



Hearst Connecticut Media Group

Strategic Marketing Made Simple

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Hearst Connecticut Media Group

We offer marketing opportunities throughout Southwestern CT, the tri-state area and beyond.

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’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.



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About Us...

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



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.

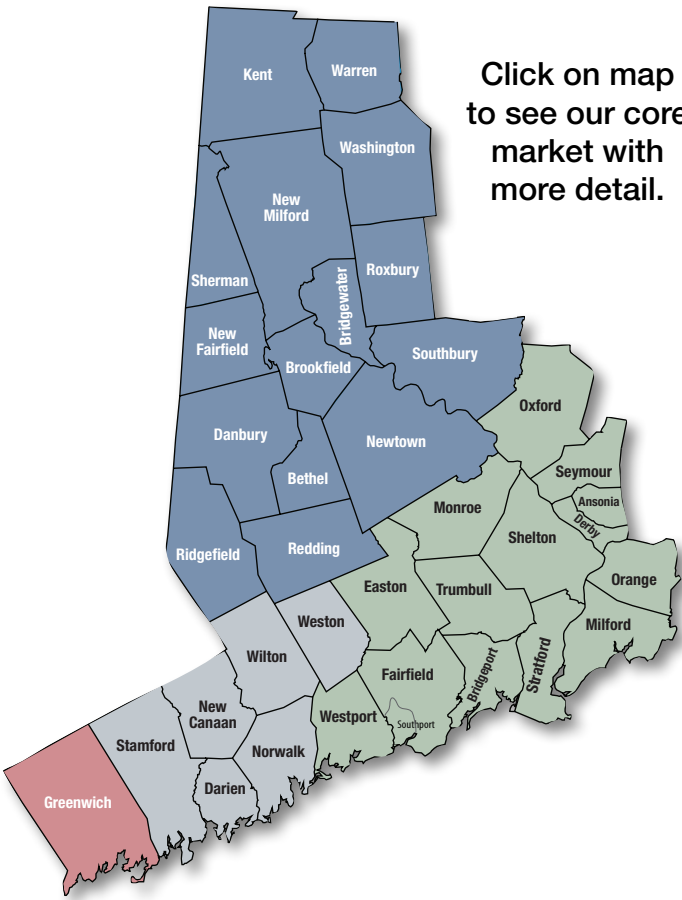
- A national company with a local focus – Our team of media specialists know our products and our market better than anyone else, and are prepared to deliver innovative solutions for any size business.
- We offer “marketing without borders:” – Our audience delivery capabilities don’t stop at our core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

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

- Part of the New York DMA, the largest media market in the US \$18 billion in annual consumer spending
- Twice as likely than the overall US population to have an ad-vanced degree.
- Median HH income of \$110,000, 20% higher than the rest of Connecticut.
- Home to nine Fortune 500 companies as well as influential business decision makers.
- 70% of employed adults are in managerial/ professional 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.](#)



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



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Digital Platforms

Advertise on one of our websites or use our digital expertise to improve your web presense and visibility.

From advertising on our websites and managing your online reputation to creating a custom mobile site, we can help you navigate the digital world.



- Websites
- Digital Marketing
- Tower Digital Agency



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CT Local Websites

Our core websites and national partnerships offer unbeatable reach and access.

Our four daily and five community sites are together the #1 source for news and information in southwestern Connecticut.



Monthly Traffic	Monthly Page Views	Monthly Unique Visitors
CTPost.com	10,027,400	950,700
NewsTimes.com	6,689,400	497,200
StamfordAdvocate.com	5,415,900	713,600
GreenwichTime.com	2,758,000	248,400
Community Websites	1,297,200	245,700
Total traffic*	26,187,900	2,655,600

We also offer additional digital platforms.

SouthernCTJobs.com
In partnership with Monster.com, a national employment listings site of over 7 million open positions, we bring local employers together with quality local candidates.

inGear.com
Cars, trucks, SUVs – if it’s got four wheels, local buyers can find it here, where they’re looking close to home or statewide.

