

HEARST media services



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









HOME



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





8/24/2016

SUNDAY ARTS & STYLE

Who's Reading?

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



Eat out at a sit-down restaurant 5+ times per month.

189,600 # in HCMG Market

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99,500
Any HCMG daily (print/online)
or past week #

53%

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



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 %





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 %

Rev. 8/24/2016

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

Scarborough 2016. Rel. 1 (HCMG) Hearst Connecticut Media Group





Children <18 in Household, Household Income \$100K+

147,300

in HCMG Market

91,800
Any HCMG daily (print/online)
or past week #

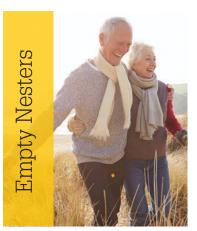
62%

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

SUNDAY ARTS & STYLE

Who's Reading?

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



Age 50+, no kids at home, Household Income \$100,000+

121,500

in HCMG Market

70,000

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

58%

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



3+ personal vacations past 12 months (domestic air)

126,000 # in HCMG Market

68,000
Any HCMG daily (print/online) or past week #

55%
Any HCMG daily (print/online)
paper past week %

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Scarborough 2016, Rel. 1 (HCMG) Hearst Connecticut Media Group

Rev. 8/24/2016



Fashion Design Libraries' reading rooms are architectural gems please **Re-inventing** the wheel UBER MAKES GOING CAR-LESSNESS OK IN CONNECTICUT Arti

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



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8/24/2016





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.







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 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



Five papers, five distinct covers



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