

The primary monthly,
glossy authority
on shopping, dining,
entertainment and
travel in Connecticut.

71,948 subscribers
and 154,907 readers statewide

Fairfield County zoned edition
13,981 subscribers, 30,059 readers

246,685 average monthly
pageviews on ConnecticutMag.com



2017-18 MEDIA KIT

CONNECTICUT
MAGAZINE
connecticutmag.com

HEARST

CONNECTICUT
MEDIA GROUP

OVERVIEW

MISSION

CONNECTICUT MAGAZINE is a trusted brand published to excite, empower and inspire readers to explore their state. Our editorial environment is designed to inform and enlighten our exclusive audience about living with Connecticut style. Our readers experience the Best of Connecticut® every time they pick up the magazine. It's the print and online resource more than 154,000 consumers count on and live by.

READERS

The CONNECTICUT MAGAZINE audience is more than a collection of impressive numbers. They are consumers active in their communities – passionate and motivated to spend time and money on dining out, culture & entertainment, travel, home & garden, health, education, fashion, fitness and beauty.

They are a sophisticated crowd looking for the good life. CONNECTICUT MAGAZINE has served as their GPS during its 44-year history.

Successful businesses know that CONNECTICUT MAGAZINE connects with the educated and affluent. We are not just Fairfield, Litchfield, New Haven, Hartford, Middlesex, Tolland, Windham and New London County; we're the best of each.

REACH

CONNECTICUT MAGAZINE's average circulation is greater than all local and most national magazines in Connecticut, including Time, Food & Wine, Travel & Leisure, Architectural Digest and a whole lot more. No magazine delivers Connecticut better!

- Our paid subscribers welcome CONNECTICUT MAGAZINE into their homes and businesses every month.
- Copies are distributed to the waiting rooms of professional offices such as doctors, dentists, and attorneys, building on an already considerable per-copy readership.
- CONNECTICUT MAGAZINE is on sale every month at prominent popular retail locations throughout the state, including Barnes & Noble, Stop & Shop, Big Y, ShopRite, Whole Foods Market, CVS, Walgreens and Rite Aid.



AUDIENCE

In the past 12 months...

- 27% went boating
- 69% spent time gardening
- 22% attended a musical concert
- 17% attended a symphony or opera
- 30% attended a pro sporting event
- 24% hired a landscaper
- 9% remodeled their kitchen
- 9% have eaten at a sit-down restaurant (past 30 days)

In the next 12 months...

- 11% plan to buy a new vehicle
 - ...3% luxury vehicle
 - ...3% SUV
 - ...3% plan to pay \$35-45K
 - ...1% plan to pay \$45K or more
- 8% plan to buy a house
- 2% will refinance a mortgage
- 5% plan to sell a house
- 89% are registered to vote



DELIVERY

Total circulation: 71,948
 Total readership: 154,907
 Readers per copy: 2.15

Total mailed to homes: 65,498
 Fairfield County homes only: 11,831
 (above includes CPTV subscriptions)

Total newsstand: 6,450
 Fairfield County newsstands only: 2,150

Circulation by County

Hartford	17,911
New Haven	16,651
Fairfield	13,981
New London	4,733
Middlesex	4,414
Litchfield	4,061
Tolland	2,694
Windham	1,245
out of state	5,002

DEMOGRAPHIC PROFILE

Subscriber:

Female.....64.5%
 Male.....35.5%
 Age 35 or older89.9%

Finances:

Mean household income of \$95,535

Education:

Four-year college or greater.....40.5%

Research: 2016 Scarborough

SOCIALLY SPEAKING



Facebook Likes
 10,114



Twitter Followers
 68,100

2018 PLANNING CALENDAR

EVERY MONTH: FIRST, THIS MONTH, RESTAURANT GUIDE & REVIEWS, CPTV PROGRAM GUIDE
Calendar subject to change. For more information, please call your sales representative.

