



Hearst Connecticut Media Group

Strategic Marketing Made Simple

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About Us...

Our core market of Fairfield County, CT is home to some of the country's most affluent readers, business leaders and consumers.



Why Hearst?

We're part of one of the largest, most diversified media companies in the world – Hearst 's major interests include magazine, newspaper and business publishing, cable networks, television and radio broadcasting, Internet businesses, TV production, newspaper features distribution, business information and real estate.

- A national company with a local focus – Our team of media specialists know our products and our market better than anyone else, and are prepared to deliver innovative solutions for any size business.
- We offer “marketing without borders:” – Our audience delivery capabilities don't stop at our core market; we can bring any message to any customer across the country, from DMA to zip-code level.

Where country charm meets urban sophistication in our core market plus we offer “Marketing without Boundaries.”

- Part of the New York DMA, the largest media market in the US \$19 billion in annual consumer spending
- 70% more likely than the overall US population to have an advanced degree.
- Median HH income of \$111,000, 40% higher than the rest of Connecticut.
- Home to nine Fortune 500 companies as well as influential business decision makers.
- 72% of employed adults are in white-collar occupations.

Our print coverage area also includes portions of New Haven and Litchfield Counties in Connecticut and Westchester and Putnam Counties in New York.

Call 1-203-330-3238 or contact us here.

Source: 2014 Scarborough



Click on map to see our core market with more detail.