

2015 REAL ESTATE SECTION CALENDAR



Some of the 2014 real estate covers.

Month	Special Section	Publish Date:	Space & Ad Deadline	Final Ad Approval
February	Who's Who in Real Estate	2/20 Fri., ST, GT, Weeklies	2/9 Mon. Noon	2/10 Thurs. Noon
	Meet the Realtor	2/22 Sun., CT, NT	2/9 Mon. Noon	2/10 Thurs. Noon
March	Spring Showcase	3/27 Fri. ST, GT, Weeklies	3/16 Mon. Noon	3/18 Weds. Noon
May	Waterfront & Lakefront Living	5/1, Fri., Dailies, Weeklies, GNM	4/20 Mon. Noon	4/22 Weds. Noon
June	Water, Water, Water	6/5 Fri. CT, NT, ST, GT 2 Weeklies-WN & FC	5/18 Mon. Noon	5/20 Weds. Noon
	"Home & Luxury" Showcase	6/26 Fri. ST, GT	6/15 Mon. Noon	6/17 Weds. Noon
August	Fall Boat & Waterfront	8/28 Fri. CT, NT, ST, GT Weeklies	8/17 Mon. Noon	8/19 Weds. Noon
September	Fall Showcase	9/18, Fri. ST, GT, Weeklies	9/4 Fri. Noon	9/9 Weds. Noon

Unless indicated, Dailies refers to the Connecticut Post, The Advocate and Greenwich Time. If NT is listed, The News-Times is included. The Weeklies include: Westport News, New Canaan News, Fairfield Citizen and Darien News. If The Greater New Milford Spectrum is participating, GNM is listed.

Schedules and sections are subject to change.

Rev. 6/9/2015

Who's Who in Real Estate



Get ready for the Spring market!
Now is the time to promote yourself.

Turn your business card into an exciting ad in *Who's Who in Real Estate*, appearing in our Special Real Estate section. We travel the Gold Coast with an exciting message about YOU.

Will appear in: The Advocate and Greenwich Time, plus four community newspapers including the: Westport News, New Canaan News, Fairfield Citizen, and Darien News.

Publication Date: Friday, February 20, 2015

Space Deadline:

Monday, February 9, 2015

Final Ad Approval:

Thursday, February 13, 2015 NOON

Tabloid		
Size	Ad Size	Rate
Full Page	9.25" x 10.5"	\$1,000
Half Page (H)	9.25" x 5.1"	\$600
Half Page (V)	5.472" x 10.5"	\$600
1/4 Page	5.472" x 5.1"	\$300
1/8 Page	5.472" x 2.63"	\$225
2 Col x 5"	3.597" x 5"	\$225

*** Color Included ***

Rates include
20% Digital Campaign

(Impressions on website of choice pending inventory)

For more information, contact:

Yves Bernadel – (203) 330-6508
 ybernadel@hearstmediact.com

Janice Corsello – (203) 964-2310
 janice.corsello@scni.com

Lisa Clarke – (203) 964-2439
 lisa.clarke@scni.com



Rev. 2/24/2015

Meet the Realtor



Get ready for the Spring market!
Now is the time to promote yourself.

Turn your business card into an exciting ad in *Who's Who in Real Estate*, appearing in our Special Real Estate section. We travel the Gold Coast with an exciting message about YOU.

Will appear in: Connecticut Post and The News-Times.

Publication Date: Sunday, February 22, 2015

Space Deadline:

Monday, February 9, 2015

Final Ad Approval:

Thursday, February 13, 2015 NOON

Tabloid		
Size	Ad Size	Rate
Full Page	9.25" x 10.5"	\$625
Half Page (H)	9.25" x 5.1"	\$600
Half Page (V)	5.472" x 10.5"	\$600
1/4 Page	5.472" x 5.1"	\$300
1/8 Page	5.472" x 2.63"	\$225
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SColvin@hearstmediact.com

Yves Bernadel – (203) 330-6508
ybernadel@hearstmediact.com

Full print
publication on

**ct house
hunter**

Rev. 2/24/2015

ct househunter

| **HEARST** *media services*

Spring Real Estate Showcase

Publication Date: Friday, March 27, 2015

Space Deadline:

Monday, March 16, 2015 Noon

Final Ad Approval:

Wednesday, March 18, 2015 Noon

Featuring Exceptional Properties and Waterfront Properties

Additional content on spring gardens, art, interior design and spring festivals.

