

the gown
the flowers
the jewelry
the reception
the music
the honeymoon
the memories



It's all inside

The Connecticut Bride

connecticutmag.com/the-connecticut-bride

The Connecticut Bride

The #1 local bridal publication in Connecticut!



Published twice a year – 25,000 distributed per issue!

FALL/WINTER ISSUE: On Newsstands July 1 - December 31

SPRING/SUMMER ISSUE: On Newsstands January 1 - June 30

Sold on 500+ newsstands in Connecticut

Targeted Distribution:

Bridal shops, registries, wedding retailers, advertiser locations, beauty salons and day spas.

Regular columns include:

THE RITE STUFF: *The most current and comprehensive guide to Connecticut wedding products and services.*

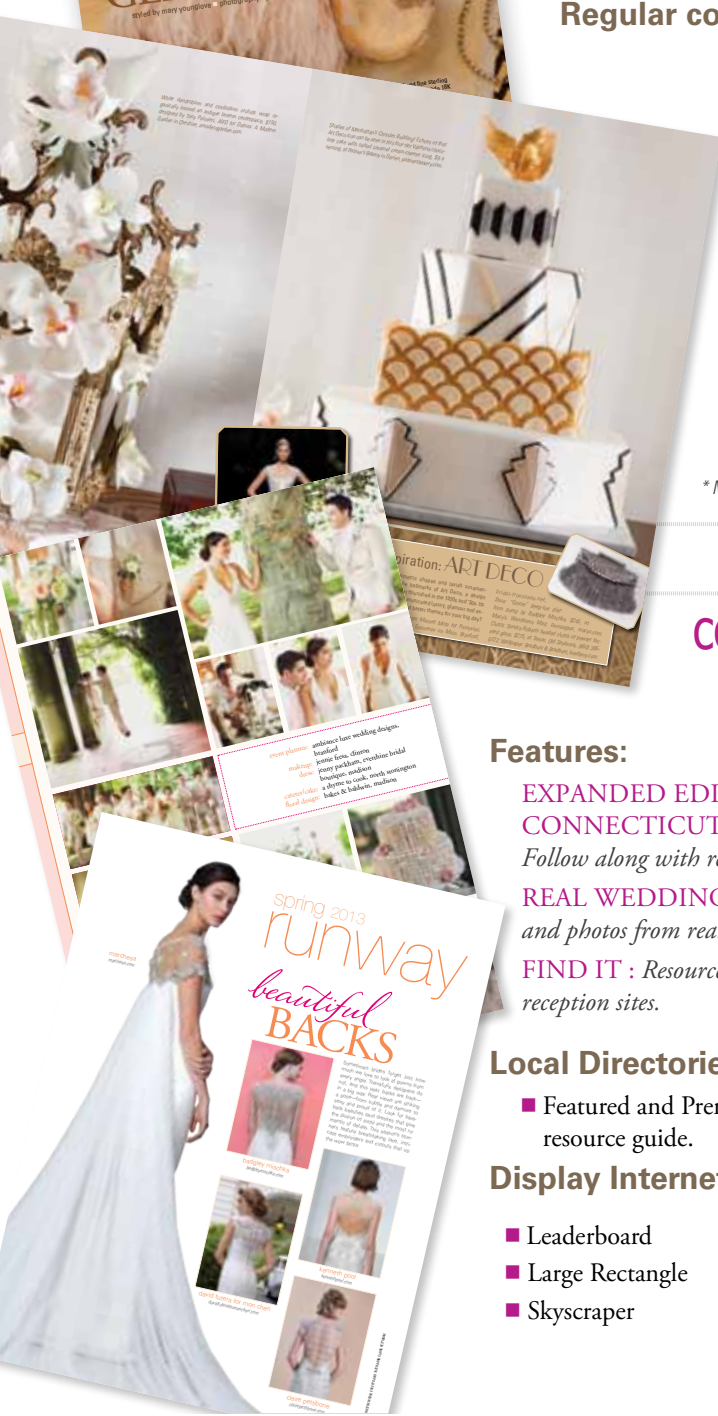
WEDDING STYLE: *The season's trends in everything from fashion to florals.*

REAL WEDDINGS: *Intimate profiles of Connecticut weddings each issue.*

Magazine Advertiser Benefits:*

- Listing in the "The Rite Stuff" or the Guide to Reception Sites
- Inclusion in magazine's "Index to Advertisers," organized by business category, with page number of your ad and your website address.
- A complimentary supply of the issue.

