

Portal

magazine

Free Intercultural Magazine
that brings American Communities closer.



2023 MEDIA KIT

CONTACT info@portalmagazineny.com
Ph. (914) 792-8483

portalmagazineny.com

ABOUT THE MAGAZINE

“PORTAL” is a **Free Intercultural Magazine** aimed at various ethnic groups and which covers all cultural and social issues while reaching readers of all ages and backgrounds.

Editorial mission

Our goal is to inspire different ethnic groups to experience and enjoy the same varied written material.

How the magazine was developed

The idea for "PORTAL MAGAZINE" was born in 2013 as a communication tool for the Latino community where families can combine their Spanish speaking cultural heritage with their English speaking world in the United States.

After several years of planning, a quality product has been created in design and content. Therefore, our readers can enjoy each edition and our customers are satisfied with the investment.

ARTS & CULTURE

ENTERTAINMENT

EDUCATION

Inspiration for the engaged mind.

MONEY & HEALTH

TRAVEL

News, advice, and strategies for your life.

ATTITUDE

For your body, mind, and spirit.

HOME & FOOD

Essentials, ideas, recipes, and tips to improve your well being.

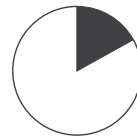
KIDS

What makes us different from other free distribution magazines?



1st
Multilingual
Magazine

Ages
3 -100



Wide cultural
and social target



EDITORIAL CALENDAR

ISSUES

AD DEADLINE

- **Spring 2023** February 24
- **Summer 2023** May 26

- **Fall 2023** August 25
- **Winter 2023/24** November 27



DISTRIBUTION INFO

PRINTED MAGAZINE DISTRIBUTION

Readership: 20,000

Distribution Points: 700+

Counties: **Westchester, Putnam, and Fairfield**

WESTCHESTER AREAS

- Ardsley
- Armonk
- Briarcliff Manor
- Bronxville
- Buchanan
- Chappaqua
- Croton-On-Hudson
- Dobbs Ferry
- Eastchester
- Elmsford
- Harrison
- Hastings-on-Hudson
- Irvington
- Mount Vernon
- Hartsdale
- Hastings-on-Hudson
- Jefferson Valley
- Larchmont
- Mamaroneck
- Mount Pleasant
- Mount Kisco
- Mount Vernon
- New Rochelle
- North White Plains
- Ossining
- Peekskill
- Pelham
- Pleasantville
- Port Chester
- Rye
- Rye Brook
- Scarsdale
- Sleepy Hollow
- Tarrytown
- Tuckahoe
- Valhalla
- West Harrison
- White Plains
- Yonkers
- Yorktown Heights

PUTNAM

- Mahopac
- Carmel

FAIRFIELD

- Byram
- Greenwich

READER DEMOGRAPHICS



Affluence

Average HHI.....\$95,200

Educational Attainment

High School and higher degrees



Gender

Women.....80%

Men.....20%

Special section dedicated to children



Ages

0 - 17.....5%

18 - 30.....35%

31 - 60.....55%

61 - 100.....5%



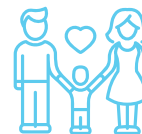
Family Demographics

Children Under 6.....15%

6 - 12 years.....30%

13 - 17 years.....30%

18+.....25%



DIGITAL EDITION

SENT TO OVER 5000 READERS

ADVERTISING PACKAGES

4-Issues Packages

Yearly Packages Spring, Summer, Fall, and Winter	Basic Package	Digital Marketing	Digital Marketing + Digital Magazine
Website Banner Sidebar Premium Banner	✓	✓	✓
E-blast 4 Dedicated e-Blasts	✓	✓	✓
Newsletter Footer Ad An Ad to be included in multiple newsletters throughout the year	✓	✓	✓
Website Page/Blog Portal Magazine home page mention linked to a dedicated blog	✗	✓	✓
Social Media 4 Dedicated Facebook and Instagram post	✗	✓	✓
Digital Magazine 1 full page Ad	✗	✗	✓

Advertorial Pages Available

2023 Deadlines: Spring February 24 | Summer May 26 | Fall August 25 | Winter November 27

CONTACT

SALES:

sales@portalmagazineny.com

Ph. (914) 792-8483

www.portalmagazineny.com   PortalMagazineNY