



# buffalo 2026

## MAGAZINE

Buffalo Magazine captures our region at its best—sharing stories that unite us, new things to discover and the many ways readers can make the most of life in Western New York.



# our READERS



**\$87,000**  
median HHI

**58**  
median age

**71%**  
own a home

**57%**  
married

**28%**  
kids in HH

**37%**  
graduated  
college or beyond

**Top  
Zip Codes:**  
14150 (Tonawanda)  
14075 (Hamburg)  
14221 (Amherst)  
14086 (Lancaster)

SOURCE: NIELSEN SCARBOROUGH

# our REACH



**PRINT:**  
Sunday  
Buffalo News  
6x per year



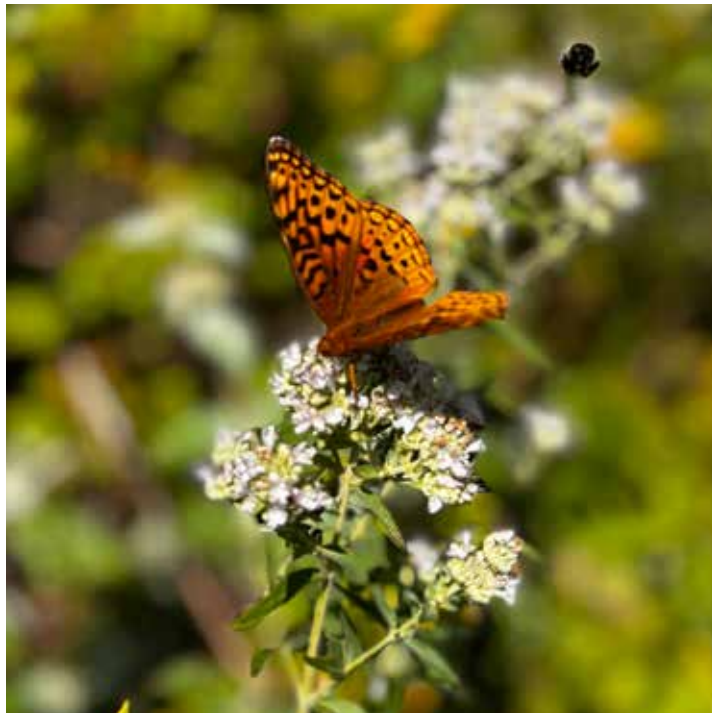
**E-EDITION:**  
buffalo.com



**ONLINE:**  
Stories & branded  
content available on  
buffalo.com and  
Buffalo Magazine  
social channels



# 2026 ISSUE THEMES & DATES



## Showcasing the BEST OF BUFFALO

*including:*

- Shop local opportunities
- Community movers & shakers
- Food & drink • Home & style
- WNY weddings  
and more!

### Live Well

January/February

Ad Close 11.21.25 | Camera Ready 12.5.25  
In Home 1.4.26

### Home

March/April

Ad Close 1.16.26 | Camera Ready 1.30.26  
In Home 3.1.26

### Food & Drink

May/June

Ad Close 3.20.26 | Camera Ready 4.3.26  
In Home 5.3.26

### Outdoor Living

July/August

Ad Close 5.22.26 | Camera Ready 6.5.26  
In Home 7.5.26

### Culture & Style

September/October

Ad Close 7.24.26 | Camera Ready 8.13.26  
In Home 9.6.26

### In the Spirit

November/December

Ad Close 9.18.26 | Camera Ready 10.2.26  
In Home 11.1.26

# 2026 RATES



## Back cover

1x	3x	6x
\$4,600	\$3,600	\$3,200

## Premium full page

Inside front cover, inside back cover

Pages 3, 5 & 7

Right-hand placement adjacent to Home & Weddings

1x	3x	6x
\$3,400	\$2,800	\$2,300

## Branded content full page + adjacent full page

- + Sponsored post on Buffalo.com
- + paid, targeted Buffalo Magazine Facebook post
- + 75,000 ROS impressions on buffalo.com, including 100% share of voice on the article**
- + 25,000 native impressions on BuffaloNews.com

1x	3x	6x
\$7,000	\$5,600	\$4,900

## Branded content full page

- + Sponsored post on Buffalo.com
- + paid, targeted Buffalo Magazine Facebook post
- + 25,000 ROS impressions on buffalo.com, including 100% share of voice on the article**
- + 25,000 native impressions on BuffaloNews.com

