

# 2015 REAL ESTATE SECTION CALENDAR



Some of the 2014 real estate covers.

Month	Special Section	Publish Date:	Space & Ad Deadline	Final Ad Approval
<b>February</b>	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
<b>March</b>	Spring Showcase	3/27 Fri. ST, GT, Weeklies	3/16 Mon. Noon	3/18 Weds. Noon
<b>May</b>	Waterfront & Lakefront Living	5/1, Fri., Dailies, Weeklies, GNM	4/20 Mon. Noon	4/22 Weds. Noon
<b>June</b>	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	6/12 Fri. ST, GT, Weeklies	6/1 Mon. Noon	6/3 Weds. Noon
<b>August</b>	Fall Boat & Waterfront	8/28 Fri. CT, NT, ST, GT Weeklies	8/17 Mon. Noon	8/19 Weds. Noon
<b>September</b>	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. 2/24/2015

## 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

Full print  
publication on

**ct**house  
hunter

Rev. 2/24/2015

**ct**househunter

| **H E A R S T** *media services*

## 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
2 Col x 5"	3.597" x 5"	\$225

**\* Color Included \***

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**For more information, contact:**

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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

| **H E A R S T** 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:**

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janice.corsello@scni.com

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Full print  
publication on

**ct**house  
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

# 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

Full print  
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 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

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

**To advertise, contact your Hearst Media Consultant today.**

Yves Bernadel - (203) 330-6508

Stephen Colvin - (203) 731-3392

Lisa Clarke - (203) 964-2439

Janice Corsello - (203) 964-2310

Rev. 2/24/2015



# Real Estate Professionals

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and their Agencies

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Monday, March 16, 2015 Noon

**Final Ad Approval:**

Wednesday, March 18, 2015 Noon

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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.**

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Janice Corsello - (203) 964-2310

