



DEMOGRAPHICS AND READERSHIP

2026 EDITION • PROPOSAL

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A working guide for brand, hotel and PR teams weighing an Oak Cover feature: who reads us, how we work, and where your coverage goes.



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01 ABOUT OAK COVER

OAK COVER MAGAZINE

FRESH IDEAS, POWERFUL SCOPE, POSITIVE PUSH!

Oak Cover is an independent luxury and lifestyle magazine based in White Plains, New York. We publish online all year and in print every quarter, covering travel, watches, technology, consumer products, fashion, home design, real estate, vehicles and culture.

Our readers are refined and adventurous, and they expect substance with their style. Every story is built to be timely when it runs and still worth reading a year later.

All of our coverage is earned. Brands and hotels never pay to appear, which is why readers trust what they find here.

QUARTERLY

Print editions in October, January, April and July.

EARNED

No paid placement, sponsored posts or affiliate links.

2.83M

Total annual readers, online and in print.

LIFE. EXTRAORDINARY

We set out to show life at its most beautiful and extraordinary: intimate stories about remarkable people, expert takes on refined living and culture, and trends reported as they happen.

INDEPENDENT

Every feature is earned. No paid placement, and no brand approves copy or headlines before we publish.

LONG-FORM

Primary features run 1,500 to 2,000 words. They read like magazine stories, not product blurbs.

HANDS-ON

Products get about four weeks of testing. Hotels get a writer and a photographer on site for two nights.

HONEST

Strengths and shortcomings go in side by side, and corrections are made quickly wherever a story ran.





03 WHAT WE COVER

NINE BEATS

City by city, we bring luxury closer to home, because we live there too. Nine beats, covered by people who use the products and stay in the hotels.

TRAVEL & HOTELS

Hotel reviews and destination guides, from Okinawa and Bali to Berlin.

WATCHES

Micro-brands, independents and collector pieces in the Wrist Check series.

TECHNOLOGY

Headphones, music production and photography gear, tested in real use.

CONSUMER PRODUCTS

Espresso makers, cookware, bedding and skincare devices.

FASHION

Clothing and accessories with substance behind the style.

HOME DESIGN

Interiors, kitchens and the objects that make a home work.

REAL ESTATE

Homes and properties with a story worth telling.

VEHICLES

Cars, motorcycles and the road between destinations.

CULTURE

People, ideas and trends, reported as they happen.

HOW WE TELL THE STORY

Most projects pair a curated roundup with standalone features, so every brand or hotel gets context and depth.

THE ROUNDUP

CATEGORY OR DESTINATION GUIDE

Opens with a real point of view on the category, then gives every product or hotel its own section with key details, pricing and an assessment against the rest of the group.

- Pricing for every entry
- A direct purchase link to the brand, never an affiliate link
- A contextual rating within the group

THE PRIMARY FEATURE

STANDALONE, 1,500 TO 2,000 WORDS

One product or one hotel, written up in depth: part hands-on review, part category analysis, part story about why it matters.

- Hotels: location, architecture, comfort, style and sustainability
- At least 20 original photographs per hotel, often 40 or more
- Product features use the brand’s own photos, ideally 10 or more

EVERY PROJECT ALSO INCLUDES

Two social posts per brand on Instagram, Facebook and X, with your account tagged

Consideration for the quarterly print edition, based on how the story performs

Permanent hosting on oakcover.com, plus corrections whenever you need them

THE NUMBERS



2.83M

TOTAL ANNUAL AUDIENCE

2.14M readers online and 690K in print. About three in four read us on oakcover.com.



570K

MONTHLY UNIQUE VISITORS

About 231,000 page views a day and 7.6 pages per visit, led by the New York metro area.



11.6 MIN

AVG. TIME ON SITE

Readers find us through distribution matched to their interests, location and purchase intent.