JANUARY *space reservations: Nov. 29, 2017 NOON*
final creative due Dec. 6, 2017 NOON

EDITORIAL HIGHLIGHTS

Best Restaurants: Readers' Choice & Editor's Picks
Healthy Living
This Month: The ultimate guide for what to do + where to go
The Connecticut Table: Reviews, Must-Tries, Dining Listings

ADVERTISING HIGHLIGHTS

What's New In Education *Advertorial*
Best Restaurants' Winners' Gallery *Formatted Ad Page*

FEBRUARY *space reservations: Dec. 27, 2017 NOON*
final creative due Jan. 3, 2018 NOON

EDITORIAL HIGHLIGHTS

40 Under 40
This Month: The ultimate guide for what to do + where to go
The Connecticut Table: Reviews, Must-Tries, Dining Listings

ADVERTISING HIGHLIGHTS

Innovations in Healthcare *Advertorial*

MARCH *space reservations: Jan. 31, 2018 NOON*
final creative due Feb. 7, 2018 NOON

EDITORIAL HIGHLIGHTS

Best Bars
Connecticut Home: Spring Home & Garden
This Month: The ultimate guide for what to do + where to go
The Connecticut Table: Reviews, Must-Tries, Dining Listings

ADVERTISING HIGHLIGHTS

Education *Advertising Section*
5 Star Real Estate Professionals *Sponsored Special Section*

APRIL *space reservations: Feb. 28, 2018 NOON*
final creative due Mar. 7, 2018 NOON

EDITORIAL HIGHLIGHTS

Best Doctors®
Healthy Living
This Month: The ultimate guide for what to do + where to go
The Connecticut Table: Reviews, Must-Tries, Dining Listings

ADVERTISING HIGHLIGHTS

Top Docs *Profiles Formatted Advertising Profiles*
Mystic Country *Advertorial*

MAY *space reservations: Mar. 28, 2018 NOON*
final creative due Apr. 4, 2018 NOON

EDITORIAL HIGHLIGHTS

Naugatuck Valley issue: A look at people, places & issues
Connecticut Home
This Month: The ultimate guide for what to do + where to go
The Connecticut Table: Reviews, Must-Tries, Dining Listings

JUNE

space reservations: May 2, 2018 NOON
final creative due May 9, 2018 NOON

EDITORIAL HIGHLIGHTS

Summer Fun
This Month: The ultimate guide for what to do + where to go
The Connecticut Table: Reviews, Must-Tries, Dining Listings

ADVERTISING HIGHLIGHTS

Mystic Country *Advertorial*

JULY *space reservations: May 30, 2018 NOON*
final creative due June 6, 2018 NOON

EDITORIAL HIGHLIGHTS

Connecticut's best ice cream
Connecticut Home: Traditional Home Design Award Winners
This Month: The ultimate guide for what to do + where to go
The Connecticut Table: Reviews, Must-Tries, Dining Listings

AUGUST

space reservations: June 27, 2018 NOON
final creative due July 3, 2018 NOON

EDITORIAL HIGHLIGHTS

Top Dentists
Healthy Living
This Month: The ultimate guide for what to do + where to go
The Connecticut Table: Reviews, Must-Tries, Dining Listings

ADVERTISING HIGHLIGHTS

Education *Advertising Section*
Senior Living *Advertising Section*
Top Dentists *Profiles Formatted Advertising Profiles*

SEPTEMBER

space reservations: Aug. 1, 2018 NOON
final creative due Aug. 8, 2018 NOON

EDITORIAL HIGHLIGHTS

Best of Connecticut® 2018
Food & Drink | Fun & Leisure | Shopping
Connecticut Home
This Month: The ultimate guide for what to do + where to go
The Connecticut Table: Reviews, Must-Tries, Dining Listings

ADVERTISING HIGHLIGHTS

Best of Connecticut® *Winners' Gallery Formatted Ad Page*

OCTOBER *space reservations: Aug. 29, 2018 NOON*
final creative due Sept. 5, 2018 NOON

EDITORIAL HIGHLIGHTS

Monsters & Myths of Connecticut
Connecticut Home
This Month: The ultimate guide for what to do + where to go
The Connecticut Table: Reviews, Must-Tries, Dining Listings

ADVERTISING HIGHLIGHTS

Independent Schools *Advertising Section*
Best Restaurants' Winners' Gallery *Formatted Ad Page*
Mystic Country *Advertorial*

