



Every Sunday, our arts and lifestyle publication will feature the better things in life, from home and fashion to food and films.



# FASHION PEOPLE

ARTS

www.hearstct.com





# HOME



Ours is an affluent and educated market with an active interest in the finer things in life. Nearly a third of our 195,000+ Sunday readers have household incomes of \$100,000 or above, and spend their money locally on arts, style, travel, wellness, home décor, fine dining and philanthropy.

Source: Scarborough 2015, Rel. 1



For more information call 203-330-6238 or email advertise@hearstmediact.com

# Who's Reading?

"S" Sunday Magazine has the potential to reach many segments of our market with relevant advertising.

#### **Restaurant** Lovers

SUNDAY MAGAZINE



Eat out at a sit-down restaurant 6+ times per month.

> 114,500 # in HCMG Market

64,000 Any HCMG daily (print/online) or past week #

**56%** Any HCMG daily (print/online) paper past week %

### Launching this Fall.

Art, Entertainment, Fashion & Food **Content Readers** 



Regularly read these sections of their daily/Sunday paper (not necessarily Hearst papers)

365,200

# in HCMG Market

189,900 Any HCMG daily (print/online) or past week #

**52%** Any HCMG daily (print/online) paper past week %



#### Arts Lovers



Regularly attend museums, theater, classical music/ballet (3+ times/yr.)

> 122,000 # in HCMG Market

65,300 Any HCMG daily (print/online) or past week #

**54%** Any HCMG daily (print/online) paper past week %

#### For more information, contact your Media Consultant or call 203-330-6238.

HEARST media services

Scarborough 2015, Rel. 1 (HCMG) Hearst Connecticut Media

Rev. 7/1/2015



### Affluent Parents



Children <18 in Household, Household Income \$100K+

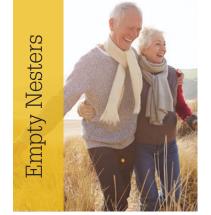
> **138,700** # in HCMG Market

65,700 Any HCMG daily (print/online) or past week #

**47%** Any HCMG daily (print/online) paper past week %

# Who's Reading?

*"S" Sunday Magazine* has the potential to reach many segments of our market with relevant advertising.



SUNDAY MAGAZINE

> Age 50+, no kids, Household Income \$100,000+

> > **99,400** # in HCMG Market

54,000 Any HCMG daily (print/online) or past week #

54% Any HCMG daily (print/online) paper past week %



3+ personal vacations past 12 months

**119,000** # in HCMG Market **47,000** Any HCMG daily (print/online) or past week # **40%** Any HCMG daily (print/online) paper past week %

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Scarborough 2015, Rel. 1 (HCMG) Hea

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#### FOOD

Restaurant Reviews Chef and artisan profiles Trends

#### HOME

Decor Design Gardening Entertaining

#### **FASHION**

Apparel Jewelry Forecast Local Designers Local Shows

#### ARTS

Museums Galleries Theater Books Music Film

#### TRAVEL

Day Trips Personal essays Reader Photos Regional Jaunts

#### WELLBEING

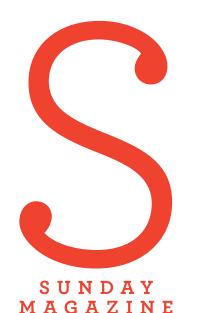
Mind Body Spirit

#### **PEOPLE** Galas

Charity Events



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#### All ad sizes include color.

Newspaper	Full Page	1/2 Page	1/4 Page
Connecticut Post	\$2,500	\$1,375	\$750
The News-Times	\$2,000	\$1,100	\$600
The Advocate	\$1,500	\$825	\$450
Greenwich Time	\$1,500	\$825	\$450

Purchase a full page ad in all 4 dailies - \$5,000

#### Purchase a Half- or Quarter-page ad in all papers:

50% pick-up discount on your second publication ad size (outside of your primary target area). Ad sizes are to be the same for each publication to qualify for your pick-up discount.

# Specifications

Page Size	Inches (W x H)	
Full Page	10.625" x 20"	
Half Page Horz.	10.625" x 10"	
Half Page Vert.	5.25" x 20"	
Quarter Page	5.25" x 10"	

#### **ACCEPTED FILE FORMATS:**

#### **PDF (Preferred)**

Requirements

Please distill your PDF as PDF/X-1a:2001

#### Be sure all fonts are embedded within the PDF.

**Why?...** If your web address or email information is converted to outlines, it will not link to your website/email in our digital editions.

#### Accepted

• Illustrator 5 – please embed all fonts and photos.

#### We do not accept ads in the following formats:

Corel Draw, MS Word, MS Excel, MS Publisher, MS Powerpoint, Also, Quark, InDesign and PageMaker documents.

#### 6/18/2015





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