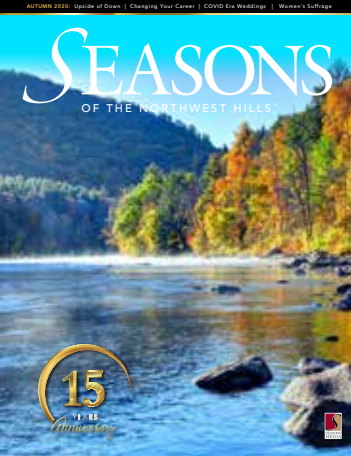
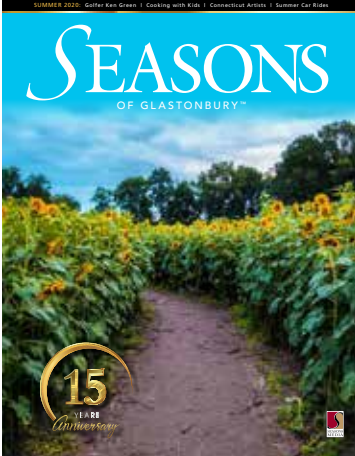
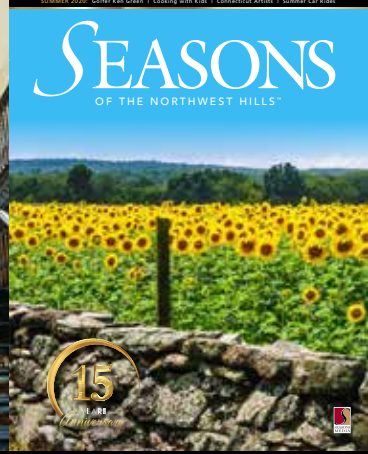
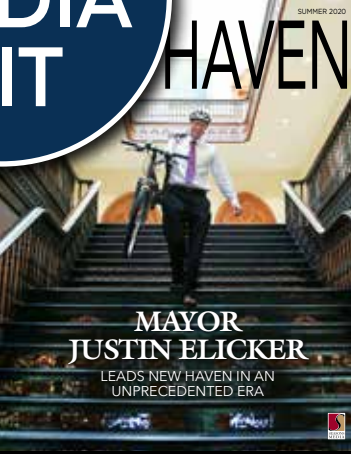
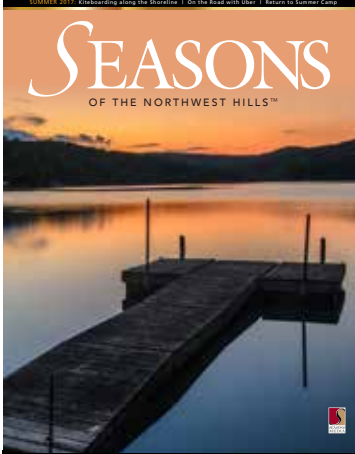


2021 MEDIA KIT





Seasons Magazines are part of Seasons Media. They are local, lifestyle magazines direct-mailed to over 30,000 of the most desirable households for advertisers seeking an affluent, upscale target audience, focusing on what is important in each community, with its unique and engaging content. From the hills of Litchfield County to the shoreline of Connecticut and New Haven, Seasons Media brings eye-catching visual appeal, articles and essays with local flavor, sophisticated editorial and an extraordinary shelf life to the most desirable households in the state.

SEASONS OF THE FARMINGTON VALLEY

SEASONS OF GLASTONBURY

SEASONS OF NEW HAVEN

SEASONS OF THE NORTHWEST HILLS

SEASONS OF THE SHORELINE

SEASONS OF WEST HARTFORD

SEASONS

MULTI-MEDIA EXPERIENCE



Direct Mailed Print Magazine
Sponsored Content/Advertorials
Perforated Inserts

Quarterly print publication with award-winning design, layout, photography and writing



SeasonsMagazines.com

Local lifestyle content across desktop and mobile web



Social Media & Email
Digital Impressions

Large following across wide range of social media platforms and direct marketing email



Seasons AT HOME
Television Show

Season AT HOME television show on WTNH premieres this March



Seasons Events

Networking and community events with influencer presence and unique sponsorship opportunities



SEASONS

MAGAZINES

FARMINGTON VALLEY • GLASTONBURY • NEW HAVEN • NORTHWEST HILLS • SHORELINE • WEST HARTFORD

OUR READERS ARE YOUR BUYERS

Seasons readers are affluent homeowners with true purchasing power. They care deeply about their homes, their health and their future, while enjoying 'the good life.'