CTHouseHunter.com
Local experts put you in touch with a place to call home, whether looking for a starter home, waterfront property, luxury real estate or a rental, searchable by amenities, price and area.

Hearst411.com
Connecticut’s premier online business directory, with listings by category on all our daily and weekly digital news sites. Featured listings include a landing page for photos, contact info and other important information about your business or service.

Call 1-203-330-3238 or [contact us here](#).

- Hearst Websites
- Ad Network
- Tower Digital Agency





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Digital Marketing

We offer customized audience solutions for every business, service & institution. Let us help you get found!

Display Banners

Let us design a banner for one of our websites, whether a leaderboard or half banner. We can also create a Rich Media ad with it's interactive visual elements that have superior click-thru rates when compared to a static ad.

Standard Ad Postions:

- 234 x 60 Half Banner
- 728 x 90 Leaderboard
- 300 x 250 Medium Rectangle
- 300 x 600 Half Page on Article Page
- 88 x 31 Micro Bar

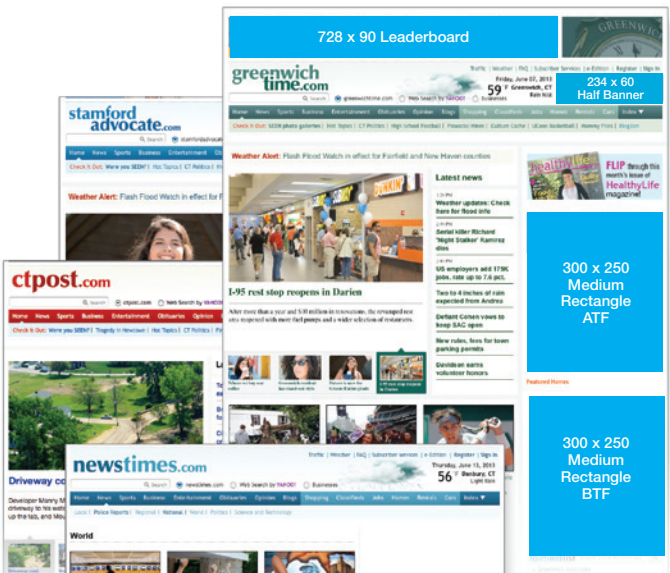
Rich Media Positions:

- Watermark Wrap (1151 x 640)
- Sliding Billboard with Pencil Leave-behind (951x30)
- Overlay ("Post-it") - (200 x 200 average, can go larger)
- Peelback (100 x 100 corner opens to 940 x 940)
- Expandable Billboard (300 x 250 opens to 300 x 600)

Call 1-203-330-3238 or [contact us here.](#)

Digital Marketing Tools

- Display Banners
- Custom & Mobile Websites
- Mobile Marketing
- Email Marketing
- Social Media
- SEO/SEM
- Reputation Management
- Tower Digital Agency





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Print

Full print and direct mail opportunities through Hearst Connecticut’s network of media coverage.

Whether you’re interested in advertising in one of our newspapers, or having a menu designed and printed through Hearst Direct, we can help you reach your desired audience.

We are here to provide you with expertise to help you stand out from the competition.

Our print advertising opportunities include:

- **Four Daily Newspapers:** The Connecticut Post, Greenwich Time, The News-Times and The Stamford Advocate
- **Five Weekly Newspapers:** Fairfield Citizen, Darien News, New Canaan News, Westport News and The Greater New Miford Spectrum
- **Special Interest and Real Estate Sections** offered through our newspapers
- **Hearst Direct:** Design and printing of in-newspaper inserts, ad notes, brochures, and menus. Also includes Savings Source and YES! Essential Shopper inserts.

Call 1-203-330-3238 or [contact us here](#).



Newspapers



Direct Marketing



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Newspapers

Our daily and weekly newspapers provide you with a vast audience of potential customers.

