



The Red Hook Star Revue

SOUTH BROOKLYN'S COMMUNITY NEWSPAPER



Media Kit 2013

Demographics

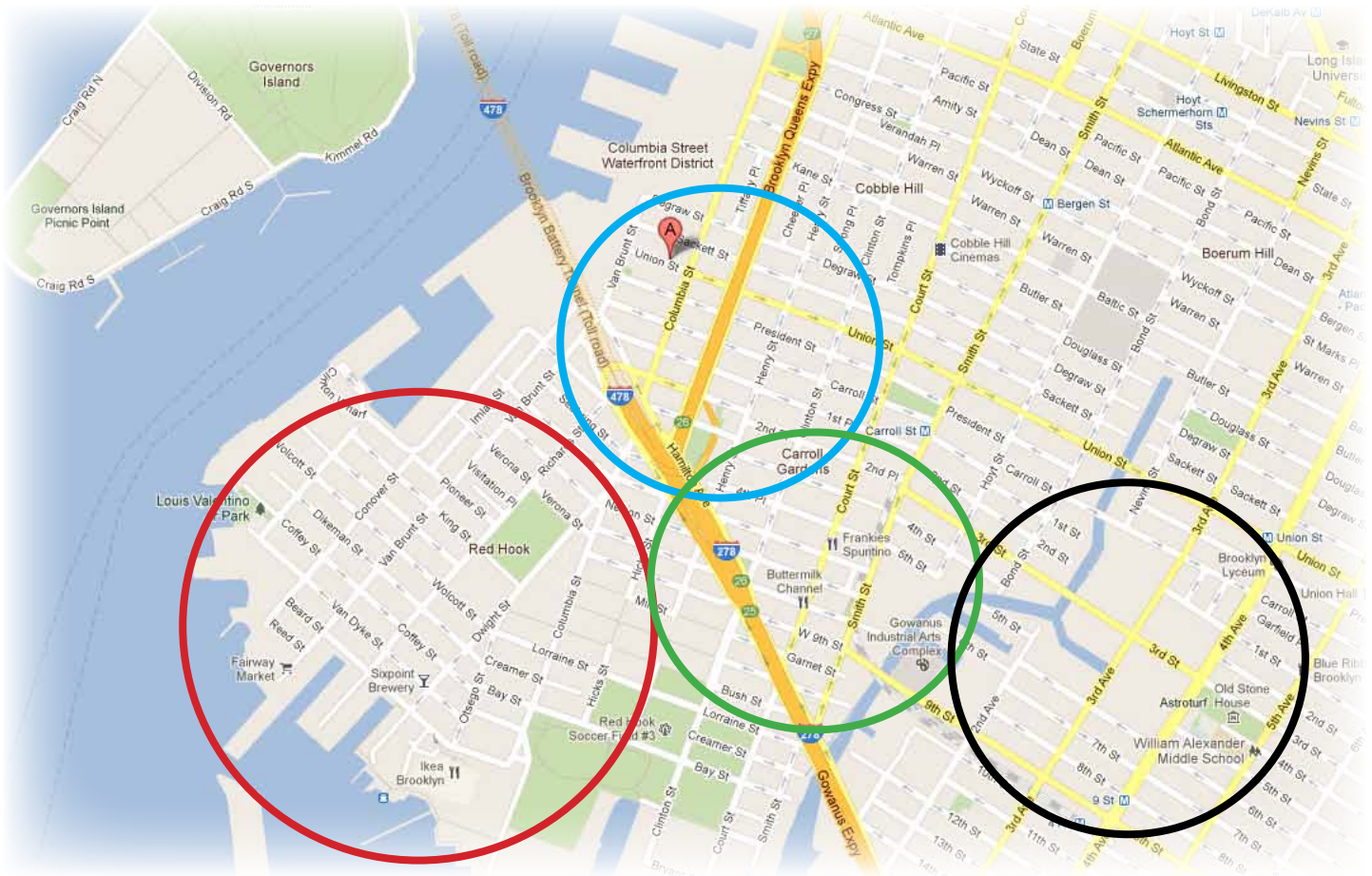
The coverage area of the Red Hook Star-Revue, with a controlled circulation of 8,000 copies distributed twice a month includes all of zip code 11231, which includes Red Hook, the Columbia Waterfront District, and Carroll Gardens, plus Gowanus. This is a highly mixed and diverse area, ranging from owners of multi-million dollar townhouses to the residents of the Red Hook Houses, one of the first, and largest NYCHA low income housing developments. Below are the latest census figures for our circulation area:

ZIP Code 11231 2010 Census Demographics	
Current Population:	30,695
2010 Population:	33,336
Households per ZIP Code:	15,216
Average House Value:	\$520,500
Avg. Income Per Household:	\$45,154
Persons Per Household:	2.19
White Population:	24,033
Black Population:	5,453
Hispanic Population:	7,105
Asian Population:	1,970
Indian Population:	379
Hawaiian Population:	71
Other Population:	2,868
Male Population:	15,584
Female Population:	17,752
Median Age:	35.20 years
Male Median Age:	34.80 years
Female Median Age:	35.50 year

By advertising in the Red Hook Star-Revue you are reaching not only some of the highest income audience in Brooklyn, but also the under-served population of public housing. Our diverse range of stories assure the readership of both audiences.