60K

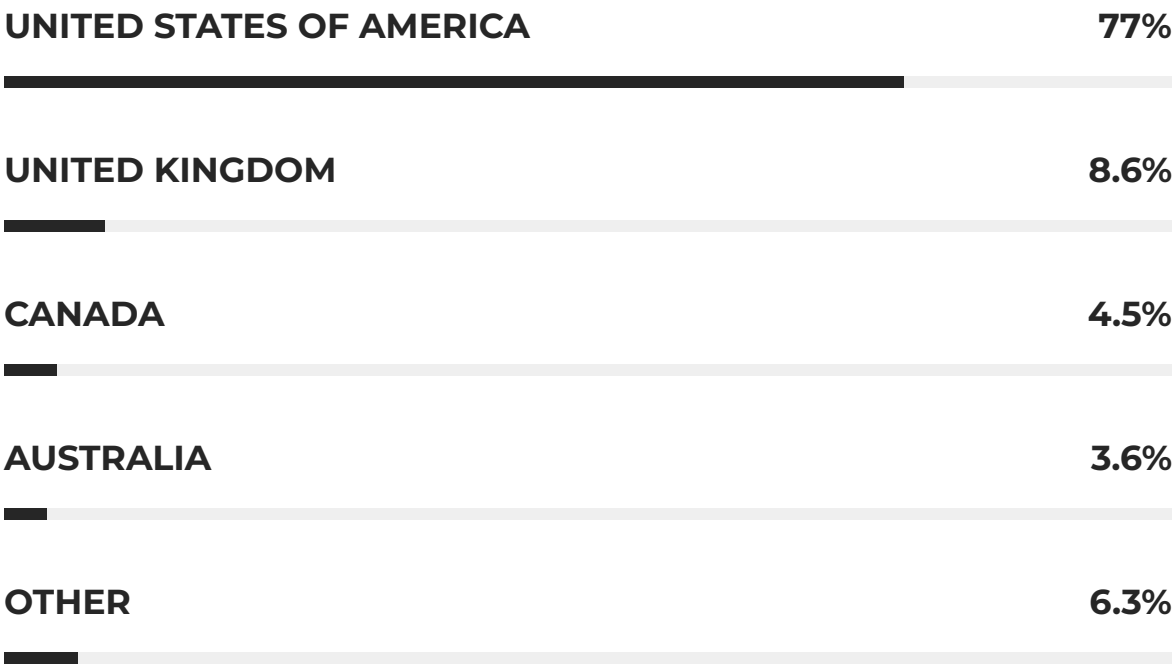
PRINT COPIES PER EDITION

About 172,500 readers per edition, or 690K a year, across subscribers, newsstands and partner hotels.

NEWSLETTER **116K** double opt-in subscribers who meet our net-worth requirements · **31%** unique open rate

WHO READS OAK COVER

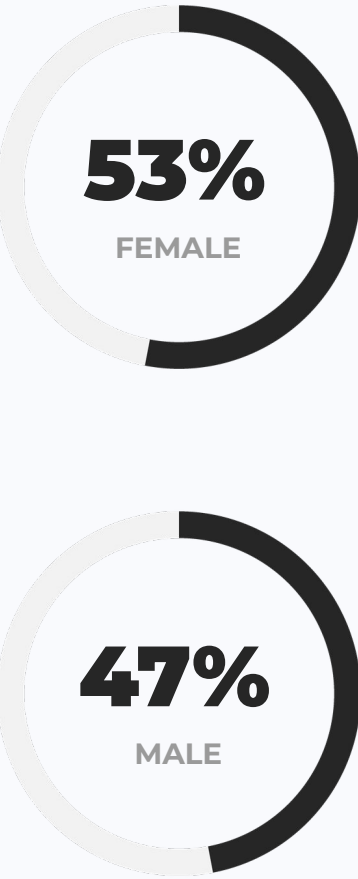
Most readers are in the United States, concentrated in the largest metro areas, with a loyal following in the UK, Canada and Australia. Women and men read us in close to equal numbers.