Stay top of mind with our highly-engaged audience looking for your products and services in the pages of **Seasons Magazines**.

Engaged Readers

- **74%** keep *Seasons Magazines* for three weeks or more
- **41%** keep *Seasons* for more than one month
- **50%** of *Seasons* readers **FREQUENTLY PURCHASE** Products or services from ads in *Seasons Magazines*



Seasons readers are educated, high-income homeowners:



53
average
age



\$202K
average
HHI income



97% have
attended
college



24% have
Master's
Degrees



65% are
female
readers

PURCHASING POWER

In the next twelve months, *Seasons* readers plan to spend on their homes, their health, their futures, and themselves.

Keeping their families healthy:

- 56% plan to purchase medical and physician services
- 53% plan to make purchases relating to health clubs and exercise classes
- 56% plan to use a pharmacist or prescription services
- Nearly one third plan to purchase veterinarian services or pet supplies



Planning for their future:

- Nearly half (46%) expect to use a financial planner for investment and retirement options
- 42% plan to use a tax advisor or tax services



Improving and updating their homes:

- 62% will spend on furniture and home furnishings
- 42% will need home improvements or home improvement supplies
- 64% plan to purchase lawn and garden supplies
- Over one third plan to use lawn care services such as maintenance and landscaping
- Over half (52%) plan to use cleaning services such as carpet cleaning, air duct cleaning and home cleaning
- Nearly 40% will need home heating and air conditioning services or new equipment
- 28% plan to purchase major home appliances

Enjoying the good life

- One in three readers plan to purchase a new or used automobile, truck or SUV
- Over half (55%) plan to vacation and travel
- 84% will spend on dining and entertainment
- 75% plan to purchase women's apparel
- 56% plan to purchase men's apparel



SOURCE:
Circulation Verification
Council, June 2020



SEASONS MAGAZINES



The Society of Professional Journalists

Seasons Magazines have won over SIXTY Connecticut Society of Professional Journalism Awards over the past four years making Seasons Magazines the most recognized magazine group in the entire state.

UConn HEALTH Aging Well

The UConn Center on Aging helps patients preserve function and well being

By JAMES MATHIAS / Photography by CONNORIC HEADINGS

Much of the world's population is over age 65, and the number of people over 85 is growing rapidly. In the United States, the number of people over 65 is projected to reach 80 million by 2050...



ALLISON DINE, MD, and other professionals collaborating at the UConn Center on Aging...



DELICIOUS

CONNORIC HEADINGS' vibrant fresh vegetables are a great example of farm-to-table...

Farm-to-Table Favorites

Turn your latest haul from the farm into a savory tart, homemade hummus, and a seasonal salad.

You would probably think you're a fan of the season's fresh produce. But when you're a chef, you know that the quality of your ingredients is what makes a dish truly special...



SPJ's Farm-to-Table Favorites are a great example of farm-to-table...

Written and Photographed by Aljiza Chroniak

DELICIOUS THE ENDURING Artistry of Work of Art Connecticut's Largest Arts-in-Education Marketplace Turns 40

IN THE SPIRIT Dr. Christina Kabbash

HEALTH & WELLNESS Dr. Christina Kabbash

POSITIVE CARE Dr. Christina Kabbash

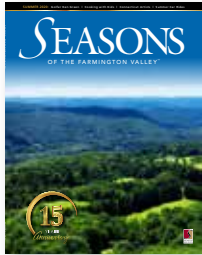
ARTS & CULTURE Yale's New Rock Stars Gems and minerals sparkle in David Friend Hall in the Peabody Museum

INNOVATION Safe Haven City planners surge ahead with efforts to stem flooding

INNOVATION Safe Haven City planners surge ahead with efforts to stem flooding

SEASONS

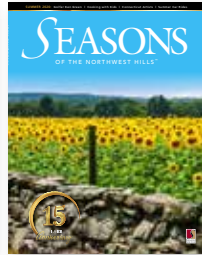
MAGAZINES



Seasons of the Farmington Valley



Seasons of Glastonbury



Seasons of the Northwest Hills



Seasons of the Shoreline



Seasons of West Hartford



Seasons of New Haven

DIMENSIONS & SPECS

AD SIZE	DIMENSIONS
Quarter Page	3.375" x 4.875" vertical
Half Page	7" x 4.875" horizontal
Full Page	8.75" x 11.125" (with bleed)
Prime Full Page	8.75" x 11.125" (with bleed) 8.75" x 8.75" (back cover)

2021 AD DEADLINES

YEAR	ISSUE	AD DEADLINE	IN HOME WEEK OF
2021	Spring	March 2	April 5
2021	Summer	June 2	June 22
2021	Autumn	September 2	October 5
2021	Winter	November 2	November 29

Ad deadlines subject to change



SEASONS

AT HOME

A television show that highlights all the ways we make a house, a home.



