

REFRESH

HEALTH + FITNESS + NUTRITION + PARENTING

REFRESH is a cross-generational lifestyles publication that runs every Saturday in The Buffalo News and includes a broad variety of local features, educational health information and human interest stories that appeal to men and women ages 30+.



WHAT OUR READERS ARE SAYING

“I thoroughly enjoy reading REFRESH. It covers all aspects of being mentally and physically fit.”

“Very informative, interesting, and pointed out some new places of interest for me.”

DEVOTED READERSHIP

More than 300,000 people read REFRESH each week.

Readers are extremely engaged; **9 out of 10** report being highly satisfied with the content.

The health, nutrition and fitness sections are the **highest rated** among readers.

REFRESH

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A refreshing location for your advertising message.

Rates:

Open Rate (any size ad, 1x commitment): \$50 per inch.

6x commitment: \$42 per inch.

12x commitment: \$38 per inch.

Medical Services Directory Banner units (2 col. x 2"): \$160 each.

Premium positions available (Back Cover, Inside Back Cover, Page 3).

Contract/earned rates apply. All rates include color.

Format:

Weekly tab publication in the Saturday Buffalo News

Distribution:

Full run Saturday/345,000 readers

Ad Sizes:

Regular ROP sizes

Deadlines:

Space reservations, size changes

and cancellations: Wednesday, 5 p.m.

Copy for proof service: Wednesday, 5 p.m.

Final no-proof copy requiring composition: Wednesday, 5 p.m.

Final proof release and/or

camera ready copy: Thursday, noon



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