



SUNDAY

ARTS & STYLE



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SUNDAY
ARTS & STYLE

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



FOOD



ARTS



FASHION



PEOPLE

HOME



TRAVEL



FILM

Ours is an affluent and educated market with an active interest in the finer things in life. Nearly a third of our 269,300 Sunday readers have household incomes of \$100,000 or more, and spend their money locally on arts, style, travel, wellness, home décor, fine dining and philanthropy.

Source: Scarborough 2015, R1



WELLBEING



SUNDAY
ARTS & STYLE

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

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SUNDAY ARTS & STYLE

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

Five papers,
five distinct covers



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

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**SUNDAY
ARTS & STYLE**



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 |
| The Hour | \$1,500 | \$825 | \$450 |
| Greenwich Time | \$1,500 | \$825 | \$450 |

Purchase a full page ad in all 5 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).

Deadlines

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

Specifications

| 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" |

4/19/2016

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.

For more information, contact your Media Consultant or call 203-330-6238. www.hearstct.com

HEARST *media services*

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Who's Reading?

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

SUNDAY
ARTS & STYLE



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 a new breed of artists who are running their own galleries. These artists are not just running galleries, they are also curating art, and they are doing it in a way that is more accessible to the public than ever before.

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

...the market is becoming more and more commodified. It's not just about the art, it's about the money. And that's where the frustration comes in. Artists want to be able to express themselves, but they also want to be able to make a living out of it. And that's where the market comes in. It's a market that is becoming more and more commodified, and that's where the frustration comes in.

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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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4/12/2016

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