Circulation Area

The Red Hook Star-Revue guarantees a per-issue circulation of 8,000. The papers are distributed widely throughout four contiguous Brooklyn neighborhoods. The red circle indicates the community of Red Hook, the blue circle the Columbia Waterfront District, the green circle Carroll Gardens, and the black circle the revitalizing Gowanus area. Our broad coverage of local news and arts assures readership among these diverse communities.



By advertising in the Red Hook Star-Revue you are reaching a wide readership of prime NYC residents, including high income transplants from Manhattan, the underserved NYCA population, and the hip new residents developing the fringes of Red Hook and Gowanus. This readership is loyal and appreciative of the unique nature of our product.



101 Union Street, Brooklyn, NY 11231
advertising@redhookstar.com

718 624-5568
www.RedHookStar.com

Ad Rates & Specs

	1 time	4 times	12 times	24 times (yearly)
Full Page..	\$760	\$660	\$610	\$535 per ad
Junior Page..	\$560	\$510	\$460	\$435 per ad
Half Page..	\$460	\$410	\$360	\$335 per ad
Quarter Page..	\$285	\$260	\$235	\$195 per ad
Eighth Page..	\$210	\$185	\$160	\$135 per ad
Sixteenth Page..	\$135	\$115	\$105	\$75 per ad

The Red Hook Star-Revue is published twice a month, serving downtown Brooklyn including Cobble Hill, Carroll Gardens, the Columbia Waterfront District, Red Hook and Gowanus. Publication dates are the 1st and 15th of each month - ad deadline is 3 days prior.

Ad Dimensions:

- Full Page: 9.75 inches wide by 15.5 inches tall
- Junior Page: 6.5 inches wide by 12 inches tall
- Half Page: 9.75 inches wide by 7.5 inches tall OR 4.75 inches wide and 15.5 inches tall
- Quarter Page: 4.75 inches wide and 7.5 inches tall OR 7.5 inches wide and 4.75 inches tall.
- Eighth Page: 4.75 inches wide and 3.25 inches tall
- Sixteenth Page: 2.25 inches wide and 3.5 inches tall

Design:

You may supply your ad ready-made to the Star-Revue by email it to us, or the Star-Revue will design your ad at no additional charge. You may supply photos, flyers, business, and the words you would like us to place in the ad for you. The more direction you can give us the more we will make it exactly as you like. Otherwise we will use our creativity, and if you want to make changes you will have an opportunity to do so.

Payment Terms:

We require full payment in advance for one time ads. For contracts we ask for at least the first month in advance and we will bill you for the balance. If you wish to pay the full amount of a contract in advance you may subtract 5 percent from the total amount.



The Red Hook Star Revue

SOUTH BROOKLYN'S COMMUNITY NEWSPAPER

WHY ADVERTISE IN OUR NEIGHBORHOOD NEWSPAPER?

The Red Hook Star-Revue is Brooklyn's newest and most comprehensive community newspaper. We have a dynamic product which our readers appreciate. Our papers are snapped up during the month at over 100 locations throughout Red Hook, Carroll Gardens, the Columbia Waterfront District and Gowanus - some of Brooklyn's fastest growing and most sophisticated neighborhoods, and a buying audience with top demographics.

1 - LOCAL EYEBALLS - We circulate a minimum of 16,000 issues each month. Our papers are available throughout the month at Fairway, Met Foods on Smith Street, Met Foods on Henry Street, Pathmark, and more than 100 other locations throughout the South Brooklyn area, including Red Hook, Carroll Gardens, Dumbo and Gowanus, including convenience stores, cafes and hotels.

2 - CREDIBILITY - Since our founding in 2010, the Red Hook Star-Revue has garnered a reputation for professional local coverage of news and culture. Our stories are written by top notch professionals, and presented in a lively and colorful way. In addition to news, the Star-Revue is eagerly picked up by residents and tourists looking to see what to do and where to eat in our area. In addition to a restaurant and event guide, we regularly review restaurants, art and music venues and in our special sections we feature schools, clothing stores, gourmet shops and more. **In 2012 we were accepted into the prestigious New York State Press Association.** Our contract advertisers include both Ikea and The O'Connell Organization.

3 - COLOR - every ad appears in full color for no additional charge.

4 - CUSTOMER SERVICE - You are guaranteed a local sales rep who will keep you informed on our special deals and coverage as well as help you plan an ad campaign that will be helpful to your business and effective.

718 624-5568



101 Union Street, Brooklyn, NY 11231
advertising@redhookstar.com
twitter@RedHookStar

718 624-5568
www.RedHookStar.com
www.facebook.com/redhookstarrevue