Get ready for a show that discovers new ideas for renovations, ways to keep loved ones safe, style inspiration, decor trends, family recipes and so much more with 'Seasons AT HOME' ... a show that highlights all the ways we make a house, a home.

2020 has given "life at home" new meaning. Our homes are not just where we go to unwind after a long day... it's often where we live, work and play. "Seasons At Home" television show is going to offer more than just helpful tips and ideas. It will give viewers inspiration and open up a whole new world of ideas and ways to make life at home more enjoyable. It will include a unique perspective as it highlights local companies and shares how they can help with home projects. The show's digital component will take a deeper look into the story behind these businesses. Viewers will get to know the owners, families and stories behind the brand.



Seasons Media is proud to announce *Seasons AT HOME* television show in 2021. Hosted by Ashley Kohl, this one-of-a-kind show is packed with content offering viewers an inside look at local companies dedicated to improving our homes, our lives, our communities and -most importantly - our families.

Network: WTNH

Seasonal Segments: Full half-hour show runs 4 times within the month. Saturdays at 11:00 am in April (Spring), June (Summer), October (Fall), and December (Winter).
Air dates and times subject to change.

Format: *Seasons* contributors will be out and about in Connecticut with the local people, places and companies that are working hard to refresh our homes, our families and our lives. This is not a studio show, and will be filmed safely on site with owners and staff.

Bring your brand to life to Connecticut homeowners, and be a part of this special multi-media experience with *Seasons AT HOME*.

Reserve your spot today!



See sponsorship opportunities on following page ▶

Seasons AT HOME Sponsorship Opportunities



TV WITH PRINT, DIGITAL AND SOCIAL MEDIA PACKAGES

TITLE SPONSOR

Exclusive Title Sponsorship of one seasonal show in 2021 includes:

- One extended feature (6 – 7 minutes) in show – full production included from Seasons Media
- Full show runs 4 times within the month
- Mentions at top and bottom of show
- Two :30 second commercials in show (client supplied)
- Recognition in all cross-promotional material including *Seasons Magazines*, all digital and social media postings for seasonal the show
- Exclusive online sponsor for the Seasons AT HOME show for 3 months
- Bonus behind-the-scenes company profile produced and featured online for 3 months*
- *Seasons Magazines* Spread: Full page print ad plus advertorial page in corresponding seasonal issue of *Seasons Magazines* – all 6 editions (Farmington Valley, Glastonbury, New Haven, Northwest Hills, Shoreline, West Hartford)
- Seasons Media writes and executes the advertorial page with client input
- Media assets given to client for cross-promotional use
- Industry exclusive sponsor level

PRIME SPONSOR

Prime Sponsorship for one seasonal show in 2021 includes:

- One feature (4-5 minutes) in show – full production included from Seasons Media
- Full show runs 4 times within the month
- Mentions top and bottom of each show
- One :30 second commercial in show (client supplied)
- Recognition in all cross-promotional material including *Seasons Magazines*, all digital and social media postings for the seasonal show
- Bonus behind-the-scenes company profile produced and featured online for 3 months*
- Full page print ad in the seasonal issue of *Seasons Magazines* for 2021 – all 6 editions (Farmington Valley, Glastonbury, New Haven, Northwest Hills, Shoreline, West Hartford)
- Media assets given to client for cross-promotional use

COMMERCIAL ADVERTISEMENTS

One :30 second client supplied commercial spot in seasonal show

Bring your message home to your best customers with Seasons AT HOME!

Contact: Doreen Chudoba
203-494-4654

Doreen@seasonsmagazines.com

*Behind-the-scenes 3-5 minute video included at no charge with a commitment to all four seasonal shows.

SEASONS

MAGAZINES

www.seasonsmagazines.com

**Let's work together and talk about how to
make our readers your buyers.**



Call or email me today.

Doreen Chudoba: 203-494-4654
doreen@seasonsmagazines.com