



Saratoga
— .COM —



2025 MEDIA KIT



ABOUT US

Saratoga.com's parent company has been connecting businesses with their audiences since before Google. As leading online destinations for Saratoga events, attractions, and tourism, we reach millions of visitors annually. Whether you want to boost bookings, build brand awareness, or target specific audiences, we're here to help your business grow. Our mission is to help Saratoga businesses succeed with innovative digital marketing. Backed by Mannix Marketing, we deliver measurable results by connecting our partners with targeted audiences, increasing visibility, and driving growth in the vibrant Saratoga region.

A vibrant night scene of a city street. People are walking along a sidewalk lined with benches. In the foreground, there is a large flower bed with pink and white flowers. The background shows a building with lit-up windows and a sign that says "The Conservatory". The overall atmosphere is lively and festive.

OUR AUDIENCE

2.8+ Million

Pageviews Per Year

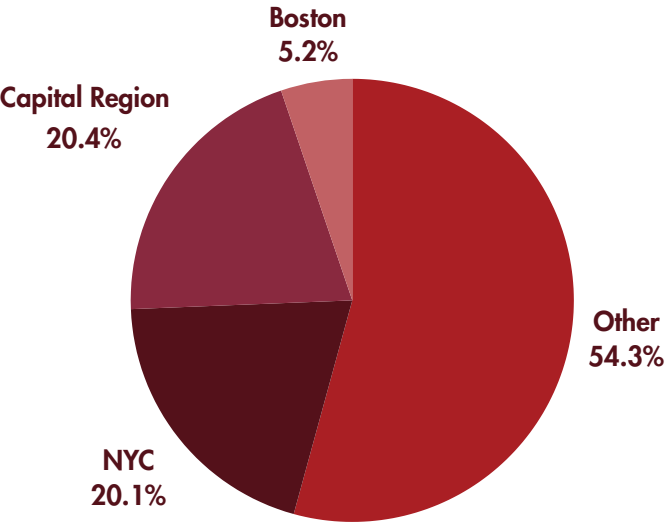
22,000+

Newsletter Subscribers

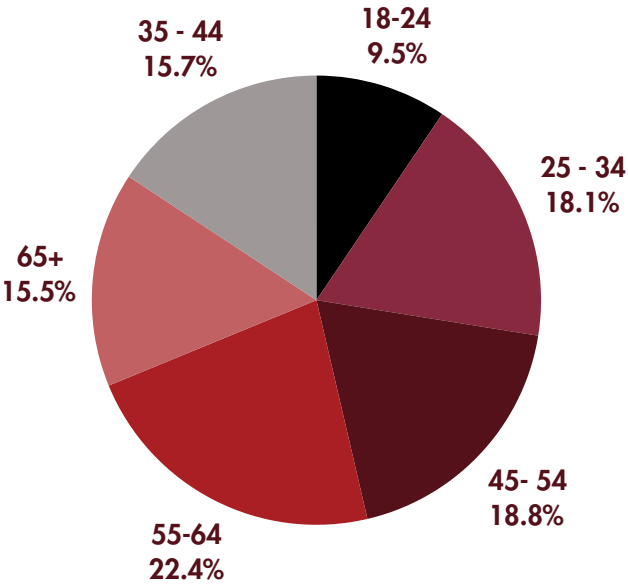
129,500+

Social Media Followers

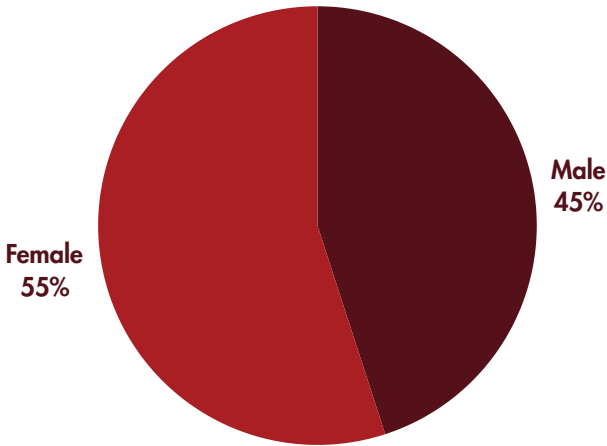
DEMOGRAPHIC BREAKDOWN



Location



Age



Gender

It's January But Let's Pretend It's July



SOCIAL FOLLOWING



90.9K



21.4K



13.1K



791



3.5K






879



25

AND GROWING

-  saratoga_ny and saratoga_racetrack
freeangels.kz • Original audio
-  saratoga_ny It's January, but in our hearts, it's always July at Saratoga. 🐎🌞 Dreaming of sunny days, thrilling races, and the magic of summer at the track. Who's ready to fast-forward? 🌞🐎
1w
-  prime_saratoganational Yes 😊
1w 2 likes Reply
-  unionhallsupplyco Let's!!
1w 1 like Reply
-  brookmeresaratoga Can't wait for summer 😊
1w 2 likes Reply



OUR PARTNERS



THE ADELPHI HOTEL



AFFORDABLE, TARGETED ADVERTISING OPTIONS

Directory Listings

\$275 - \$2,750/year

Get found when people are actively searching Google for regional information. A full-page listing on one of our sites gets you in front of people searching for local businesses and services just like yours.

Display Advertising

\$150 - \$1,250/month

Strategically place your custom ad in relevant places on our sites. Stay top of mind right where readers are browsing, reading and planning.

Social Media Promotions

\$475- \$950/post

Get in front of people who love the area and get them talking when you tap into our highly engaged audiences across Facebook, Instagram, Twitter and more.

Sponsored Placements

\$375-\$775/month

Feature your business prominently where you want to be noticed most by securing a spot on select, high-profile pages.

Newsletter Ads

\$275-\$875/newsletter

Increase your visibility without the expense of building and maintaining a list by targeting the thousands of subscribers who welcome your message where they live and work every day – their inbox.

Sponsored Articles

\$875 - \$2,675

Engage readers with rich content that tells a story people want to hear. Increase exposure of your particular product, brand, service, menu item, or event with this creative and influential marketing tool.

Giveaways

\$875/giveaway

Marketed across multiple platforms, giveaways are an exciting and excellent way to get people buzzing about your business, while you grow your email list and build brand awareness.