TOP US MARKETS

NY Metro (incl. NJ and CT), California, Florida, Texas, Illinois, Georgia, Massachusetts, Colorado, Arizona, Nevada

AUDIENCE BY GENDER



AUDIENCE PROFILE

AGE & HOUSEHOLD

51% Are 35 to 54 years old

23% Are 25 to 34 years old

19% Are 55 or older

41 Median reader age

44% Have children under 18 at home

INCOME & EDUCATION

79% Hold a bachelor's degree or higher

71% Own their home

68% Household income of \$100K or more

\$148K Median household income

21% Household income of \$250K or more





STEVEN P.

International Traveler and Startup Co-founder

“Oak Cover Magazine has been a constant travel companion for me. I haven’t been everywhere, but whenever I read a new article, I know I’ll have another destination to add to my list.”



JAZMINE S.

Fashion Enthusiast and Food Lover

“I’m a foodie and I love trying new dishes. Oak Cover is one of my go-to places to learn about new things to try around the world. Bon appétit!”



TATIANA T.

Graduate Student and Adventure Seeker

“I love the interesting articles in the magazine. I’m always studying, and it’s a good way to relax and have a laugh.”



CHRISTOPHER F.

Media Buyer and Senior Executive

“Working with Oak Cover has been great. We’ve been able to reach markets that would otherwise have cost us five times the effort and resources. We love it!”



