

[2022 media kit]

Connecticut

magazine

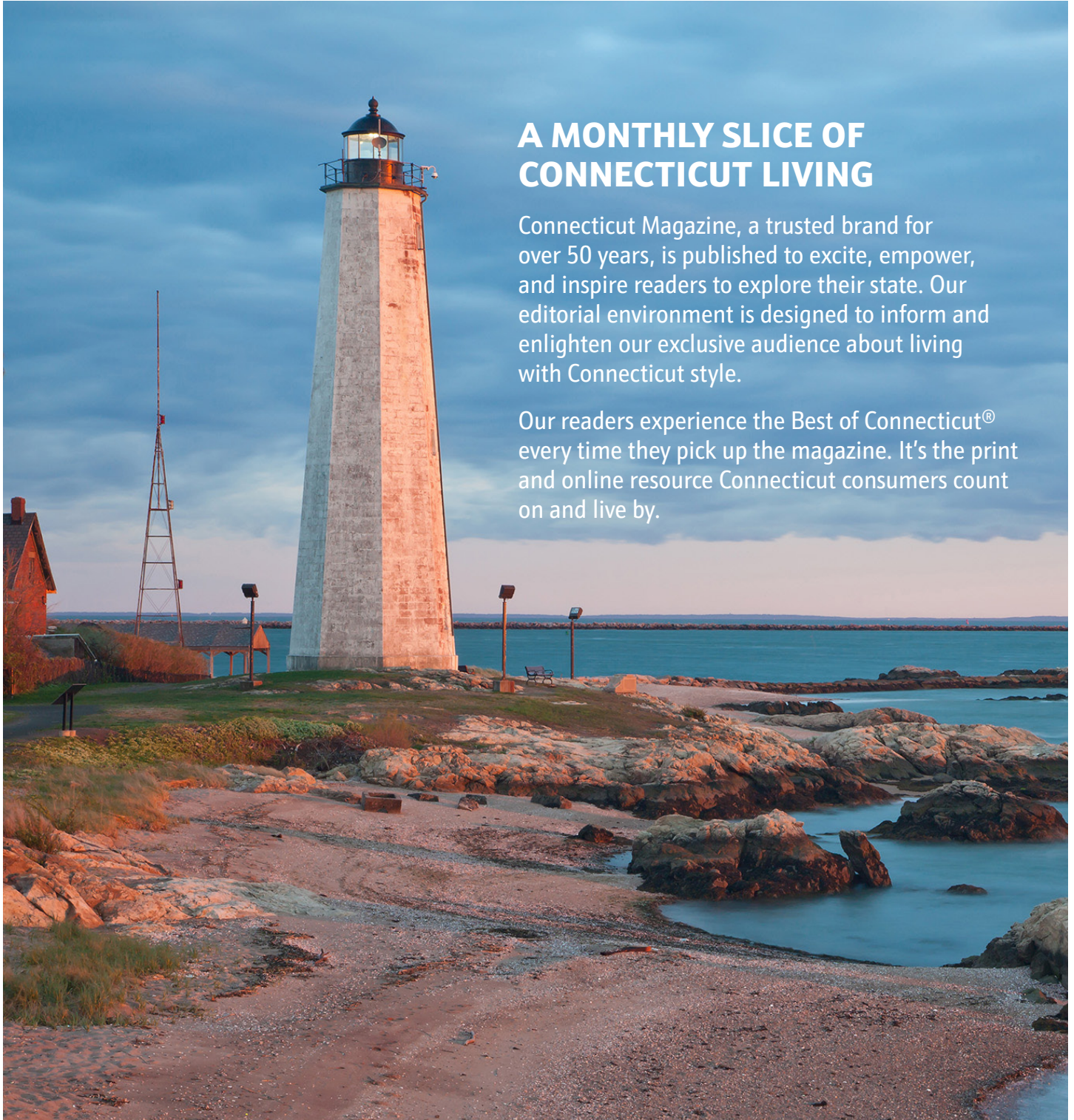


What Connecticut lives by.

