



*Hudson Valley*

» HAPPENINGS «



MEDIA KIT

**MEDIA KIT 2018**





*Hudson Valley* HAPPENINGS

   
126K+

# ABOUT US

## WE INSPIRE PEOPLE TO GO OFF THE BEATEN PATH

Created in 2015, Hudson Valley Happenings is dedicated to a simple idea—more knowledge, better travel. We collaborate with talented local writers and photographers for more in-depth storytelling. Point-of-view videos bring to life the food, music, destinations, lodging, and great outdoors of this dynamic region.

Our media channels engage and inspire our exploding fan base of over 120K followers with useful and current information. Followers can discover the Hudson Valley and find their perfect destination, be it catching butterflies at Mohonk Preserve, glamping in the Catskills, antiquing in Hudson, or boozing it up at a Woodstock festival. We also specialize in “upstate, out-of-state trips” taking fans on national and global adventures.





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# SERVICES

## PROMOTIONAL CAMPAIGNS

- Social deliverables across HVH's 165K followers
- Original content management and production
- Easy Insta-Bomb feature photo sharing
- Social media takeovers and giveaways
- Blog and directory features
- Website display ads

## HVH STUDIO

- Experiential marketing
- Event production and management
- Retreat programming and implementation
- Community, town, or regionally inspired media campaigns

## INSTA COLLEGE

- Manage social growth and management
- Brand marketing and consultation
- Social media content strategies
- Employee tutorial on how to bring your business into the NOW





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# AUDIENCE

**FAST GROWING • HIGHLY ENGAGED • HYPER LOCAL**

HVH has the fastest growing online audience in the Hudson Valley. In order to meet audience demand and expand our reach, this Fall 2018 HVH is launching four new social media channels—YouTube, Twitter, Pinterest, Tumblr—and a new website and blog.

**55% FEMALE  
45% MALE**

GENDER

**126K**

SOCIAL MEDIA  
FOLLOWERS

**44% 17-24  
49% 25-45  
7% 45-65**

AGE  
GROUPS

**804K**

MONTHLY IG  
IMPRESSIONS

**124K**

MONTHLY IG  
UNIQUE VISITORS

**1.7K+**

AVG IG POST  
ENGAGEMENT

**89K**

MONTHLY IG  
PROFILE VISITS



**106K**



**20K**

**WWW  
+BLOG**

LAUNCHING  
FALL 2018



LAUNCHING  
FALL 2018



LAUNCHING  
FALL 2018



LAUNCHING  
FALL 2018





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# PACKAGES

## PACKAGE OVERVIEW

### GROW YOUR BUSINESS WITH OUR MOST POPULAR PACKAGES

Here are some of our most popular and effective services and packages—each one customizable to fit your unique needs. Grow your business with the help of our unique local audience and social media expertise. We always encourage an open conversation so feel free to ask.

- **Basic Package**
- **Premium Package**
- **Insta-College**
- **Featured Photo**
- **Instagram Takeover**
- **Social Media Giveaway**
- **HVH Studio**





## Hudson Valley HAPPENINGS



### BASIC PACKAGE

**\$1,500**

- **2 HVH Instagram posts**  
syndicated across Facebook, Twitter, and Pinterest showcasing service and space using pre, mid, and post visit photography
- **20 real-time HVH Instagram Stories**  
including 6 videos

**Usage:** Brand reserves the right to repurpose the posted content on their owned and operated digital channels (Instagram, Facebook, Twitter, and Pinterest) along with brand website and email newsletter for a mutually agreed upon period of time. Brand receives access to raw shots folder.

### PREMIUM PACKAGE

**\$3,000**

- **3 HVH Instagram posts**  
syndicated across Facebook, Twitter, and Pinterest showcasing service and space using pre, mid, and post visit photography
- **22 real-time HVH Instagram Stories**  
including 10 videos, and swipe-up links
- **1 blog post** on HVH.com
- **1 directory posting** on HVH.com
- **48-hour bio link** on HVH Instagram

**Usage:** Brand reserves the right to repurpose the posted content on their owned and operated digital channels (Instagram, Facebook, Twitter, and Pinterest) along with brand website and email newsletter for a mutually agreed upon period of time. Brand receives access to raw shots folder.

# PACKAGES





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## INSTAGRAM TAKEOVER

### Contact for Quote

Do you love our feed and the look of our stories? Do you have your own event coming up soon? Why not borrow our eyes and let us handle the social media content for you. HVH will go to your location and capture all the special moments, create and edit your unique story, and upload them to your Instagram feed and stories. Let the world see what is happening and increase brand awareness with real POV (point-of-view) marketing.

## SOCIAL MEDIA GIVEAWAY

### Starting at \$500 + Cost of Giveaway

For a highly engaging and impactful way to reach your goals--there's no better way than a giveaway. HVH will work with your brand to choose the perfect giveaway and promote it on our social media channels for greater exposure. HVH will provide strategies and best practices for increased engagement. Optionally, use our network of influencers to new audiences.

## 5-HOUR COURSE INSTA-COLLEGE

### Starting at \$500

Grow your own Instagram page. Learn the tips and tricks it takes to have a competitive edge and how HVH went from 0 to 100k followers in only 2 years. Includes 5-hour course on growing your business with Instagram from Larie of Hudson Valley Happenings and Risa of Nylon Magazine. One-on-one, group, or team options available.

## FEATURED PHOTO

### Shared Post \$350 Sponsored Post \$450

Featured photo or video, mention and hashtag, on the HVH Instagram or Facebook feed or story.

# PACKAGES





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## **HVH *Studio***

### **EVENT AND EXPERIENTIAL MARKETING**

**Starting at \$2,000**

The perfect solution for a themed weekend, concert, retreat, or blow-out event.

#### **CONTENT AND EVENT STRATEGY**

The first step is to understand your brand, your target audience, and what engages them. We will construct a content plan that reflects these findings and lays the foundation for production.

#### **MOOD BOARD**

You'll sign off on the look, feel, and direction of the imagery we develop so you know what to expect.

#### **PRODUCTION**

We have all of the equipment needed to produce the planned content and event. We'll take care of any props, locations, and human elements necessary to creatively produce and capture every shot.

#### **POST-PRODUCTION**

We'll handle the image selection process, retouching, filter application, and cropping. Final assets will be packaged and delivered to you so you're ready to post and let the world know about your amazing event.

#### **BROADCAST AND SYNDICATION**

We will post your content across the HVH social media channels, including the directory and blog on HVH.com.

IMAGES





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# CONTACT

## CONTACT

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## HVH WOULD LOVE TO HEAR FROM YOU

All HVH services and packages are completely customizable and can be tailored to fit almost any budget.

Contact HVH today and let's get started!

*Larie xo*

## OUR DESIGN PARTNER | ULSTER STUDIOS LLC

Logo, Media Kit, Case Studies, and Website Design  
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