



The Empire Arts Digest

The Empire Arts Digest is a free monthly magazine distributed at more than 100 locations in Empire City. It is the preferred publication for those wanting to tap into all the local arts and culture the community has to offer. From film and music, to dance, to the latest national exhibits at the Empire City Museum of Art, the Empire City Arts Digest covers the spectrum of local and global artistic expression.

Why should you advertise in Empire Arts Digest?

- ✚ *Digest* readers are among the most diverse, educated and affluent consumers in the region.
- ✚ *Digest* rates allow you to reach more than 15,000 readers.
- ✚ With its annual arts guides, contests and events, the *Digest* offers a number of editorial and promotional opportunities to complement your advertising.

Circulation and Readership

- ✚ 15,000 readership citywide
- ✚ 100 locations
- ✚ 5,000 print circulation

Reader Demographics

- ✚ Median age: 39.22; Empire City market median age is 42.7
- ✚ 41% are 25-34, 29.1% of Empire City adults are 25-34
- ✚ 56% are 35-44; 32.4% of Empire City adults are 35-44
- ✚ 56.9% male, 43.1% female
- ✚ Average household income: \$59,728
- ✚ 29.8% hold professional/managerial positions
- ✚ 49% are married, 51% single

Rate Card

1/4 page 5 1/2" x 5"	1/16 page 2 3/8" x 2 5/8"			1/2 page (h) 10 1/4" x 5 1/2"
	1/12 page 2 3/8" x 3 5/8"			
		1/8 page 2 3/8" x 5"	1/2 page (v) 5 1/2" x 10 1/4"	

Ad Size	1-6 Months	7 Plus Months
1/16 Page	\$50	\$45
1/12 Page	\$75	\$70
1/8 Page	\$100	\$90
1/4 Page	\$175	\$160
1/2 Page	\$350	\$300
Full Page	\$550	\$470