



2018

SUNDAY

ARTS & STYLE



Doc. Rev. 12/22/2017

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SUNDAY
ARTS & STYLE

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



FOOD



ARTS



FASHION



PEOPLE



HOME



TRAVEL



FILM

Ours is an affluent and educated market with an active interest in the finer things in life. Nearly a third of our 158,000+ 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: 2017 Hearst CMG Circulation/
Audience Dept.



WELLBEING



SUNDAY
ARTS & STYLE

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

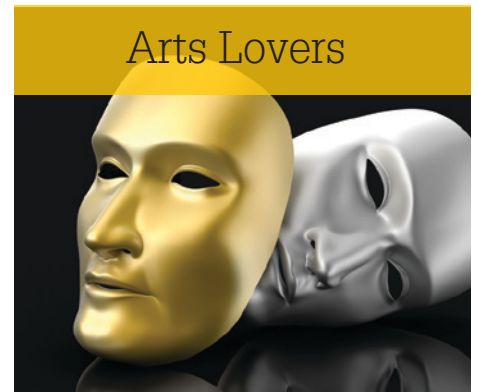
in HCMG Market

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.

Arts



From pop-up gallery to permanent space

Artists running the show

By Joe Meyer

IT'S HAPPENING BECAUSE ARTISTS ARE FRUSTRATED BY THE COMMODIFICATION OF THE ART MARKET.

Artists are frustrated by the commodification of the art market. They are running their own galleries and studios, often in unconventional spaces like warehouses and lofts. This is a response to the high costs and competition of traditional galleries. Artists are seeking more control over their work and their careers. They are also looking for ways to reach a wider audience and build a sustainable business. This is a trend that is likely to continue as the art market evolves.

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Affluent Parents



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 %

Empty Nesters



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 %

Travelers



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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2018

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

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SUNDAY ARTS & STYLE



2018 Rate Card

All ad sizes include color.

Zones	Full Page	½ Page	¼ Page
Zone 1 Connecticut Post The News-Times	\$3,500	\$2,000	\$1,250
Zone 2 Greenwich Time Stamford Advocate The Norwalk Hour	\$2,500	\$1,500	\$850

Purchase an ad in both zones:

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
Monday Noon 20 days prior to pub date	Friday Noon 9 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"

12.22.2017

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.

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