spring/Summer
Summer Camps/Mothers Day	May 1, 2026	
Families TODAY / Summer Camps / Best Of Tab	May 8, 2026	
Summer Camps	May 15, 2026	Simply Saratoga - H&G
Summer Camps	May 22, 2026	
Summer Camps / Women of Influence Tab	May 29, 2026	EQ: Belmont Edition
	June 5, 2026	
Families TODAY	June 12, 2026	Simply Saratoga - Summer
	June 19, 2026	
	June 26, 2026	
Starting Gate	July 3, 2026	
Families TODAY/Winner's Circle	July 10, 2026	Equicurean
Winner's Circle	July 17, 2026	
Winner's Circle	July 24, 2026	
Winner's Circle	July 31, 2026	
Winner's Circle	August 7, 2026	
Winner's Circle / Families TODAY	August 14, 2026	
Winner's Circle	August 21, 2026	
Winner's Circle	August 28, 2026	
	September 4, 2026	
Families TODAY	September 11, 2026	
	September 18, 2026	Simply Saratoga - Fall / Showcase of Homes
	September 25, 2026	
Halloween October Calendar	October 2, 2026	
Families TODAY	October 9, 2026	
	October 16, 2026	Saratoga Bride - Fall/Winter
Buy Local	October 23, 2026	
	October 30, 2026	
	November 6, 2026	
Families TODAY/Holiday Gift Guide	November 13, 2026	Simply Saratoga - Holiday
Holiday Gift Guide	November 20, 2026	
Small Business Saturday/Holiday Gift Guide	November 25, 2026	Saratoga Christmas - Newsprint
Holiday Gift Guide	December 4, 2026	
Holiday Gift Guide/Families TODAY	December 11, 2026	
Holiday Gift Guide	December 18, 2026	
No Paper	December 25, 2026	