

# EPIC SUMMER ESCAPES

**SPONSORSHIP OPPORTUNITY**

June – September 2021

# HUDSON VALLEY MARKET PROFILE

HEARST

TIMES UNION

## AFFLUENT

**\$105k**

mean  
household income

**47%**

peak earners /  
buyers (age 25 – 54)

**37%**

have a Bachelors  
Degree or higher

## ESTABLISHED

**49<sub>Y</sub>**

median age

**70%**

have investments (second  
home, 401k, mutual funds,  
etc)

**38%**

have one or more  
children under the  
age of 17

## ACTIVE

**91%**

are outdoor enthusiasts  
(hikers, golfers, campers,  
gardeners, etc.)

**40%**

have researched or  
planned a trip online  
in the past 30 days

**35%**

plan to take a  
family vacation in  
next 12 months

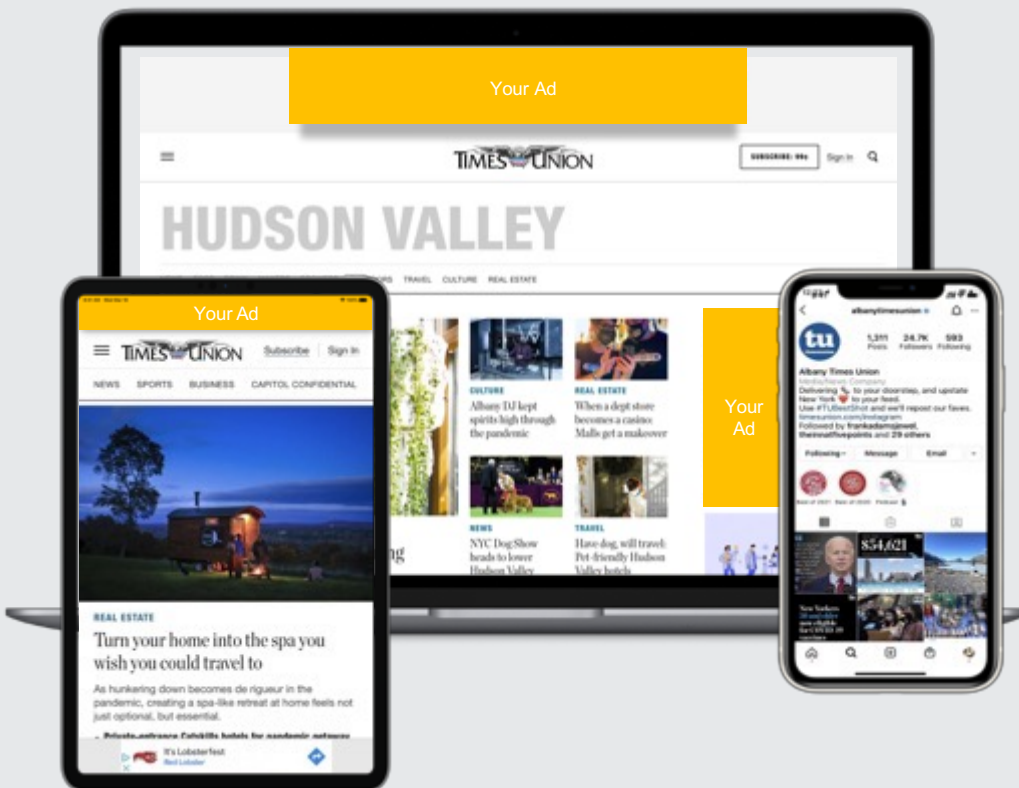
Scarborough Research, R2 2020

Hudson Valley Region member counties: Albany, Columbia, Dutchess, Greene, Orange, Putnam, Rensselaer, Rockland, Ulster, and Westchester.



