

buffalo

M A G A Z I N E

Buffalo Magazine is
passionate about Western
New York—and guiding our
readers to experience the
best of our hometown.



our READERS



300,000+
readership

\$66,670
median HHI

44
median age

69%
own a home

48%
married

32%
kids in HH

82%
college educated

SOURCE: NIELSEN SCARBOROUGH

buffalo
MAGAZINE

FOR MORE Contact your sales representative or magazine sales coordinator Laura Doxbeck (716-849-4079; ldoxbeck@buffnews.com)

our **REACH**

Inside *The Sunday Buffalo News*. Online at *BuffaloNews.com* and *Buffalo.com*.
At retail across WNY, including Tops and Wegmans. On social to a network of
more than 26,000. *Buffalo Magazine* gives you **more reach than any other local
lifestyle publication**, with a shelf life that gives your message longevity.

6x

issues per year

80%

adults in market

70+

retail locations



SOURCE: LEAR STUDIES

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2021 **ISSUE THEMES & DATES**



Inspiring content
with an entirely WNY focus

Food & Drink

Shop Local

Home & Style

Backyard Explorations

Community & Wellness

Real Weddings

Live Well

January/February

Ad Close 11.20.20 | Camera Ready 12.3.20
In Home 1.3.21

Home

March/April

Ad Close 1.22.21 | Camera Ready 2.11.21
In Home 3.7.21

Food & Drink

May/June

Ad Close 3.19.21 | Camera Ready 4.8.21
In Home 5.2.21

Outdoor Living

July/August

Ad Close 5.21.21 | Camera Ready 6.10.21
In Home 7.4.21

Culture & Style

September/October

Ad Close 7.23.21 | Camera Ready 8.12.21
In Home 9.5.21

In the Spirit

November/December

Ad Close 9.24.21 | Camera Ready 10.14.21
In Home 11.7.21



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2021 RATES



	1x	3x	6x
Back page	\$4,665	\$4,485	\$4,300
Premium full page	\$3,100	\$2,940	\$2,775
Full page	\$2,615	\$2,480	\$2,345
Custom Content page	\$3,815	\$3,585	\$3,350
Two thirds page	\$2,130	\$2,020	\$1,910
Half page	\$1,645	\$1,560	\$1,480
Quarter page	\$1,060	\$1,010	\$960
Eighth page	\$540	\$505	\$475
Real Estate banner	\$510	\$460	\$385




Amplify
 your reach

15K impressions Buffalo.com
E-Edition BuffaloNews.com & Buffalo.com
 included with all print ads

Impressions must run within 60 days of pub date.



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Your brand message. Our expert storytellers.

Buffalo Magazine offers full-service custom content, photography included, that span print and digital to **engage our readers and convey your value.**

SPONSORED CONTENT

CBD is sprouting up everywhere

Tips for choosing wisely from the crowded field of retailers

CBD has been touted for a variety of health issues, including chronic pain, anxiety, insomnia, arthritis, depression and epilepsy. Herald as a miracle cure for some, CBD products are becoming ubiquitous in the marketplace, making it more difficult for consumers to know exactly what they're getting. Marketed as a supplement and not a medicine, CBD is not regulated by the FDA—making it that much more important to turn to a trustworthy provider who sells only first-rate products.

"Product safety and consumer peace-of-mind are top priorities for Your CBD Store," said Frank Venditti, who co-owns affiliate stores in Williamsville, Depew, Kenmore and Hamburg. "We provide the highest level of quality control and transparency, so our customers can rest assured that they're getting both reliable and effective products."

With over 500 stores nationwide, Your CBD Store was founded by Rachael Quinn, a Lancaster native who started the business after experiencing relief from Crohn's Disease when using CBD oil.

Ready to add CBD products to your self-care routine? Keep the following in mind:

Know the source

In addition to absorbing the water and nutrients needed to



grow, the hemp plant will also unfortunately absorb contaminants from the soil, including heavy metals and toxins. Not

"Product safety and consumer peace-of-mind are top priorities for Your CBD Store."

— Frank Venditti, co-owner, Your CBD Store in Williamsville, Depew, Kenmore and Hamburg

knowing the cultivation practices of the region or country of origin can put consumers at risk.

Your CBD Store products are organically grown and processed in the USA, using only top-quality hemp from Colorado and certified by the state's Department of Agriculture.

They also employ a CO₂ extraction process that eliminates the need for chemical solvents.

Look for disclosure

From gas stations to grocery stores, health food markets to head shops, it seems you can buy CBD products just about anywhere. But are they the real deal? Independent lab testing, a Certificate of Analysis or certificate of assurance is a good place to start when determining product purity, authenticity and chemical makeup.

Adhering to the highest industry standards, each product sold by Your CBD Store is third-party tested and all Certificate of Analysis lab reports are available on the company's website.

Try them out

Especially for new entrants into the world of CBD, knowing where to start and which products are best for your particular needs or ailments can be a little overwhelming. Shopping in a welcoming environment where you're allowed to test the products is key.

"Our knowledgeable staff is here to answer any question you might have about CBD and customers can sample products in our comfortable, boutique-style atmosphere," said Venditti, who invites people to stop into any of the four local Your CBD Store locations. ■

Product 101 for CBD newbies

Gel caps. Pure hemp extract, this easy-to-consume method of dosing is best for people who prefer CBD in a more traditional form.

Edibles. These gummies and hard candies take a bit longer to kick in, but last longer as they pass through entire digestive system.

Water solubles. Oil is intended to dissolve immediately prior to consumption and be absorbed much quicker by the body.

Tinctures. Naturally high CBD level, along with other beneficial cannabinoids, flavonoids, terpenes and essential amino acids.

Skin care. Zero-THC products for anti-inflammation and pain relief. Includes topical creams, body lotions, collagen, bath bombs and lip balm.

Pet products. Veterinarian-formulated treats and soft chews mean Fido can get in on the same CBD action as his owner.

Visit cbdrx4u.com for more product information.



PRINT Full-page sponsored feature

E-EDITION On BuffaloNews.com + Buffalo.com

ONLINE One-week sponsored post on Buffalo.com homepage

Reservation date | Two weeks prior to ad close date



Sizes

Full page	8.625" x 11.125"
2/3 page, vertical	5.125" x 10.375"
1/2 page, vertical	3.8" x 10.375"
1/2 page, horizontal	7.75" x 5.138"
1/4 page	3.8" x 5.138"
1/8 page, vertical	1.85" x 5.138"
1/8 page, horizontal	3.8" x 2.469"
Real Estate banner (templated format)	3.8" x 2.25"

Camera-ready file types

- PDF-X1a files preferred
- Files should be high-resolution CMYK
- All fonts should be embedded
- Full page bleed ads should include 1/8-inch bleed and crop marks
- 350 ppi minimum resolution for photographic images
- 600 ppi minimum resolution for linework
- 4-color black type is not allowed

Full page bleed ad specs

Buffalo Magazine trim size:
8.375" x 10.875"

Bleed ads: add 1/8-inch image
outside of trim (8.625" x 11.125")

Safety area: Keep live elements
1/4-inch inside trim on all sides