Will appear in:

The Advocate and Greenwich Time

Rates include

20% Digital Campaign

(Impressions on website of choice pending inventory)

The Advocate

Eighth Page	\$375
Quarter Page	\$700
Half Page	\$1,350
Full Page	\$2,650
Color: Additional	\$300

Greenwich Time

Eighth Page	\$300
Quarter Page	\$550
Half Page	\$1,050
Full Page	\$2,050
Color: Additional	\$300

Combo— Both Papers

Eighth Page	\$485
Quarter Page	\$915
Half Page	\$1,775
Full Page	\$3,550
Color: Additional	\$300

For more information, contact:

Janice Corsello – (203) 964-2310
janice.corsello@scni.com

Lisa Clarke – (203) 964-2439
lisa.clarke@scni.com

Full print
publication on

cthouse
hunter

Rev. 2/24/2015



Real Estate Professionals

Featuring local Real Estate Agents and their Agencies



Publication Date: Friday, March 27, 2015

Space and Copy Deadline:

Monday, March 16, 2015 Noon

Final Ad Approval:

Wednesday, March 18, 2015 Noon

Full print publication on



Ads will appear in the Real Estate Spring Showcase section.

Single Box 3.5" x 2" Business Card Ad
\$75

Double Box 3.5" x 4" Ad
\$125

To advertise or for more information, please contact:

Janice Corsello (Stamford) – 203-964-2310
janice.corsello@scni.com

Lisa Clarke (Greenwich) – 203-964-2439
lisa.clarke@scni.com

Rev. 2/24/2015

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publication on



Featuring Exceptional Properties and Waterfront Properties

Additional content on spring gardens, art, interior design and spring festivals.

Will appear in:

ALL COMMUNITY NEWSPAPERS WHICH INCLUDE: Fairfield Citizen, Westport News, Darien News, and New Canaan News.

Full Color Ads

Quarter Page \$550
5.25" x 10"

Half Page \$800
10.625" x 10" or 5.25" x 20"

Full Page \$1,300
10.625 x 20"

Rates include
20% Digital Campaign
(Impressions on website of choice pending inventory)

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Rev. 2/24/2015





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Rev. 2/24/2015

Get ready for Summer

Waterfront & Lakefront Living

Home • Condominiums • Apartments
Vacation & Second Home Rentals
Vacation Rentals



Publication Date: Friday, May 1, 2015

Space Deadline:

Monday, April 20, 2015 Noon

Final Ad Approval:

Wednesday, April 22, 2015 Noon

Tabloid		
Size	Ad Size	Rate
Full Page	9.25" x 10.5"	\$1,675
Back Page	9.25" x 10.5"	\$2,125
Center Spread	20" x 10.5"	\$3,525
Half Page (H)	9.25" x 5.1"	\$925
Half Page (V)	5.472" x 10.5"	\$925
1/4 Page	5.472" x 5.1"	\$525
2 Col x 5"	3.597" x 5"	\$325

*** Color Included ***

Rates include

20% Digital Campaign

(Impressions on website of choice pending inventory)

Will appear in:

Connecticut Post, The News-Times, The Advocate, Greenwich Time and the Community Weeklies.

This section features:

Full Color editorial and features

To advertise, contact your Hearst Media Consultant today.

Yves Bernadel - (203) 330-6508

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Janice Corsello - (203) 964-2310



Rev. 4/29/2015

Water, Water Water

Lake & Shorefront Living



Publication Date: Friday, June 5, 2015

Space Deadline:

Friday, May 22, 2015, **Noon – No Exceptions**

Final Ad Approval:

Thursday, May 28, 2015, **Noon – No Exceptions**

Will appear in:

Connecticut Post, The News-Times, The Advocate, Greenwich Time, Fairfield Citizen and Westport News.