1x	3x	6x
\$4,000	\$3,200	\$2,700

## Full page

+ 50,000 ROS impressions

1x	3x	6x
\$2,876	\$2,798	\$2,580

	1x	3x	6x
<b>Two thirds page</b>	\$2,130	\$2,020	\$1,910
+ 40,000 ROS impressions on buffalo.com			
<b>Half page</b>	\$1,645	\$1,560	\$1,480
+ 30,000 ROS impressions on buffalo.com			
<b>Quarter page</b>	\$1,060	\$1,010	\$960
+ 20,000 ROS impressions on buffalo.com			
<b>Eighth page</b>	\$540	\$505	\$475
+ 10,000 ROS impressions on buffalo.com			

## Your story. Our expert storytellers.

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

SPONSORED CONTENT

### Escape to the slopes



**S**ome people can't wait to see the first snowflakes of the year, while others count down the days till the return to warmer weather. But there's one thing we can agree on: the winter season is a long one in Western New York. And everyone can find a way to enjoy themselves at Holiday Valley ski resort.

"One of the great things about winter in this region is the abundance of outdoor activities," says Holiday Valley Marketing Director Dash Hegeman. "Staying cooped up and hibernating is not ideal, and that's why we offer so many different ways to get people outside so they can have as much fun as possible throughout winter."

It's not just the traditional adventurers who will find thrills and escape at Holiday Valley, which is located about an hour from Buffalo just outside the picturesque Village of Ellicottville. "You'd be pretty hard pressed not to find something for everyone in your group," Dash says. "The ski town atmosphere that Ellicottville provides people is really unique and second to none."

Here are three ways to enjoy the resort, whether you're at home on the hills or would rather stay warm and cozy.

**Fresh air fun**  
Skiing and snowboarding are the obvious draw at Holiday Valley. The resort offers 13 lifts, 60 slopes and multiple terrain parks and was recently ranked the #11 ski resort among all resorts in the east by SKI Magazine.

Looking for options for younger thrill-seekers or those who don't want to strap on a board or skis? The Sky Flyer mountain coaster is onsite, and the Snow Tubing Park, complete with conveyor lift and a special area for the littlest tubers, is just a few miles down the road from the resort.

**Learn to shred**  
You're never too old or too young to learn a new hobby, and the new year is a perfect time to start. Beginners aren't the only ones who could benefit—Dash says the instructors often also act as guides, sharing their wealth of knowledge about the best slopes and what the rest of the area has to offer.

"Even if you've been skiing or snowboarding for many years, you can always learn more," he says. "We've got a very dedicated group of instructors who absolutely love the sports that they're in, and, more importantly, really love to show people that skiing and snowboarding aren't just winter activities, they are an amazing lifestyle."

**Resort state of mind**  
Even if you want nothing to do with the winter weather, Holiday Valley has you covered. There's an independently run spa on site, or you can cozy up at one of the three lodges for some people-watching and relaxing. Each has great hillside views, plenty of fireplaces and multiple food and drink options, including several bars.

"All three are just a little bit different and offer different amenities, but people can hang out fireside or have a quick lunch and wait for friends out on the slopes," Dash says.

To turn it into a legit staycation, check out Holiday Valley's lodging options, which come with great discounts on lift passes and include a traditional rustic inn, condo-style hotel offerings and condominium, townhouse, home or chalet rentals.

Fair it with the close proximity to the Village of Ellicottville for shopping and dining, and you've booked yourself an escape to a winter wonderland.

**Holiday Valley**  
6557 Holiday Valley Road,  
Ellicottville | 716-699-2345  
holidayvalley.com




Photos courtesy / Holiday Valley



## Holiday Valley

### YOUR WINTER HOME AWAY FROM HOME

**RANKED SKI MAGAZINE'S #11 IN THE EAST**  
**#1 FOR QUICK TRIPS • #1 FASTEST LIFT NETWORK • #1 BEST APRÈS**  
**#1 BEST NIGHT LIFE • #1 BEST DINING • #2 FOR FAMILIES**

**HOLIDAYVALLEY.COM**



6557 HOLIDAY VALLEY ROAD | ELLICOTTVILLE, NY 14731 | 716-699-2345

- PRINT** Full-page sponsored feature
- E-EDITION** On BuffaloNews.com + Buffalo.com
- ONLINE** Sponsored post on Buffalo.com and paid, targeted Buffalo Magazine Facebook post



## Print Sizes

Full page	8.375" x 10.875"
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"

## Digital Impressions

- Exclusive to buffalo.com
- Run of site only (geotargeted)
- Must run within 60 days of pub date

## ROS sizes

- 300 pixels x 250 pixels
- 320 pixels x 50 pixels
- 728 pixels x 90 pixels
- 970 pixels x 250 pixels

## 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 (7.75"x10.375")

## Digital file types

- Jpeg, PNG, GIF, or html5
- 1 MB maximum file size