

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.	2/13 Fri.
	Meet the Realtor	2/22 Sun., CT, NT	2/9 Mon.	2/13 Fri.
March	Spring Showcase	3/27 Fri. ST, GT, Weeklies	3/16 Mon.	3/20 Fri.
May	Waterfront Living	5/1, Fri., Dailies, Wspt & Frfld	4/22 Weds.	4/24 Fri.
June	Water, Water, Water	6/5 Fri. CT, NT, ST, GT Wspt & Frfld	5/27 Weds.	5/29 Fri.
August	Fall Boat & Waterfront	8/28 Fri. CT, NT, ST, GT Wspt & Frfld	8/17 Mon.	8/19 Weds.
September	Fall Showcase	9/18, Fri. ST, GT, Weeklies	9/9 Weds.	9/11 Fri.

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.

Schedules and sections are subject to change.

Rev. 1/8/2015

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 3, 2015

Final Ad Approval:

Friday, February 7, 2015

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"	\$325

*** 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. 1/8/2015

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:

Friday, February 13, 2015

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"	\$325

*** Color Included ***

Rates include
20% Digital Campaign

(Impressions on website of choice pending inventory)

For more information, contact:

Stephen Colvin – (203) 731-3392
SColvin@hearstmediact.com

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

Full print
publication be on

cthouse
hunter

Rev. 1/8/2015

cthousehunter

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



Spring Real Estate Showcase

Publication Date: Friday, March 27, 2015

Space Deadline:

Monday, March 16, 2015

Final Ad Approval:

Friday, March 20, 2015

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:

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. 1/8/2015



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

Final Ad Approval:

Friday, March 20, 2015, Noon!

Full print publication be on

cthouse
hunter

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. 1/8/2015

Spring Real Estate Showcase

Publication Date: Friday, March 27, 2015

Space Deadline:

Monday, March 16, 2015

Final Ad Approval:

Friday, March 20, 2015

Full print
publication be 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. 1/8/2015



Real Estate Professionals

Featuring local Real Estate Agents
and their Agencies

Full print
publication be on



Publication Date: Friday, March 27, 2015

Space & Copy Deadline:

Monday, March 16, 2015

Final Ad Approval:

Friday, March 20, 2015, Noon!

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, 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. 1/8/2015

Get ready for Summer

Waterfront Living

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



Publication Date: Friday, May 1, 2015

Space Deadline:

Wednesday, April 22, 2015

Final Ad Approval:

Friday, April 24, 2015

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)

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

Full print
publication be on



Rev. 1/8/2015



| **HEARST** *media services*

Water, Water Water

Lake & Shorefront Living



Publication Date: Friday, June 5, 2015

Space Deadline:

Wednesday, May 27, 2015

Final Ad Approval:

Friday, May 29, 2015

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)

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

Full print
publication be on



Rev. 1/8/2015

Fall Waterfront Boating & Real Estate Guide



Publication Date: Friday, August 28, 2015

Space Deadline:

Monday, August 17, 2015

Final Ad Approval:

Wednesday, August 19, 2015

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
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)

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

Full print publication be on



Rev. 1/8/2015



Fall Real Estate Showcase

Publication Date: Friday, September 18, 2015

Space Deadline:

Wednesday, September 9, 2015

Final Ad Approval:

Friday, March 20, 2015

**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

(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:

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. 1/8/2015



Real Estate Professionals

Featuring local Real Estate Agents and their Agencies



Full print publication be on



Publication Date: Friday, September 18, 2015

Space Deadline:

Wednesday, September 9, 2015

Final Ad Approval:

Friday, March 20, 2015, Noon!

Ads will appear in the Real Estate Fall 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. 1/8/2015

Fall Real Estate Showcase

Publication Date: Friday, March 27, 2015

Space Deadline:

Monday, March 16, 2015

Final Ad Approval:

Friday, March 20, 2015

Full print
publication be on



Featuring Exceptional Properties and Waterfront Properties

Additional content on fall gardens, art, interior design and fall 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. 1/8/2015

Real Estate Professionals

Featuring local Real Estate Agents and their Agencies

Full print publication be on



Publication Date: Friday, March 27, 2015

Space & Copy Deadline:

Monday, March 16, 2015

Final Ad Approval:

Friday, March 20, 2015, Noon!

Ads will appear in the Real Estate Fall Showcase section.

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

Double Box 3.5" x 4" Ad
\$125

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. 1/8/2015