# OPPORTUNITIES TO EXPAND YOUR MARKET REACH

TIMES UNION  
Hudson  
Valley



- **Engage** with **readers** who are locals, visitors and transplants **exploring** the expansive Hudson Valley region

- **Connect and reconnect** through the buyer's journey on multiple platforms.

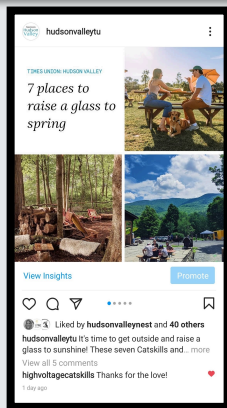
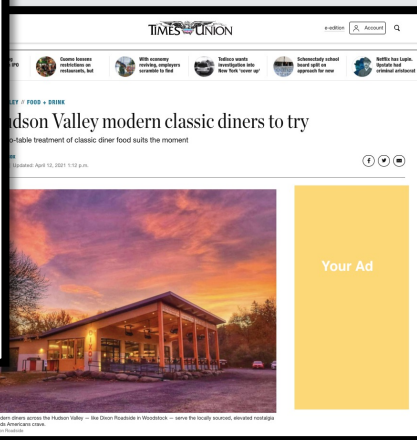
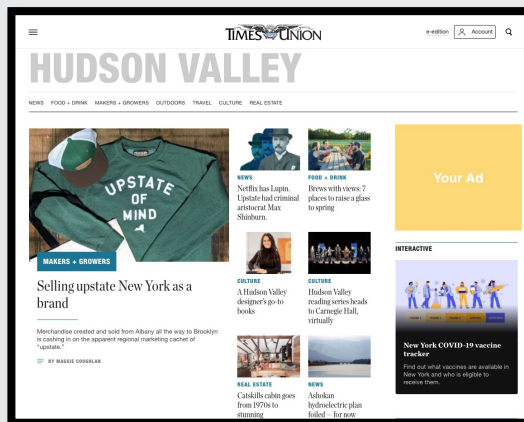
- **Target markets** based on lifestyle and interest, **at scale**.

- In the **first month**, [www.timesunion.com/hudsonvalley](http://www.timesunion.com/hudsonvalley) had 120K visitors

- 30% of visitors were NY/Hudson Valley DMA residents.
- 21% of visitors were Albany DMA residents.

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More than ever, people are craving time away and human connection.

As vaccines roll out across the country after a year of quarantine, this summer is expected to be a hot time to hit the road, reconnect with loved ones and discover amazing places again in a safe way, and **Times Union: Hudson Valley** and your brand will take travelers there.

This special **10-part summer travel series** will celebrate the best in regional escapes for every type of traveler.

Content will be featured across our site, social channels, newsletter and special print edition, creating a rich cross-channel presence for an advertiser.

## Series Content

**10 articles**, with each story capturing a unique flavor of best-in-region summer travel, including places to go, stay, be active, and indulge.

**Potential storyline examples:**

- Great guy weekends: Ditch the West for Hudson Valley dude ranches and fly-fishing escapes
- Get hopping: Hudson Valley craft beer and hiking weekend along the Empire State Trail

## Campaign Elements

**Places where an advertiser would surround:**

- 10 editorial articles
- User-generated photo galleries and recommendations
- Dedicated landing content landing page

**Promotion plans to assure audience reach and amplification:**

- Times Union.com and TimesUnion.com/HudsonValley
- Weekly social promotion on Facebook and Instagram (e.g., "Wanderlust Wednesdays")
- Weekly feature in newsletter to drive readers