07 IN THEIR OWN WORDS

SAY HELLO TO OUR READERS

TRAVEL & DINING

TRAVEL

93% Took trips over 100 miles (one way) in the past 12 months

66% Traveled outside the US in the last 3 years

64% Stayed at a 4- or 5-star hotel in the past 12 months

51% Traveled to Europe, outside Great Britain, in the last 3 years

42% Traveled to Mexico in the last 3 years

34% Traveled to Great Britain in the last 3 years

DINING

94% Went out for lunch or dinner in the last 30 days

14 Average restaurant visits in the last 30 days

\$68 Average spent per person on dinner in the last 30 days



ENTERTAINMENT & TECHNOLOGY

ENTERTAINMENT

31%

See a movie in theaters at least twice a month

16%

Attend live theater at least twice a month

19%

Go to a nightclub at least twice a month

14%

Visit a museum or gallery at least twice a month

TECHNOLOGY

98%

Own a smartphone

52%

Own a smartwatch or fitness tracker

97%

Own a laptop or desktop computer

44%

Use an AI assistant at least weekly

91%

Use email on their phone



INTERNET & PURCHASING

INTERNET

99%

Use email

95%

Bank online

91%

Shop online

86%

Book travel online

47%

Research finances or trade stocks online

31%

Spend 10 to 19 hours a week online

PURCHASING

69%

Pay for a music streaming service

61%

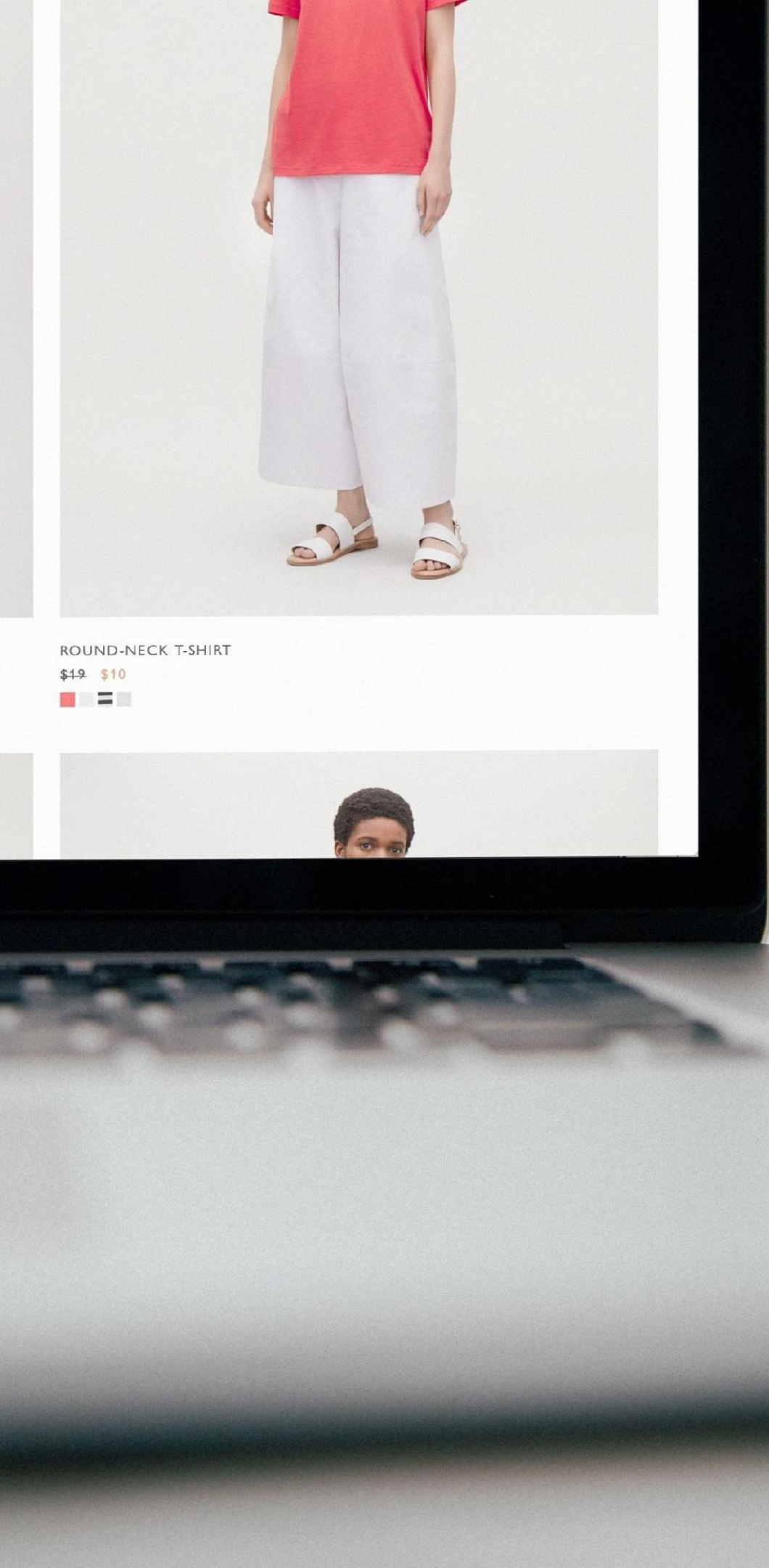
Bought books or e-books online in the last month

48%

Pay for 3 or more video streaming services

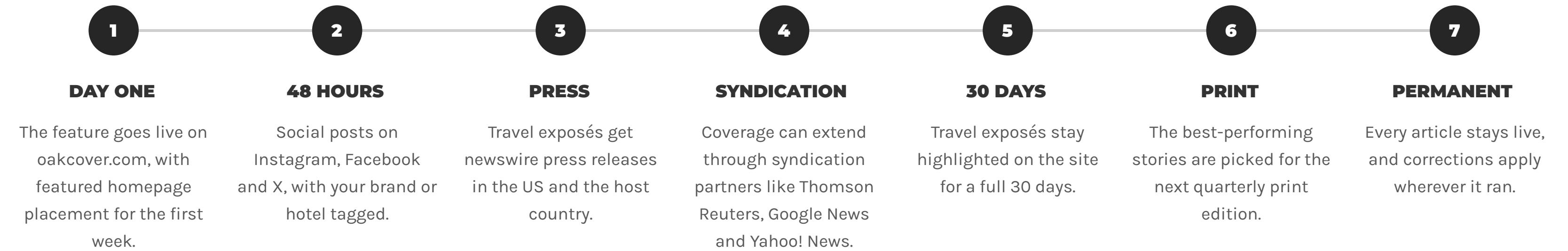
28%

Bought a major appliance online in the past 12 months



HOW COVERAGE TRAVELS

A feature doesn't stop at publication. Here's where it goes, and when.



