Connecticut Explored

Connecticut history, one good story after another.

PRINT MAGAZINE   PODCAST   WEBSITE

A reader constituency no other magazine delivers!

Now in its 16th year as the state’s award-winning, full-color, quarterly magazine of history, art and culture
Each issue reaches 11,000 desirable readers—more than 25,000 unique readers a year
Be in the company of more than 30 of the state’s top art museums and heritage and education organizations
Our partners promote their destination and events in the magazine, making it the one-stop planning guide for things to do and places to see around the state
Reach a prime audience of culturally active, lifelong learners with every issue!
Connecticut Explored's subscriber base shows loyalty. Two-thirds of our readers are paid subscribers. More than half of our readers have subscribed for four or more years.

Connecticut Explored engages readers across the state in every town in Connecticut.

Our market research shows that our readers are affluent, well-educated cultural consumers.

- 42% have a household income over $100,000 or more
- 91% have at least a college degree

In a 12-month period:

- 88% visited a history museum or historic site
- 77% visited a performing arts or music event
- 79% attended a cultural event or festival
- 74% visited an art museum

Our readers are proud of and interested in their Connecticut heritage.

- 81% enjoy reading about our state and its history
- 72% say they are likely to recommend it to a friend, family member or colleague
- 73% enjoy learning new things about Connecticut
Harness our multimedia marketing platforms

Three high-quality, content-rich outlets: Print, Web & Podcast

All enhanced by our Facebook, Twitter and Instagram followers and 37,000 website visitors annually.
Advertising levels:

Print Magazine Ad Rates Per Insertion

- Full Page $1,750
- Half Page $1,050
- One Third Page $650
- Quarter Page $525
- One Sixth Page $350

Premium Placements
- Back Cover $2,250
- Inside Front or Back Covers $2,000

Other Promotional Opportunities
- Digital website ads per month $150
- Podcast ad per episode $50
- Eblast banner per e-newsletter $100

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Ask for more information contact
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