HEARST | CONNECTICUT
MEDIA GROUP

February 1, 2022

[mission]



A MONTHLY SLICE OF CONNECTICUT LIVING

Connecticut Magazine, a trusted brand for over 50 years, is published to excite, empower, and inspire readers to explore their state. Our editorial environment is designed to inform and enlighten our exclusive audience about living with Connecticut style.

Our readers experience the Best of Connecticut® every time they pick up the magazine. It's the print and online resource Connecticut consumers count on and live by.

Five Mile Point Lighthouse (New Haven, Connecticut)

Connecticut Magazine is part of Hearst Connecticut Media Group. As the largest local news operation in the state, with more than 200 journalists, Hearst Connecticut Media Group is comprised of eight daily newspapers and 13 weekly newspapers in addition to Connecticut Magazine and the Connecticut Bride.

Hearst, the parent company of Hearst Connecticut Media Group, is a leading global, diversified media, information and services company with more than 360 businesses. Its major interests include ownership in cable television networks; global financial services leader Fitch Group; Hearst Health, a group of medical information and services businesses; transportation assets; 33 television stations; newspapers; more than 300 magazines around the world; and investments in emerging digital entertainment companies such as Complex Networks.

Connecticut
magazine

[audience]

NO MAGAZINE DELIVERS CT BETTER!

CIRCULATION

59,255
(includes CPTV subscriptions)

PRINT READERS

222,206

NEWSSTAND

5,194

DIGITAL UNIQUE VISITORS

331,310/mo

TOTAL READERSHIP

452,324

FACEBOOK FOLLOWERS

15,110

INSTAGRAM FOLLOWERS

8,825

TWITTER FOLLOWERS

73,147

EMAIL SUBSCRIBERS

12,124

CIRCULATION % BY COUNTY

Hartford	27%
New Haven	25%
Fairfield	13%
New London	7%
Middlesex	6%
Litchfield	6%
Tolland	4%
Windham	2%
out of state	7%



Circulation and Readership information provided through CVC Audit. Connecticut Magazine's average circulation is greater than all local and most national magazines in Connecticut, including Time, Food & Wine, Travel & Leisure, Architectural Digest and a whole lot more. In addition to paid subscribers welcoming Connecticut Magazine into their homes every month, copies are also distributed to the waiting rooms of professional offices. It is on sale every month at popular retail locations throughout the state, including Barnes & Noble, Stop & Shop, Big Y, ShopRite, Whole Foods Market, CVS, Walgreens and Rite Aid.

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[audience]



VALUABLE HIGH-END CONSUMERS

The Connecticut Magazine audience is more than a collection of impressive numbers. They are consumers active in their communities - passionate and motivated to spend time and money on dining out, culture & entertainment, travel, home & garden, health, education, fashion, fitness and beauty. They are a sophisticated crowd looking for the good life.

- 1 in 3 readers have NetWorth of \$1M+
- 106% more likely to own second home

Connecticut Magazine reaches 55+ Baby Boomers who rank within the top 10 household clusters for net worth and higher education. They tend to hold upscale, white-collar occupations, have the money to retire early and spend money freely on expensive hobbies and luxury goods and services, like high-end automobiles, real estate and foreign travel.

TOP DEMOS

FEMALE

54.1%

MALE

45.9%

AGE 35 OR OLDER

87.7%

MEDIAN AGE

55.06

MEAN HOUSEHOLD INCOME

\$106,512

OWN SINGLE FAMILY HOUSE

75.6%

Source: Nielsen Scarborough Research 2021;
Read Connecticut Magazine last 6 months

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[audience insights]

2021 NIELSEN SCARBOROUGH

Read Connecticut Magazine in the past 6 months:

BASE DEMOS

MEN

158,999

WOMEN

187,468

35-54 YEARS OLD

108,623

EDUCATION

COLLEGE AND OR POSTGRAD

159,733

WEALTH

HHI \$100K+

154,369

NET WORTH \$1M+

104,131

USED FINANCIAL PLANNER

104,591

HAS INVESTMENTS

291,060

LEISURE / FUN (past 12 months)

SIT-DOWN RESTAURANT (past 30 days)

203,745

HEALTH CLUB OR GYM

90,654

GOLF OR TENNIS

49,701

CASINOS

120,999

VISITED ART GALLERY, MUSEUM OR THEATRE

183,146

DAY SPA

10,533

BOATING

79,921

CAMPING

32,416

VACATIONS

56,155

ANY HOTEL/MOTEL

228,061

ANY BED & BREAKFAST

39,488



HOME

OWN SINGLE FAMILY HOUSE

262,084

HAS HOME MORTGAGE

138,502

PURCHASED CARPET OR FLOORS (past 12 months)

82,857

HOME (next 12 months)

HOME IMPROVEMENT PROJECT

141,003

BUY ELECTRONICS

99,935

LANDSCAPING

46,446

PLANS TO BUY NEW VEHICLE

33,300

HEALTH / PERSONAL CARE

HEALTH AND BEAUTY ITEMS (past 30 days)

132,209

Past 3 years:

HOSPITAL

292,668

HOSPITAL EMERGENCY ROOM

130,665

ORTHOPEDICS

40,504

DENTAL IMPLANTS

19,121

DERMATOLOGIST (past 12 months)

103,320

Source: Nielsen Scarborough Research 2021



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[2022 content calendar]



JANUARY

SPACE RESERVATIONS 12.03.21

FINAL CREATIVE DUE 12.08.21

EDITORIAL HIGHLIGHTS

- Best Restaurants: Readers' Choice & Experts' Picks

ADVERTISING HIGHLIGHTS

- Best Restaurants Chef Profiles *Formatted*



FEBRUARY

SPACE RESERVATIONS 12.30.21

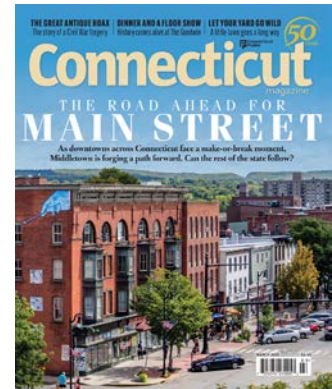
FINAL CREATIVE DUE 1.05.22

EDITORIAL HIGHLIGHTS

- 40 under 40

ADVERTISING HIGHLIGHTS

- Innovations in Healthcare *Advertorial*



MARCH

SPACE RESERVATIONS 1.31.22

FINAL CREATIVE DUE 2.04.22

EDITORIAL HIGHLIGHTS

- TBD

ADVERTISING HIGHLIGHTS

- Education *Advertising Section*
- 5-Star Real Estate Professionals *Advertising Section*
- Best Restaurants Gallery



APRIL

SPACE RESERVATIONS 3.04.22

FINAL CREATIVE DUE 3.11.22

EDITORIAL HIGHLIGHTS

- The Environment

ADVERTISING HIGHLIGHTS

- TBD



MAY

SPACE RESERVATIONS 4.01.22

FINAL CREATIVE DUE 4.06.22

EDITORIAL HIGHLIGHTS

- Top Doctors

ADVERTISING HIGHLIGHTS

- TBD



JUNE

SPACE RESERVATIONS 4.29.22

FINAL CREATIVE DUE 5.06.22

EDITORIAL HIGHLIGHTS

- Summer Fun/Travel

ADVERTISING HIGHLIGHTS

- TBD

EVERY MONTH: Restaurant Guide & Reviews, CPTV Program Guide and Premium Luxury/Shelter. Plus fixed positions front of book, opposite section openers & On Smart Money, Wine Review and Premium Luxury/Shelter columns. Business profiles and Q&As available every issue as well.

ADVERTORIAL: Bonus listing, write-up, or photo for advertisers in a particular category.

