



SUNDAY MAGAZINE
Relax.
Explore.
Live well.



HEARST *media services*

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SUNDAY
MAGAZINE

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



FOOD



ARTS



FASHION



PEOPLE

HOME



TRAVEL



WELLBEING

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



SUNDAY
MAGAZINE

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

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Who's Reading?

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

SUNDAY
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Restaurant Lovers



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 %

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HOME

Getting a beach vibe without the sand

Coastal comfort

By Linda Fiedler-Harris

It's the feeling of a beach, not the sand. The idea is to create a coastal feel in your home without the beach. The key is to use light colors and natural materials. The look is relaxed and airy. The colors are soft and muted. The textures are natural and organic. The overall feel is one of calm and tranquility.

While water and sand colors illustrate the coastal feeling, Ethan Allen's Monica Leberman says it also includes relaxed, spiral-styry and pieces that have a driftwood-like finish or are painted white.

Photo: © Peter Linde through iStock.com/peter linde. Photo: © Ethan Allen. Photo: © Ethan Allen.

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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 %

Empty Nesters

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 %

Travelers



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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2015

Editorial Content

FOOD

Restaurant Reviews
Chef and Artisan Profiles
Trends

HOME

Décor
Design
Gardening
Entertaining

FASHION

Apparel
Jewelry
Trends
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

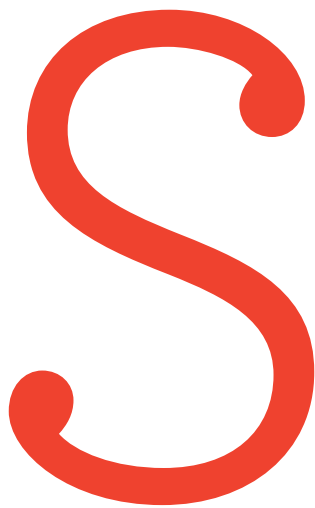
Four papers,
four distinct covers



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2015

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Rate Card

All ad sizes include color.

Newspaper	Full Page	½ Page	¼ 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.



For more information,
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Consultant or call
203-330-6238.

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"

Ad Requirements

ACCEPTED FILE FORMATS:

PDF (Preferred)

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.

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7/17/2015

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