

ADVERTISE IN

Connecticut Explored

Connecticut history, one good story after another. Formerly **HOG RIVER JOURNAL**

UNIQUE in the state for its niche crossover arts and heritage audience of affluent, well-educated, culturally active adults (according to our reader research), **Connecticut Explored** is a quarterly magazine that uncovers our state's rich history and cultural heritage.

Now in its 15th year, **Connecticut Explored**'s subscriber base has grown to reach desirable households in every town in Connecticut. **CT Explored** readers are highly engaged and have a strong love of Connecticut.

Circulation

Connecticut Explored is available only by subscription and in select retail outlets. Each quarter 3,700 of the 6,000 copy print run are mailed to paid subscribers. 1,300 are mailed to prospect lists drawn from donor and member lists of the state's premier cultural institutions—a reader constituency no other publication delivers. The rest are distributed via special promotions and sold in museum shops and on newsstands. Our research tells us:

- Each issue reaches more than 11,000 readers; 25,000 readers over the course of a year
- 91% of our readers have at least a college degree
- 80% of our readers have income of more than \$50,000; 42% more than \$100,000
- 71% read most or all of the ads
- 88% visited a history museum in the past year

Our advertisers know that sometimes it's not about how many readers you reach; it's about who you reach. They recognize that our brand enhances their brand.

Ad Rates (4-color or B&W)

Size (width x height)	Per insertion
Full Page*7 1/2" x9 1/4"	\$ 1,750
Half Page vertical.....3 3/8" x9 1/4" or horizontal7 1/2" x4 3/8"	\$ 1,050
Quarter Page.....3 3/8" x4 3/8"	\$ 525
Sixth Page.....2 3/8" x4 3/8"	\$ 350

*Add a 1/4" to each side for a full bleed.

Discounts available for nonprofits, prepaids and multiples.
Rates to lock in premium placements are available.

Deadlines

Our publishing schedule requires that ads are received by the due dates listed below.

Issue	Ad Due	Publishes
Winter	October 5	December 1
Spring	January 5	March 1
Summer	April 5	June 1
Fall	July 5	September 1

Preparing the ad

- All ads are four-color.
- Camera-ready copy is required for all ads.
- CT Explored can provide graphic design services for a added charge. Please email Mary Donohue at ads@ctexplored.org for a cost estimate.

Preparing the file

- We can accept Quark Xpress, InDesign CS, or Illustrator EPS files, and high resolution PDF files that are built as process color (CMYK) with all fonts embedded. Please do not put Photoshop files into Illustrator files (i.e. a nested file). Import all Photoshop EPS and Illustrator EPS files into the page layout program.
- Scanning resolution should beat least 300 dpi. All files should be converted to CMYK. "Spot Color" should be unchecked in "Colors," unless files are to print with a spot color. All contained image files (TIFFS, EPS) should be converted individually since when it is imported, Quark will also import its colors. No RGB or JPEG files can be used.

Delivering the file

Send your file **directly** to ads@ctexplored.org
Include the name of your organization in the subject line. Files should be no larger than 10MB.

Questions? Contact Mary Donohue (860) 523-5158, ads@ctexplored.org