FORMATTED: Specially sized and placed category ad page or pages.

ADVERTISING SECTION: Category advertising sections accompanied by a relevant story or introduction.

SPONSORED SPECIAL SECTION: A special section inserted into Connecticut Magazine via an advertising sponsor.

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[2022 content calendar]



JULY

SPACE RESERVATIONS 6.03.22
FINAL CREATIVE DUE 6.10.22

EDITORIAL HIGHLIGHTS

- Best of Connecticut®
- Food & Drink | Fun & Leisure | Shopping

ADVERTISING HIGHLIGHTS

- TBD



AUGUST

SPACE RESERVATIONS 7.01.22
FINAL CREATIVE DUE 7.08.22

EDITORIAL HIGHLIGHTS

- Summer Dining

ADVERTISING HIGHLIGHTS

- Education Advertising Section
- Senior Living Advertising Section



SEPTEMBER

SPACE RESERVATIONS 8.05.22
FINAL CREATIVE DUE 8.10.22

EDITORIAL HIGHLIGHTS

- Fall Arts Season

ADVERTISING HIGHLIGHTS

- TBD



OCTOBER

SPACE RESERVATIONS 9.02.22
FINAL CREATIVE DUE 9.09.22

EDITORIAL HIGHLIGHTS

- Top Dentists

ADVERTISING HIGHLIGHTS

- Independent Schools Advertising Section
- Best Restaurants Gallery



NOVEMBER

SPACE RESERVATIONS 9.30.22
FINAL CREATIVE DUE 10.07.22

EDITORIAL HIGHLIGHTS

- TBD

ADVERTISING HIGHLIGHTS

- Innovations In Healthcare Advertorial
- Super Lawyers Sponsored Special Section



DECEMBER

SPACE RESERVATIONS 10.28.22
FINAL CREATIVE DUE 11.04.22

EDITORIAL HIGHLIGHTS

- Holiday Gift Guide

ADVERTISING HIGHLIGHTS

- 5-Star Wealth Managers Advertising Section
- Senior Living Advertising Section

EVERY MONTH: Restaurant Guide & Reviews, CPTV Program Guide and Premium Luxury/Shelter. Plus fixed positions front of book, opposite section openers & On Smart Money, Wine Review and Premium Luxury/Shelter columns. Business profiles and Q&As available every issue as well.

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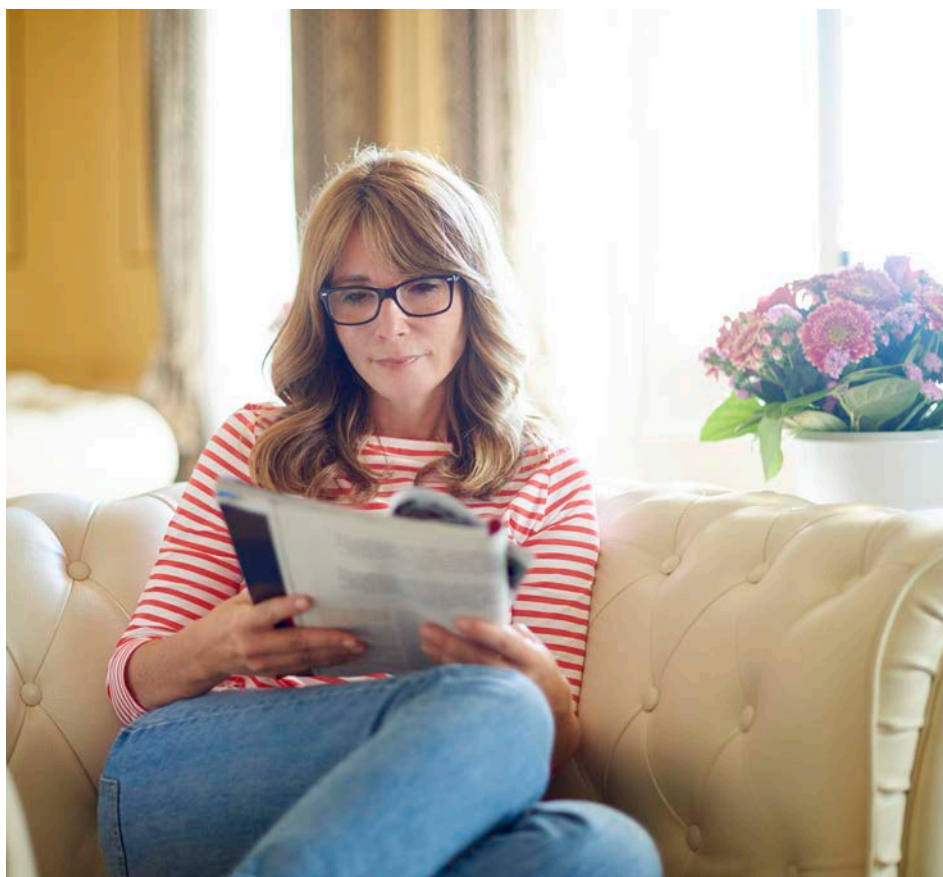
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[advertising rates]