NOVEMBER *space reservations: Oct. 3, 2018 NOON*
final creative due Oct. 10, 2018 NOON

EDITORIAL HIGHLIGHTS

Great Places to Work
Healthy Living
This Month: The ultimate guide for what to do + where to go
The Connecticut Table: Reviews, Must-Tries, Dining Listings

ADVERTISING HIGHLIGHTS

Innovations In Healthcare *Advertorial*
Super Lawyers *Sponsored Special Section*

DECEMBER *space reservations: Oct. 31, 2018 NOON*
final creative due Nov. 7, 2018 NOON

EDITORIAL HIGHLIGHTS

Holiday Gift Guide
Connecticut Home
This Month: The ultimate guide for what to do + where to go
The Connecticut Table: Reviews, Must-Tries, Dining Listings

ADVERTISING HIGHLIGHTS

5 Star Wealth Managers *Sponsored Special Section*
Senior Living *Advertising Section*
Mystic Country *Advertorial*

DEFINITIONS/ADVERTISING CALL OUTS

ADVERTORIAL: Bonus listing, write-up, or photo for advertisers in a particular category. **FORMATTED ADVERTISING PAGES:** Specially sized and placed category ad page or pages.
ADVERTISING SECTION: Category advertising sections accompanied by a relevant story or introduction. Ads may be banked or run through the body of the section story. **SPONSORED SPECIAL SECTION:** A special section inserted into Connecticut Magazine via an advertising sponsor. **SUPPLEMENT TO:** Section or Publication inserted into or polybagged with main publication.

2017-18 PRINT ADVERTISING RATES

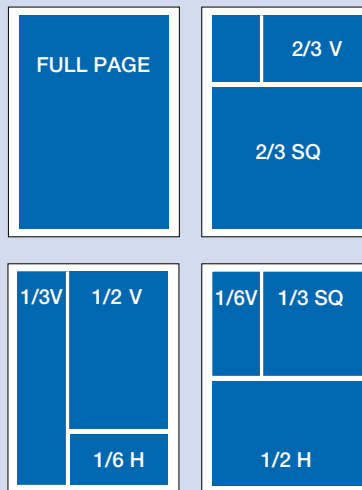
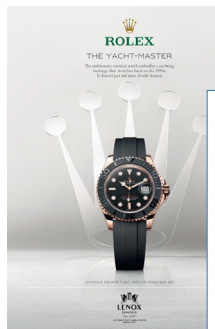
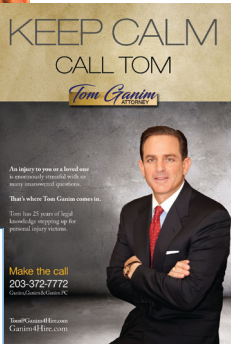
effective November 30, 2017

net rates, full run, full color

size	open	3-5x	6-11x	12x
Full	\$5,100	\$4,590	\$3,825	\$3,060
2/3	\$3,825	\$3,443	\$2,869	\$2,295
1/2	\$3,060	\$2,754	\$2,295	\$1,836
1/3	\$2,040	\$1,836	\$1,530	\$1,224
1/6	\$1,122	\$1,010	\$842	\$673

Fairfield County Zone, net rates, full color

size	open	3-5x	6-11x	12x
Full	\$2,040	\$1,836	\$1,530	\$1,224
1/2	\$1,224	\$1,102	\$918	\$734



Ad Sizes/Specs (in inches)	Width	Height
Full Page	7	x 10
Bleed Full Page	8.25	x 11
2/3 page (vertical)	4.625	x 10
2/3 page (square)	7	x 6.875
1/2 page (vertical)	4.625	x 7.375
1/2 page (horizontal)	7	x 4.875
1/3 page (vertical)	2.25	x 10
1/3 page (square)	4.625	x 4.875
1/6 page (vertical)	2.25	x 4.875
1/6 page (horizontal)	4.625	x 2.375

For further details, a customized presentation, or an overview of Hearst's complete print and digital marketing solutions, please contact Joe Hiznay at 203-401-1572 or jhiznay@connecticutmag.com

CONNECTICUT

M A G A Z I N E



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