This section features:

Full Color editorial and features

Tabloid		
Size	Ad Size	Rate
Full Page	9.25" x 10.5"	\$1,675
Back Page	9.25" x 10.5"	\$2,125
Center Spread	20" x 10.5"	\$3,525
Half Page (H)	9.25" x 5.1"	\$925
Half Page (V)	5.472" x 10.5"	\$925
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Full print
publication on



Rev. 5/13/2015



Publication Date: Friday, June 26, 2015

Space Deadline:

Monday, June 15, 2015 Noon

Final Ad Approval:

Wednesday, June 17, 2015

New Dates

The Advocate

Eighth Page	\$375
Quarter Page	\$700
Half Page	\$1,350
Full Page	\$2,650
Color: Additional	\$300

Greenwich Time

Eighth Page	\$300
Quarter Page	\$550
Half Page	\$1,050
Full Page	\$2,050
Color: Additional	\$300

Combo— Both Papers

Eighth Page	\$485
Quarter Page	\$915
Half Page	\$1,775
Full Page	\$3,550
Color: Additional	\$300

Featuring Exceptional Properties and Waterfront Properties

Additional content on celebrity homes, converted homes, castles, churches, banks..., guest houses, and indoor pools, gyms and tennis courts.

Will appear in: The Advocate and Greenwich Time

Rates include 20% Digital Campaign
(Impressions on website of choice pending inventory)

For more information, contact:

Janice Corsello – (203) 964-2310
janice.corsello@scni.com

Lisa Clarke – (203) 964-2439
lisa.clarke@scni.com

Full print publication on



Rev. 6/3/2015



Publication Date: Friday, June 26, 2015

Space Deadline:

Monday, June 15, 2015 Noon

Final Ad Approval:

Wednesday, June 17, 2015

**New
Dates**

Featuring Exceptional Properties and Waterfront Properties

Additional content on celebrity homes, converted homes, castles, churches, banks..., guest houses, and indoor pools, gyms and tennis courts.

Will appear in:

ALL COMMUNITY NEWSPAPERS WHICH INCLUDE: Westport News, New Canaan News, Fairfield Citizen, and Darien News.

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Full Color Ads

Quarter Page \$550

5.25" x 10"

Half Page \$800

10.625" x 10" or 5.25" x 20"

Full Page \$1,300

10.625 x 20"

Rates include 20% Digital Campaign
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Full print
publication on

**ct house
hunter**

Rev. 6/3/2015

Fall Waterfront Boating & Real Estate Guide



Publication Date: Friday, August 28, 2015

Space Deadline:

Monday, August 17, 2015 Noon

Final Ad Approval:

Wednesday, August 19, 2015 Noon

Will appear in:

Connecticut Post, The News-Times, The Advocate, Greenwich Time, Westport News, New Canaan News, Fairfield Citizen and Darien News.

This section features:

Full Color editorial and features

Tabloid		
Size	Ad Size	Rate
Full Page	9.25" x 10.5"	\$1,675
Back Page	9.25" x 10.5"	\$2,125
Center Spread	20" x 10.5"	\$3,525
Half Page (H)	9.25" x 5.1"	\$925
Half Page (V)	5.472" x 10.5"	\$925
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- Janice Corsello - (203) 964-2310



Rev. 4/29/2015



Fall Real Estate Showcase

Publication Date: Friday, September 18, 2015

Space Deadline:

Friday, September 4, 2015 Noon

Final Ad Approval:

Wednesday, September 9, 2015 Noon

Featuring Exceptional Properties and Waterfront Properties

Additional content on fall gardens, art, interior design and fall festivals.

Will appear in:

The Advocate and Greenwich Time

Rates include

20% Digital Campaign

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Eighth Page	\$375
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ALL COMMUNITY NEWSPAPERS WHICH INCLUDE: Fairfield Citizen, Westport News, Darien News, and New Canaan News.

Full Color Ads

Quarter Page 5.25" x 10" \$550

Half Page 10.625" x 10" or 5.25" x 20" \$800

Full Page 10.625 x 20" \$1,300

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