Print rates effective January 1, 2022. Rates are net, full run and include color.

AD SIZE	OPEN	3-5X	6-11X	12X
FULL PAGE	\$5,100	\$4,590	\$3,825	\$3,060
2/3 PAGE VERTICAL	\$3,825	\$3,443	\$2,869	\$2,295
1/2 PAGE HORIZONTAL	\$3,060	\$2,754	\$2,295	\$1,836
1/3 PAGE	\$2,040	\$1,836	\$1,530	\$1,224
1/6 PAGE	\$1,122	\$1,010	\$842	\$673



MAGAZINE.ORG FAST FACTS

- On average, 68% of readers take action after seeing a print magazine ad, regardless of size or placement.
Source: MRI Simmons Starch Advertising Research, January-December 2020
- The total number of adults 18+ who read magazines in 2020 was 221.9 million.
Source: MRI Simmons, Fall 2020
- Magazines perform better than TV or the Internet on getting users to try new things, inspiring them to buy new things, and helping them make purchase decisions.
Source: MRI Simmons Multi-Media Engagement Survey, Spring 2020

FULL PAGE

1/3 V

2/3 V

1/6 V

1/3 SQ

1/2 H

1/6 H

AD SIZE

SPECS (IN INCHES)

FULL PAGE	6.75 X 9.87
BLEED FULL	8 X 10.75
<small>Please include .125" bleed on all sides</small>	
2/3 VERTICAL	4.44 X 9.87
1/2 HORIZONTAL	6.75 X 4.84
1/3 VERTICAL	2.13 X 9.87
1/3 SQUARE	4.44 X 4.84
1/6 VERTICAL	2.13 X 4.84
1/6 HORIZONTAL	4.44 X 2.33

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[illegible]

home/bling smart money

Time for a Checkup

Heard? Insured your finances yet this year? Here's how.

BY ALEXANDER SWEET

A little time a year ago, there was a lot of talk about insurance and all of its death-grip purchase. But it's been almost three years since the term was used. Now you're in the midst of the insurance season, after an ever-familiar round of open enrollment. And you're looking at the biggest and most important financial decision you'll make in the next few months: whether to keep your current policies or ditch them for new ones.

First-term insurance, liabilities and savings vs. retirement *by* The first term of your insurance policy is the time when you should be looking at your "to-do" list. You need to check the following:

• **Life insurance:** Do you have enough life insurance to cover your family's needs? If not, you may want to consider a term life insurance policy. Term life insurance is the most common type of life insurance. It provides a death benefit for a set period of time, usually 10 to 20 years. If you die during the term, your beneficiaries will receive the death benefit. If you survive the term, the policy expires and you don't receive anything. Term life insurance is typically the most affordable type of life insurance.