* Magazine Advertiser benefits are guaranteed provided ad materials are to production department by digital ready deadline.



the website
connecticutmag.com/the-connecticut-bride

Your local online resource

Features:

EXPANDED EDITORIAL INCLUDING CONNECTICUT BRIDE BLOGGERS:

Follow along with real Connecticut Brides as they plan their weddings.

REAL WEDDING OF THE WEEK: *Personal accounts and photos from real Connecticut brides.*

FIND IT : *Resource guide from cakes and flowers to reception sites.*

Local Directories:

- Featured and Premium listings within category-specific resource guide.

Display Internet Ad Units:(homepage, sections)

- Leaderboard
- Sliding Pencil/Billboard
- Large Rectangle
- Video Pre-roll
- Skyscraper
- Section & Category Sponsorships



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RATE CARD

AD SIZES (4C)

Full Page

1/2

1/3

1/6

NET PER INSERTION 2X

\$2,590

2,000

1,400

850

NET PER INSERTION 1X

\$2,725

2,100

1,475

899

PREMIUM PAGES

2-Page Spread

Cover 2 (inside front cover)

Cover 3 (inside back cover)

Cover 4 (back cover)

NET PER INSERTION 2X

\$4,255

3,445

3,445

3,695

NET PER INSERTION 1X

\$4,480

3,625

3,625

3,890



SPRING / SUMMER 2019

Deadline: November 9, 2018 Digital Ad Materials: November 14, 2018

FALL / WINTER 2018

Deadline: May 16, 2018 Digital Ad Materials: May 23, 2018

To advertise, email advertising@connecticutmag.com or call 203-789-5428

The Connecticut Bride | 100 Gando Drive | New Haven, CT 06513 | 203-789-5300 | Fax 203-789-5255

The Connecticut Bride®

CONTRACT AND INSERTION ORDER

Sales Rep(s) _____ Contract Date _____

Client (Advertiser) _____

Agency _____

Contact _____

Contact _____

Title _____

Title _____

Address _____

Address _____

City _____ State _____ Zip _____

City _____ State _____ Zip _____

Phone _____

Phone _____

Fax _____

Fax _____

email address _____

email address _____

Web site address _____

Billing: Advertiser Ad Agency Credit Application Payment with order (*Payable to "Connecticut Magazine"*)

<input type="checkbox"/> Spring/Summer 2019 Ad Size/Color _____ Net Price ¹ _____ Multi-title Discount ² () Final Price _____	<input type="checkbox"/> Fall/Winter 2018 Ad Size/Color _____ Net Price ¹ _____ Multi-title Discount ² () Final Price _____	Special Instructions/Production Information:
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¹ Add 10% for Bleed and/or Preferred Position
² 10% Multi-title discount available to clients who have concurrently contracted ad space in Connecticut Magazine. 102315

This contract authorizes insertion of the advertising space specified above for editions of The Connecticut Bride®. The Spring/Summer edition will be distributed from January to June; the Fall/Winter edition will be distributed from July to December. I am authorized by my company to enter into this contract. I accept all terms as stated in publication's rate card and this contract. All advertisements are accepted and published upon the representation that the advertiser and/or its agency is authorized to publish the entire contents and subject matter thereof. Publisher may repeat my previous ad, or charge for space reserved, if acceptable digital material is not received by materials due date. Cancellations must be submitted by email or fax, or in writing, by the Insertion Order date. *Any production and ad design charges will be billed separately.*

Authorized Signature _____ **Date** _____

Print Name/Title _____

SPRING/SUMMER 2019	FALL/WINTER 2018	SUBMITTING AD MATERIALS
Insertion Order Date November 9, 2018 Camera Ready Materials Due November 16, 2018	Insertion Order Date May 16, 2018 Camera Ready Materials Due May 23, 2018	Email pdf's to: cameraready@ctmag.com