Media Kit
Summer 2022

Contact Us Today:
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Publisher
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Your Customers Are Waiting to Hear From You
3 reasons why *The Daily Catch* is right for your business.

1. Our readers are **strongly connected** to the local communities of Red Hook and Rhinebeck.

2. They want to **shop local and buy local** to support area businesses.

3. Just as they connect with local news, our readers also connect with our **local merchants**.
Our Readers

72% of subscribers live in Red Hook and Rhinebeck
36% of subscribers have income over $100K
56% of subscribers have income over $50K
83% read us daily or every other day

Our Communities

Population: 11,928
Median Age: 40
Households: 4,706
Median Home Value*: $316,400
Median Household Income: $85,762

Population: 10,363
Median Age: 56
Households: 4,682
Median Home Value*: $380,400
Median Household Income: $75,556

Source: US Census Bureau
* Town data only; does not include Red Hook or Rhinebeck Villages
4 options to partner with The Daily Catch.

1. **Main Site:** Promote your business on our main news site.

2. **Newsletter:** Choose from 6 popular newsletter formats.

3. **Sponsored Content:** Showcase your employees and business in a narrative format.

4. **Program Guides:** Connect with customers at live local events in the community.
Main Site Advertising/Sponsorship

- **Masthead Banner**: Run of Site, 160 x 90
- **Home Page Sidebar Ad**: 300 x 300

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**Fresh Stories**

- **Incumbent Cahill Faces a Primary Challenge from Political Upstart Focused on Climate Change**: May 27, 2022
  By Victor Feldman, Staff Writer
  Longtime incumbent Assem. Kevin Cahill (D-103) is facing a primary challenge from a political upstart who calls herself a Democratic Socialist and who is attempting to force climate change to the front of the political agenda. Climate change activist Sarahana Shrestha, 41, said her years of climate and justice advocacy, coupled with frustration that leaders in Albany are out of (…)

- **Volay! The White Field Blanket is Off Ken Migliorelli’s Sweet Corn, and the Plastic is Off the Tomatoes: What Does It all Mean?**: May 27, 2022
  By Emily Sachar, Editor
  Any diligent gardener minds the weather and the frost cycle. But Red Hook farmer Ken Migliorelli pays heed, several times a day, to four unique forecasts. So, when it became clear on May 12 that the last frost would come one week earlier than usual this year, Migliorelli and his crew of two dozen workers did a farmer passeggiata, a (…)

- **“With No Gas and No Power, I Shall Live Like a Cave Man,” Our Ukrainian Correspondent Reports**: May 20, 2022
  By Kuljuk Pavel, Daily Catch Correspondent
  Editor’s Note: For more than two days, The Daily Catch lost touch with our Ukrainian correspondent, Kuljuk Pavel, as a series of power outages knocked out his Internet — and of course, the electricity that is his sole source of modern conveniences. In this dispatch, sent to us in sections and only completed late this afternoon, Kuljuk describes the latest (…)

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**Monthly page views:** 23,600+
Kristina Dousharm and Pup Charlie Are Running Red Hook, One Jog and One Street at a Time

June 25, 2022
by Emily Sachar, Editor

Kristina Dousharm and Springer Spaniel Charlie are running Red Hook—every mile of it—with a pair of Atna for her and a few sweet yaps from him.

Their project: to really Dousharm for the November 2022 New York City Marathon while traversing, at least once, the full length of every street in the Town of Red Hook, including the villages of Troy and Red Hook, and the hamlets of Barrytown, Annadale, and Upper Red Hook.

“Every day that I knock off another road, I think, 'Now, this is satisfying,'” says Dousharm, 40, who runs about 40 miles a week. “It’s become just a fun thing to see all the little parts of Red Hook that you normally don’t see. I didn’t even realize where these roads are.”

Many marathons are most about just racking up the training runs with little focus on the geographic or geologic wonder of the journey. Dousharm cares about both. Though she’s lived in Red Hook since 2003, she’s found small bridges she’d never seen, and she appreciates the contours of Red Hook’s hills, rivers, and culverts as only one who’s pounded the pavement can. Even the most conscientious cyclists, she says, can miss some of the places she has found. For instance: A road between Voorburg and North Voorburg is linked by a little dirt path with a gate across it that admonishes cars to stay off. Walkers, and joggers, are welcome. “You can find these charming, little spots,” says Dousharm, the founder and principal of the village architecture firm that bears her name.

Having her dog along, quite literally joined to her at the hip, only enhances the project. “Even Charlie likes going new places,” Dousharm says of her companion, who carries his water in a pouch strapped to his back and pants at the front door each day at 5:30 a.m., when Dousharm begins to suit up. “You can just tell how much he loves it,” she says. “He’s ready to go at the door every morning, always super-excited.”

Their self-proclaimed Red Hook...
Choose from six newsletters:

- Daily Newsletter
- Week-Ahead Events
- Week in Review
- Weekend Events
- Movies
- Obituaries

Leaderboard 728 x 90

Average open rate: 42.3%
Window-shopping the chic clothing at Red Hook Threads is a familiar activity for many a stroll through the streets of the Village of Red Hook. Run by local couple Richard and Samantha Wilder, Red Hook Threads is Red Hook’s most versatile vintage clothing boutique. The fashionable couple work together to hand-select garments for both men and women from clothing recycling centers in the area. While Richard manned the register, *The Daily Catch* had the chance to sit down with Samantha.

**Red Hook Daily Catch:** Samantha, where did you grow up?

**Samantha:** Right across the river in Saugerties.

**RHDC:** Tell us about your family.

**Samantha:** My mother is a seamstress, which is what got me so interested in clothing. I had four siblings, and most and most of us still live in the area! I am grateful that my family is so closely-knit (haha, no pun intended). They come in to shop and help out sometimes, so if you stop by often, you might meet them.
Program Guide Advertising/Sponsorship

Voting Guide: distributed to 900+ attendees of three Meet the Candidates evenings to be held at Bard College in October, 2022.

Sizes:
- Full Page Ad: 5” x 8”
- 1/2 Page Ad: 5” x 4”
- 1/3 Page Ad: 5” x 2.5”
Contact us today to learn more about pricing and what we can do for your business.

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