WHERE IT APPEARS

oakcover.com · Instagram · Facebook · X · Newswire distribution · Syndication partners · Quarterly print

HOW RECENT SERIES PERFORMED



SIGNAL OVER NOISE VOL. 1
Travel-Ready Music Makers

~4.2M+ LIFETIME VIEWS

Across the roundup and the individual instrument features, including 844K+ on the roundup alone.



WRIST CHECK VOL. 1
Micro-Brands Making Moves

5M+ FEATURE VIEWS

Combined lifetime views across the standalone brand reviews.



OKINAWA HOTEL SERIES
Choosing the Right Base in Okinawa

5 HOTEL REVIEWS

The Ritz-Carlton, Hiramatsu Ginoza, Nikko Alivila, Treeful Treehouse and Southwest Grand, plus a roundup.

TYPICAL HOTEL PROJECT ESTIMATED	800K–1.1M IMPRESSIONS	600K–900K COVERAGE VIEWS	8.5K–12K ENGAGEMENTS	\$8K–10K EARNED MEDIA VALUE (EMV)
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HOW A PROJECT RUNS

PRODUCTS

- 01

Selection

Our research team shortlists products against a written editorial spec, then a person checks the fit.
- 02

Shipping

You send a demo unit to our intake address and share the tracking number.
- 03

Discovery

Ten discovery questions, plus high-resolution photography (10 or more images is ideal).
- 04

Testing

About four weeks of hands-on use, then roughly a week of writing and production.
- 05

Publication

The roundup and your feature go live, and the links reach you before or with the social posts.

HOTELS

- 01

Selection

Properties are shortlisted during destination research for an upcoming edition.
- 02

The stay

A complimentary two-night stay for a writer and a photographer, usually in one room.
- 03

Discovery

Ten discovery questions before arrival. On site, the crew explores on its own, like regular guests.
- 04

Coverage

Original photography (20+ images, often 40+) and a story built on location, architecture, comfort, style and sustainability.
- 05

Publication

Roundup, feature, social posts and press releases in the US and the host country.

PUBLISHING CALENDAR

OCTOBER • JANUARY • APRIL • JULY

Projects close one month before each publishing date. Demo units join our editorial library unless otherwise agreed upon

EDITORIAL STANDARDS

Earned, never paid.

No paid placement, sponsored content, affiliate links or promo codes. Each review carries one clean purchase link to the brand.

Honest reviews.

Products are vetted before we reach out, and shortcomings are reported next to strengths. If something is unsafe or broken, we call the brand first.

Independent.

Copy and headlines aren’t shared for approval. Facts come from your discovery answers and our own testing.

Corrections.

Request one any time at oakcover.com/request-correction. Fixes apply on the site, on social and anywhere the story ran.

Removal on request.

Ask us to take an article down and it comes down. No questions, no cost.

PROFESSIONAL AFFILIATIONS

The International Travel Writers Alliance

Member, Press ID ITWA 10211

American Press Association

The Pen & Pencil Club

Philadelphia, PA

Female Writers Association

POLICIES

Review policy: oakcover.com/review-policy

Corrections: oakcover.com/request-correction

BEYOND OUR OWN PAGES

Oak Cover stories are syndicated through wire services, broadcasters, newspapers and lifestyle titles.













WIRE SERVICES & AGGREGATORS

Thomson Reuters, Google News, Yahoo! News

BROADCAST & DIGITAL

ABC News, NBC News, MSNBC, Fox News, USA Today

NEWSPAPERS

The Boston Globe, Houston Chronicle, IndyStar, El Paso Times, Los Angeles Daily News and more

LIFESTYLE & TRAVEL

ELLE, Condé Nast, Dwell, Time Out, National Geographic, Travel And Tour World



14 CONTACT

THANK YOU

Want to be considered for a feature, or have a question about one? Write to us.

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W: www.oakcover.com

PROFESSIONAL AFFILIATIONS

