



The Berkshire Eagle | think global. read local.™

the beat

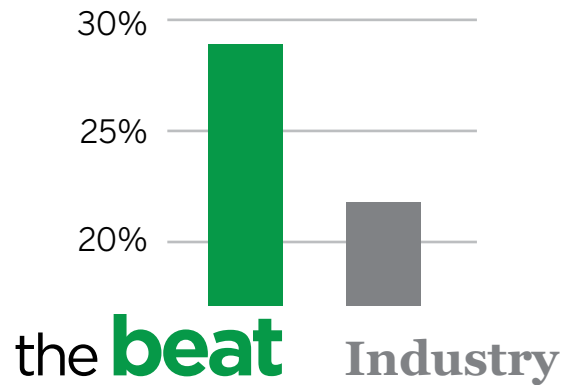
What is The Beat?

The Berkshire Eagle's online newsletter. Every Thursday morning we deliver the week's most important local headlines directly to your inbox: news, sports, opinion, arts, weather, calendar listings – and more. And clicks, we deliver lots of clicks.

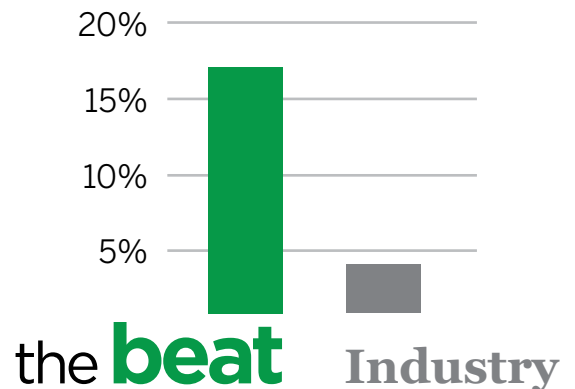
Here's why local, independent businesses advertise in The Beat and you should, too:

- **Uncover new leads** – Each week we'll send you a list of people who clicked on your ad, providing you hot leads for new customers.
- **12,000 subscribers** – Plus, the list keeps on growing.
- **28% open rate** – Our newsletter is opened by readers 24% more than the national average.
- **18% click rate** – Our click rate stomps the national average by 127%.
- **Limited advertising** – We limit our ads to just five per newsletter, so that your ad gets the attention it deserves.
- **Reach devoted and engaged readers** who pride themselves on staying informed about local issues, products and services.
- **Cross the miles** - Powered by our expansive coverage, ads reach readers in north, south and central Berkshires counties, as well as neighboring New York, Connecticut and Vermont.

AVERAGE OPEN RATE



AVERAGE CLICK RATE



Nelson, J. (2017, May 11). Study: Average Open Rate Across Industries is 22%. Media Post. Retrieved from <https://www.mediapost.com/publications/article/300974/study-average-email-open-rate-across-industries-i.html>

Don't miss out! Spaces are filling up quickly, so reserve your spot today.

Weekly, monthly, and annual rates available.

Email newsletters@berkshireeagle.com or contact your ad rep for details.