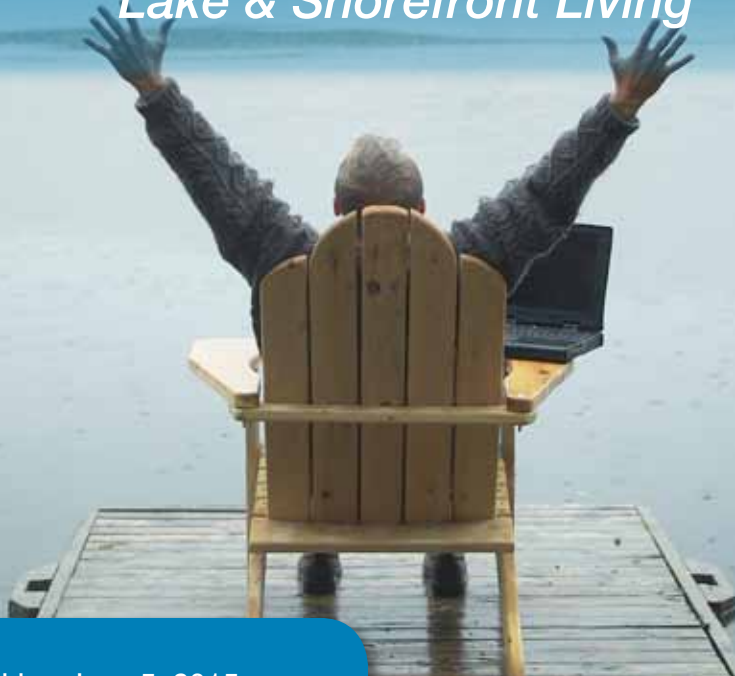


Rev. 4/29/2015



# Water, Water Water

Lake & Shorefront Living



**Publication Date:** Friday, June 5, 2015

**Space Deadline:**

Monday, May 18, 2015 Noon

**Final Ad Approval:**

Wednesday, May 20, 2015 Noon

**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
1/4 Page	5.472" x 5.1"	\$525
2 Col x 5"	3.597" x 5"	\$325

**\* Color Included \***

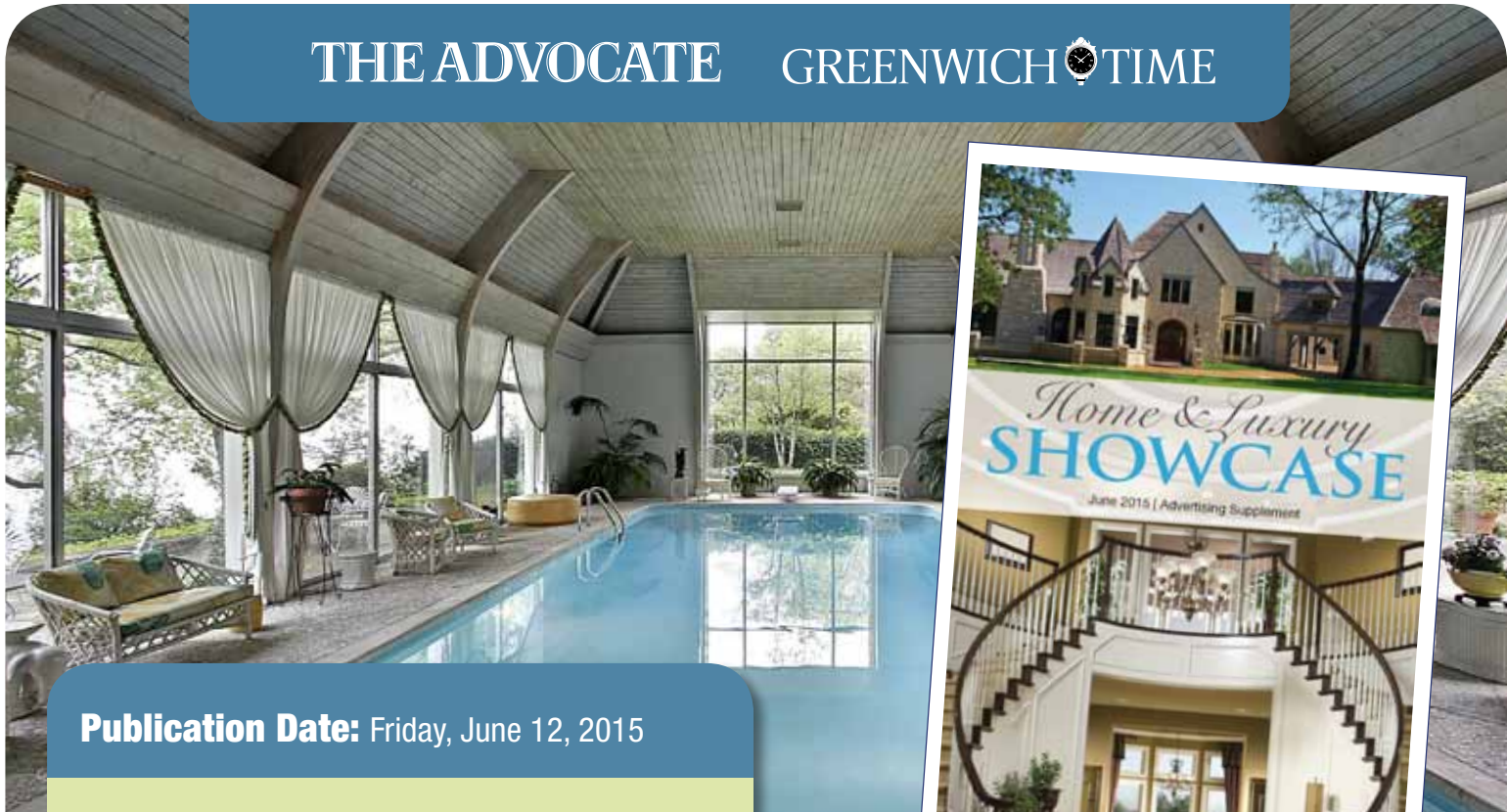
**Rates include 20% Digital Campaign**  
(Impressions on website of choice pending inventory)

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- Stephen Colvin - (203) 731-3392
- Lisa Clarke - (203) 964-2439
- Janice Corsello - (203) 964-2310



Rev. 4/29/2015



**Publication Date:** Friday, June 12, 2015

**Space Deadline:**

Monday, June 1, 2015 Noon

**Final Ad Approval:**

Wednesday, June 3, 2015 Noon

**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:**

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



Rev. 4/29/2015



**Publication Date:** Friday, June 12, 2015

**Space Deadline:**

Monday, June 1, 2015 Noon

**Final Ad Approval:**

Wednesday, June 3, 2015 Noon

**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.

**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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Rev. 4/29/2015

# 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
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Rev. 4/29/2015



# Fall Real Estate Showcase

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**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:**

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Wednesday, September 9, 2015 Noon

Full print publication on



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\$125

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Rev. 4/29/2015



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Wednesday, September 9, 2015 Noon

Full print  
publication on



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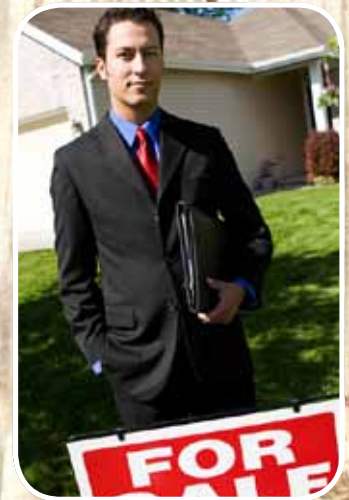
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