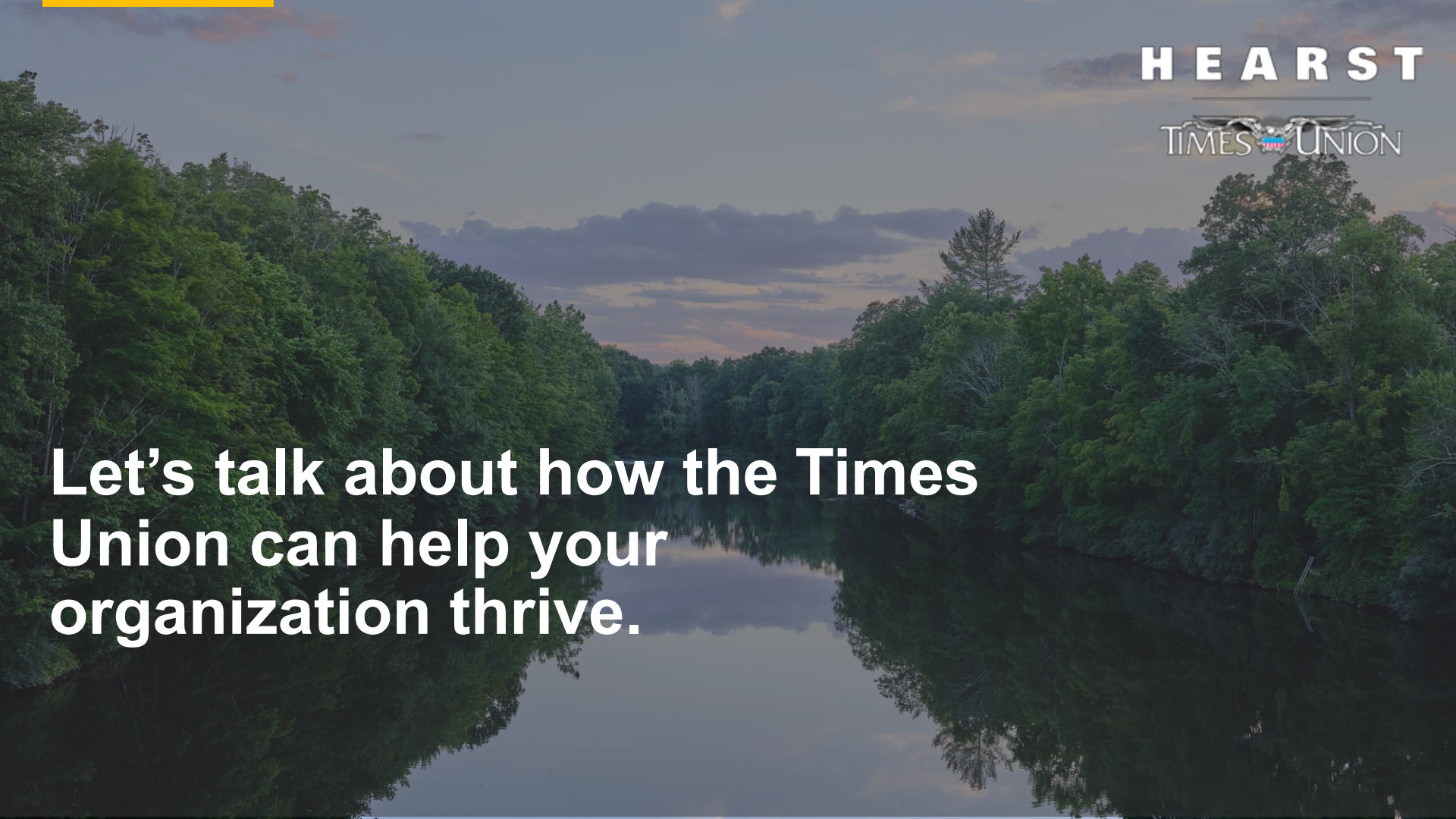
**More sponsor presence:**

- Weekly Hudson Valley section takeover
- Weekly newsletter takeover on day series content is featured
- Potential giveaways, contests or other sponsor tie-ins

**Sponsorship Value = \$15,500**

**Sponsorship Cost - \$10,000**





**HEARST**

**TIMES UNION**

**Let's talk about how the Times  
Union can help your  
organization thrive.**