

LIVELIHOOD BY THE HUDSON VALLEY CURRENT









We know how abundant and beautiful the Hudson Valley region is and we're determined to nurture it. *Livelihood Magazine* is your resource for news about enriching local business in our community and living an abundant life.

The magazine, which is proudly published by the Hudson Valley Current, was called *Country Wisdom News* until 2018. Fittingly renamed *Livelihood*, the paper explores the idea of building a thriving local economy and tells stories that detail the positive impacts of investing in your community.

BECOME A SPONSOR OF THE HUDSON VALLEY CURRENT; PLACE AN ADVERTISEMENT IN ORDER TO:

- KEEP MONEY LOCAL • PROMOTE COMMUNITY ABUNDANCE
- SUPPORT PEOPLE IN NEED • EMBRACE THE NEW ECONOMY

2019 ADVERTISING RATES*

SIZE	HORIZONTAL	VERTICAL	B&W	COLOR
FULL PAGE	N/A	10"W X 13"H 	\$1,000	\$1,600
1/2 PAGE	10"W X 6.5"H 	4.94"W X 13"H 	\$540	\$840
1/4 PAGE	10"W X 3.25"H 	5"W X 6.5"H 	\$280	\$430
1/8 PAGE	5"W X 3.25"H 	2.5"W X 6.5"H 	\$150	\$225
1/16 PAGE	N/A	2.5"W X 3.25"H 	\$80	\$120

*All ads can be paid with Currents. Additional customization available for foundations, donors or organizations. Contact hello@hudsonvalleycurrent.org to discuss.

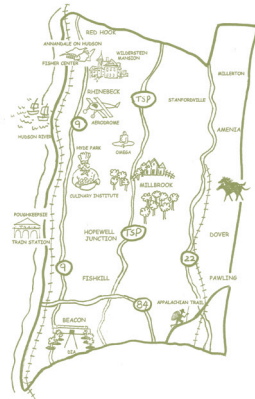
EXTENSIVE REGIONAL DISTRIBUTION

- **300+ distribution locations in Ulster & Dutchess counties**
- **Estimated readership of over 25,000**

ULSTER COUNTY: 7,000 copies



DUTCHESS COUNTY: 3,000 copies



WHAT PEOPLE ARE SAYING ABOUT LIVELIHOOD MAGAZINE...



We got a great response from our ad. Many people commented that they had seen it and that it looked great! We've been reading *Livelihood* since it started almost eight years ago; now we are happy to support this local community newspaper.

-Karen Hoover,
Jake's Auto Body, High Falls, NY

We feel strongly that *Livelihood Magazine* is not only a great place for us to advertise but also a great paper to offer our customers who shop with us. We are now able to keep our community updated with the most important sales we have to offer them without the necessity of traveling.

-Bob Johnson
Accord Feeds, Accord, NY

AD DEADLINE: 20TH OF EVERY MONTH

DISCOUNTS

FREQUENCY DISCOUNTS:

Running a series of ads is a great way to market your business because readers are more likely to change their buying patterns after seeing an ad a number of times. It's also a great way to save money on ad costs.

- 6-11 month discount: **10% off all ads.**
- 12 month discount: **15% off all ads.**

PRE-PAYMENT DISCOUNT:

Take **5% off** for **pre-payment** on a series of ads.

NONPROFIT DISCOUNT:

Nonprofits receive **10% off any ad.**

HVC MEMBER DISCOUNT:

Hudson Valley Current members receive **10% off.**

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www.livelihoodmagazine.org • hello@hudsonvalleycurrent.org