



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.



FASHION



HOME



FILM



WELLBEING



TRAVEL

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?

Our Sunday magazine has the potential to reach many segments of our market with relevant advertising.

SUNDAY
MAGAZINE



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 %



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 %



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 %

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Arts

From pop-up gallery to permanent space

Artists running the show

By Joe Meyer

A gallery should be more than just a place to display art, says Joe Meyer, who runs the New Haven-based gallery space. Meyer says that galleries should be more than just a place to display art. They should be a place where artists can connect with their audience and where they can sell their work. Meyer says that galleries should be more than just a place to display art. They should be a place where artists can connect with their audience and where they can sell their work.

IT'S HAPPENING BECAUSE ARTISTS ARE FRUSTRATED BY THE COMMODIFICATION OF THE ART MARKET.

subscribers to the magazine. "I've been a subscriber for a long time and I love the magazine. It's a great read and I always find something interesting in it. I've been a subscriber for a long time and I love the magazine. It's a great read and I always find something interesting in it."

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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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**SUNDAY
MAGAZINE**

2016

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
TV Listings
Puzzles/Games

TRAVEL

Day Trips
Personal Essays
Reader Photos
Regional Jaunts

WELLBEING

Mind
Body
Spirit

PEOPLE

Galas
Charity Events

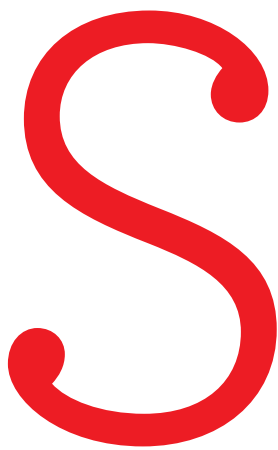
HUMOR

Jim Shea

Four papers,
four distinct covers



For more information,
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**SUNDAY
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2016 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.

25% Premium on page 2 (half-page), page 3 (full page), or outside back cover (full-page). See media consultant for details.

4x
FREQUENCY
10%
DISCOUNT

Must run within 13 weeks.

6x
FREQUENCY
15%
DISCOUNT

Must run within 6 months.

12x
FREQUENCY
30%
DISCOUNT

Must run within 1 year.

* Must sign contract and will be rerated if not fulfilled.

Frequency is for one publication and they are still able to use the 50% pick up for second paper (same week).

Specifications

Ad Space/ Order Deadline	Final Ad Approval
Tuesday Noon 12 days prior to pub date	Friday Noon 7 days prior to pub date

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.

We do not accept ads in the following formats:

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

Deadlines

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

3/14/2016

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