CONNECTICUT POST

THE ADVOCATE

GREENWICH TIME

THE NEWS-TIMES

Darien News Fairfield Citizen

Westport News

New Canaan News New Milford Spectrum

CONNECTICUT POST
GREENWICH TIME
THE NEWS-TIMES
THE ADVOCATE

Pulse
Taste
go
Diversions
Thrive

Fairfield Citizen
Darien News
New Canaan News
Westport News
The Greater New Milford
Spectrum



Our Dailies:

Our four dailies are the dominant daily newspapers in Fairfield County.

With the largest news gathering team in the state, Hearst’s Connecticut news products have a serious journalistic commitment to provide local, watchdog and investigative reporting that impacts the communities they serve.

Our Weekly Features:

Pulse—Sunday

Some text goes here and here and here. it then continues for a bit and talks about features

Taste—Wednesday

Some text goes here and here and here. it then continues for a bit and talks about features

GO—Thursday

This Thursday insert covers all of the upcoming weeks’ events and happenings, from concerts and country fairs to restaurant reviews and...

Diversions—Friday

Some text goes here and here and here. it then continues for a bit and talks about features

Thrive—Saturday

Some text goes here and here and here. it then continues for a bit and talks about features

For more details go to the [Specs/Rates Page](#)

Our Community Weeklies:

Our five weekly publications provide hyperlocal coverage to key towns in our market every Friday.

Special Sections:

Throughout the year we offer targeted special sections that are timely and informative from Education Outlook, Back-to-School, Boating & Marinas to timely Real Estate sections such as Spring Showcase, Meet the Realtor and Waterfornt Living. For a full list of Special Sections and information go to the [Specs & Rates](#) page.

Call 1-203-330-3238 or [contact us here](#).

For more detailed information, such as specifications and our Special Sections Calendar go to [Specs & Rates](#).



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Hearst Direct Mail

We can design and print customized flyers, menus inserts and front page “sticky notes”, to get your message across.



Get the results you’re looking for with custom, cost effective messages designed just for your business.

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.

We Offer:

Single Sheets

Glossy stock, printed 4-color on both sides are affordable! Print Now, Deliver Later program saves you even more. All are targeted to the zip code level if desired. Takes only 10–16 days.

Front Page AdNotes (Sticky Notes)

Maximum impact! Great results and visibility.

Four-page Flyers & Multipage Booklets

Ideal for brochure style presentations of products and descriptions, catalogs and course offerings. Targeted to the zip code or entire area. Additional store copies available.

Direct Mail

It’s easy to integrate direct mail into your multi-channel marketing programs. Hearst Direct can help you design, target and execute even the most intricate programs. We start with understanding your targets and objectives, then develop the program to reach them. We have what it takes to maximize your return on investment!

Savings Source (TMC) Shared Mail

Every week, over 225,936 households receive this powerhouse shopping vehicle. It’s the vehicle of choice for retailers who want to reach a mass audience. Savings Source is distributed to the zip code level.

YES! Your Essential Shopper

NEED NEW TEXT. Our five weekly publications provide hyper-local coverage to key towns in our market every Friday.

Call 1-203-330-3238 or [contact us here.](#)





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Specs & Rates... etc.

See our rates and specifications or download our editorial calender or media kit.

Rate Cards

Please contact us so we can create a personal-ized advertising package for you.

Community Weekly Newspapers

Fairfield Citizen, Darien News, New Canaan News, Westport News, and Greater New Milford Spectrum

Digital Rate Card

Classified Rates

Special Sections

Back-to-School

Education Outlook

Real Estate Section Rates

Tech Specs

ROP Deadlines

Print Specifications

Digital Specifications

Hearst Direct

Hearst Direct Brochure

YES, Essential Shopper!

Hearst Direct Specials

Editorial Calender

Special Section Calendar

Real Estate Section Calendar

Weekly Content Calenders



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Contact Us

We're here to create advertising and marketing to suit your specific needs.

Call Us!
1-203-330-6238

Or, fill out the form below:

A Form Goes Here