Disability-disability insurance: Do you have enough disability insurance to cover your family's needs? If not, you may want to consider a term disability insurance policy.

• **Term life insurance:** Do you have enough term life insurance to cover your family's needs? If not, you may want to consider a term life insurance policy. Term life insurance is the most common type of life insurance. It provides a death benefit for a set period of time, usually 10 to 20 years. If you die during the term, your beneficiaries will receive the death benefit. If you survive the term, the policy expires and you don't receive anything.

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Disability-disability insurance: Do you have enough disability insurance to cover your family's needs? If not, you may want to consider a term disability insurance policy.

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THE FIRST BANK OF GREENWICH

118 Entrepreneur | April 2014



catalink the perfect pour

Prost!

Celebrate an Austrian Oktoberfest with these festive wines

BY KAREN ALLEN

Shimling Wachau Federspiel Brach Riesling 2014
Wachau, Austria, \$18

Shimling Federspiel is a certified organic wine from a family vineyard growing in the cool climate of Austria's Wachau Valley. Second after the vintage, it's a Riesling with a delicate, aromatic bouquet in a carefully paired glass for the characteristic "lingering" finish that wine professionals describe.

Shimling Federspiel is a dry wine that has all the aromatic intensity and class of a Riesling, but the lower intervention winemaking style leaves it more approachable and easy to drink. It's a perfect accompaniment for pork and poultry in the backyard, but it's also a great aperitif for the dinner table.

Hub Vintages Riesling 2014
Hub Vintages Riesling is a light, elegant wine with a delicate bouquet and a crisp finish. It's a perfect accompaniment for pork and poultry in the backyard, but it's also a great aperitif for the dinner table.

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Stew Leonard's
WINES & SPIRITS
DANBURY • NEWINGTON • NORWALK



2,000
Wines
to Choose
From



1,000
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A Taste of Wine and Spirits in Every Bottle

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ALIGN WITH THE RIGHT CONTENT

Lock in editorial adjacencies with a three, six or year-round commitment. Our Perfect Pour wine column, Smart Money pages, section openers, editor's letter and table of contents all offer premium full and fractional contextual ad real estate placements.

A limited number of front-of-book opening full pages are also available.

[digital]



BE BOLD. BE RECOGNIZED. BE CHOSEN.

Our online display advertising takes prominence to another level with a range of sizes, placements and interactive features. Connect to your audience, and only your audience. We help you get the most out of every ad impression by selecting the audience with the highest likelihood to respond to your advertising, using a range of techniques including:

- Browsing History
- Contextual Advertising
- Geographic Targeting
- Partner Websites
- Retargeting
- Demographic Information
- Hearst Magazines & TV

DIGITAL RATES: \$250 PER MONTH

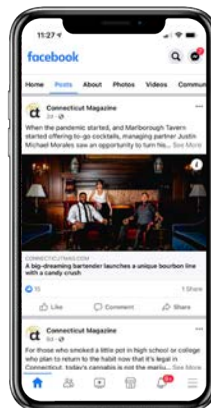
SHARE OF VOICE

Ad sizes: 300x250, 300x600, 728x90, 970x250, Mobile

OUR READERS STAY CONNECTED SOCIALLY

Connecticut Magazine's social media community continues to grow. We have more than 15,000 followers on Facebook and 8,825 on Instagram.

And our readers are active on social media; 62.2% have used Facebook and/or Instagram in the past 30 days. 41.2% of our readers spend up to 4 hours a day on social media sites/apps.



NEWSLETTER SPONSORSHIP

Engage a captive audience who have opted-in to our Connecticut Magazine newsletter.

Our newsletter is sent out every Thursday. There is one sponsorship position available each week. We currently have 12,124 subscribers and counting!

72% of people prefer to receive promotional content through email. Reach local, receptive consumers through Connecticut Magazine's email newsletter every week.

Source: Smallbizgenius.net

\$250 per Week

OR

\$800 per Month



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Morgan Point Lighthouse (Noank, Connecticut)

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