



Rockland Magazine...it's RIGHT for your business
Call your account executive to find out more or call:
Gregg Lee at (845) 578-2321 or gylee@lohud.com

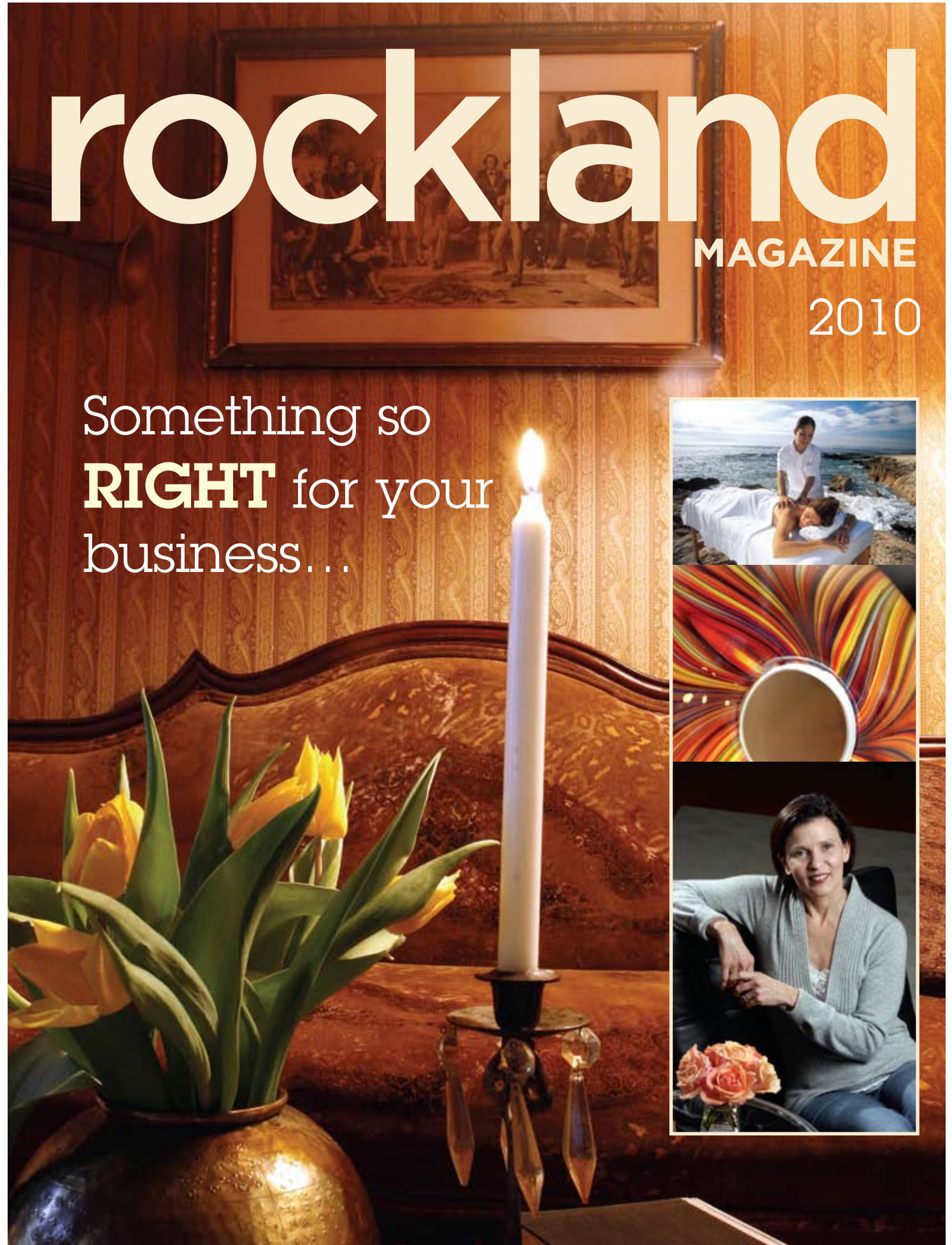
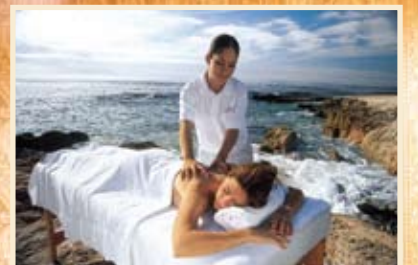
rockland
MAGAZINE

rockland

MAGAZINE

2010

Something so
RIGHT for your
business...



Delivering the **right** audience... with the **right** message...in the **right** way!



Glossy, colorful and packed with engaging content

Rockland Magazine is THE definitive guide to stylish living – with a local twist. Our readers have a passion for the finer things, and we feed those passions with information and ideas that will inspire them to spend for what they want – from fine food and home décor, to fashion and beauty, to travel and entertainment. *Four times a year, we create an upscale environment that attracts the right audience for your message!*

Four big issues for 2010!

Spring 2010 Dining Issue

Publishes March 25
Closes February 26

Summer 2010

Publishes May 20
Closes April 23

Fall 2010

Dining Issue
Publishes September 23
Closes August 27

Winter 2010

Holiday Issue
Publishes October 28
Closes October 1



Targeted distribution AND delivery ensures your message is seen!

- Rockland Magazine's distribution of **40,000** gets into the households and into the hands of your best prospects **via direct mail** and **through insertion** into The Journal News. No local competing magazine can make this claim!
- Because the magazine gets directly into the home, readers are more likely to value it more and keep it, giving your ad longer shelf life.
- Rockland Magazine has a total readership of 120,000 in **the market**
- Additional distribution through bulk drops at select Rockland retailers
Count on Rockland Magazine to deliver the right result for your advertising – by turning upscale, interested readers into your best customers.

Ad Sizes	Rates			
	OPEN RATE	2X RATE	4X RATE	
Full page	7.25" x 9.87"	\$4,995	\$2,795	\$1,995
Full page w/bleed	8.5" x 11.125"	\$4,995	\$2,795	\$1,995
Two thirds	4.78" x 9.87"	\$3,999	\$2,240	\$1,600
Half page horizontal	7.25" x 4.86"	\$2,750	\$1,800	\$1,300
1/3 page horizontal	4.78" x 4.86"	\$2,250	\$1,350	\$920
1/3 page vertical	2.306" x 9.875"	\$2,250	\$1,350	\$920
1/6 page vertical	2.31" x 4.86"	\$1,299	\$900	\$525
*Directory Sixth	2.31" x 4.86"	\$900	\$600	\$350

*Directory ads will be placed on the Business Listings pages in the back of the book.

Premium Positions

Back page	30% premium
Inside front, Inside back, Page 1	25% premium

