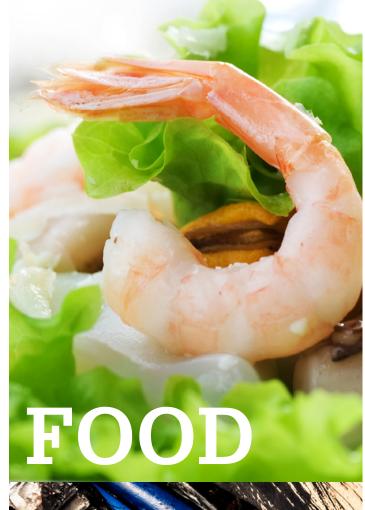
UNDAY ARTS & STYLE



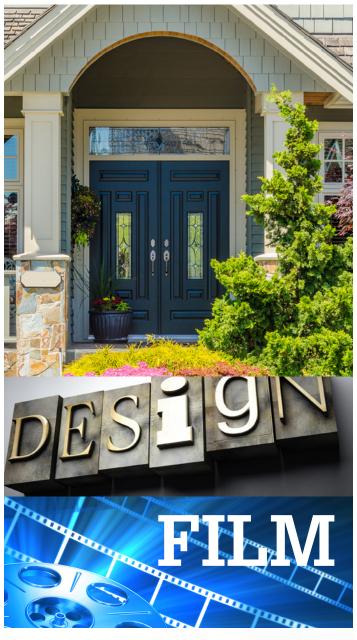
Every Sunday, our arts and style publication will feature the better things in life, from home and fashion to food and films.



FASHION PEOPLE

ARTS

www.hearstct.com





HOME



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



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





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.

H E A R S T media services

SUNDAY ARTS & STYLE



2016 Rate Card

All ad sizes include color.

Newspaper	Full Page	1⁄2 Page	1⁄4 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.

6X FREQUENCY

15%

DISCOUNT





Must run within 13 weeks.

Must run within 6 months. 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	Friday Noon	
12 days prior to pub date	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

Who's Reading?

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

Restaurant Lovers

ARTS & STYLE



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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Scarborough 2015. Bel. 1 (HCMG) Hearst Connecticut Media Group

Rev. 4/12/2016



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 %



Who's Reading?

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



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 %



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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Scarborough 2015, Rel. 1 (HCMG) Hearst Connecticut Media Group

Rev. 4/12/2016



Five papers, five distinct covers



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