

# Advertise in Connecticut Explored

*Connecticut history, one good story after another.*

**PRINT MAGAZINE    PODCAST    WEBSITE**

***A reader constituency no other magazine delivers!***

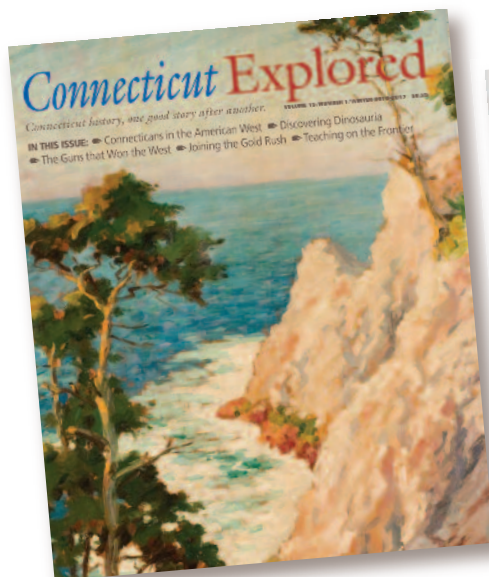
Now in its 16th year as the state's award-winning, full-color, quarterly magazine of history, art and culture

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!



# Reach Your Prime Target Demographic!

 **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.

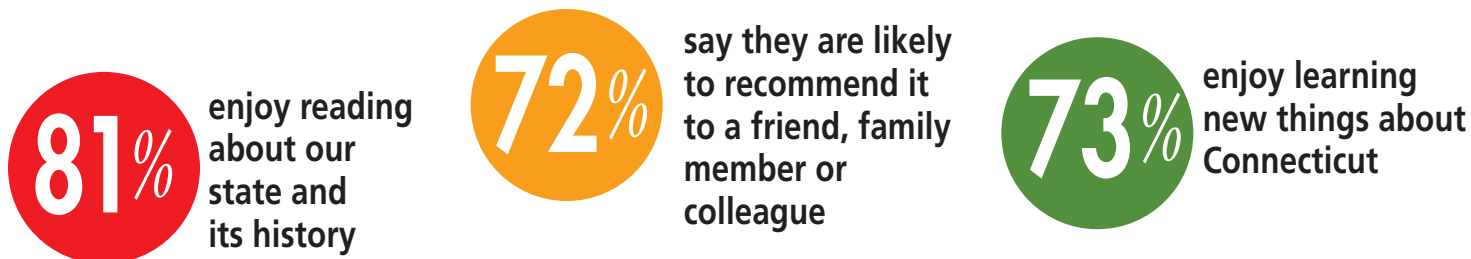
**Our market research shows that our readers are affluent, well-educated cultural consumers.**



**In a 12-month period:**



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



# Harness our multimedia marketing platforms

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



**Your Ad Here!**



**GRATING THE NUTMEG**  
THE PODCAST OF CONNECTICUT HISTORY

**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

## Connecticut Explored



Ask for more information contact  
**Mary Donohue, Assistant Publisher**  
**ads@ctexplored.org**  
**or 860-523-5158**

