



SUNDAY

ARTS & STYLE



HEARST *media services*

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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



Ours is an affluent and educated market with an active interest in the finer things in life. Nearly a third of our 240,000+ 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 2016, R1



WELLBEING



SUNDAY
ARTS & STYLE

8/24/2016

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

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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
5+ times per month.

189,600

in HCMG Market

99,500

Any HCMG daily (print/online)
or past week #

53%

Any HCMG daily (print/online)
paper past week %



Arts Lovers

Regularly attend museums, theater,
classical music/ballet

169,500

in HCMG Market

103,700

Any HCMG daily (print/online)
or past week #

61%

Any HCMG daily (print/online)
paper past week %



Art, Entertainment, Fashion & Food Content Readers

Regularly read these sections of any daily/Sunday paper

274,700

in HCMG Market

175,700

Any HCMG daily
(print/online)
or past week #

64%

Any HCMG daily
(print/online)
paper past week %

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

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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.

8/24/2016

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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"

8/24/2016

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

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