





Seasons Magazines are part of Seasons Media. They are local, lifestyle magazines direct-mailed to 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, 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 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



CT VOICE
Magazine

Connecticut's exclusive LGBTQ+ quarterly magazine launched in 2019 to provide the LGBTQ+ community with a voice - and a resource filled with articles, personal stories, trends, destinations and more!



SEASONS

MAGAZINES

FARMINGTON VALLEY • GLASTONBURY • NEW HAVEN & 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



THE GOLD STANDARD IN MAGAZINE PUBLISHING

SEASONS

MAGAZINES



Seasons Magazines have won over **SEVENTY** Connecticut Society of Professional Journalism Awards making Seasons Magazines the most recognized magazine group in the entire state.

ARTS & ENTERTAINMENT

A Discerning Guide To This Fall's Entertainment Season

By Thomas Hedges

What a fall! For 2022, seasons of theater, film, and dance events throughout the state! Let us help with a highly opinionated and very useful guide to guide you to the best performance events of the season. In our guide, we review what each event is about, what makes it special, facts you may not have known and find the audience for the event. Look for the highlighted recipient rated best to each entry to use the rating we give each.

"My First Love"
 David Byrne, New Haven
 10/10

David Byrne, the iconic post-punk band leader, came to New Haven to perform at the 2022 season. The show was a celebration of his career, featuring a mix of his classic hits and new material. Byrne's performance was a highlight for many fans, and he was praised for his energy and stage presence.

My Note: This is one of the season's highlights for me. The show was a celebration of his career, featuring a mix of his classic hits and new material. Byrne's performance was a highlight for many fans, and he was praised for his energy and stage presence.

My Rating: 10/10

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My Rating: 10/10

DELICIOUS //

Taco Tour of Connecticut

22 LOCAL TACOS TO TRY IN 2022

By Amy S. Weber

There is much that can be said about the allure of the humble taco. Relatively cheap, ubiquitous, portable. Of endless variety, so satisfyingly delicious to almost every person's palate that "Taco Tuesday" is a thing. To help you celebrate every week, here are 22 of the state's best tacos to try in 2022.

FINAL THOUGHTS

Autumn: It's Not What You Think

By Matthew Dicks / Reviewed by SEAN WING

The season that officially begins on September 21 through December 21 is one of the most beautiful times of the year. It's a time of change, of new beginnings, and of the most vibrant colors. As the leaves turn, we are reminded of the beauty of the natural world and the importance of appreciating the present moment.

HOME

CT's Pick-Your Own

By Thomas Hedges

It's time to pick your own! Whether you're looking for a place to pick your own pumpkins, gourds, and fall produce, or you're looking for a place to pick your own apples, pears, and other fruits, there are many options in Connecticut. This guide will help you find the best place to pick your own, and it will also provide information on the best time to pick and how to store your harvest.

FEATURE

Connecticut's Craft Brewers Think and Pour 'Out of the Box'

By Andrew Kelley

Connecticut's craft beer scene is thriving. With over 100 breweries in the state, there is a wide variety of flavors and styles to choose from. From traditional lagers and ales to experimental sours and barrel-aged beers, Connecticut's craft brewers are pushing the boundaries of what beer can be. This feature explores the creativity and innovation of the state's craft brewing community.

FEATURE

JAIGANTIC STUDIO: WHERE HEROES RISE

Connecticut's First Major Motion Picture Studio Coming to New Haven

By Anna Eichenbaum / UCONNHEALTH.COM

The Jaigantic Studio is a new motion picture studio located in New Haven, Connecticut. The studio is a state-of-the-art facility that will provide a world-class environment for film and television production. The studio is expected to open in late 2022 and will be a major addition to the local entertainment industry.

INNOVATIONS IN HEALTH CARE

Utilizing Advanced Technology to Assist with Spine Surgery

By Alex Boyle / UCONNHEALTH.COM

UConn Health is utilizing advanced technology to assist with spine surgery. The new technology, known as the Spine Navigator, allows surgeons to perform minimally invasive procedures with greater precision and less risk. This technology is a significant advancement in spine surgery and will improve patient outcomes.

2026 EDITORIAL CALENDAR

SPRING 2026

In Homes: Week of April 14

Special Features:

CT Home Refresh and The Gold Standard:
Connecticut's Best Resources for
Seniors & Their Families

SUMMER 2026

In Homes: Week of June 23

Special Features:

Arts & Entertainment Guide

FALL 2026

In Homes: Week of Oct. 6

Special Features:

What's New in Women's Health,
Fall Arts & Entertainment Guide

WINTER 2026

In Homes: Week of Dec. 1

Special Features:

Special places to travel with the family,
The Connecticut Winter Wellness Guide

IN EVERY ISSUE:

Health & Wellness

Delicious

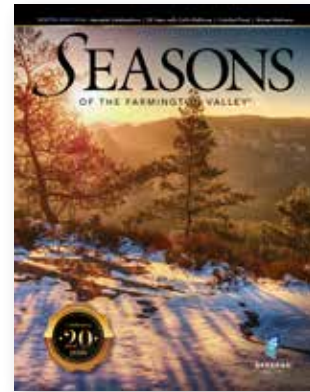
At Home with Kerri-Lee

In the Spirit

History

Pets

**2027 CALENDAR
TO BE DETERMINED**



Seasons of the
Farmington Valley



Seasons of
Glastonbury



Seasons of the
Shoreline



Seasons of
West Hartford

SEASONS

MAGAZINES

SEASONS 2026 PRODUCTION SCHEDULE

YEAR	ISSUE	AD DEADLINE	IN HOMES
2026	Spring	March 13	April 20
2026	Summer	May 18	June 22
2026	Autumn	September 10	October 12
2026	Winter	October 26	November 30

PRINT DIMENSIONS / SPECS / PRICING

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)

A full page is 8.75"w x 11.125"h including bleed; Live area is 7.75"w x 10.125"h; Trim size of 8.5"w x 10.875"h
A double spread is 17.265"w x 11.125"h including bleed; Live area is 16.225"w x 10"h; Trim size of 17"w x 10.875"h
Single or Multi-Page Advertorial available upon request.



Save your ad file as a high res pdf with fonts embedded and email to:
Jim Tully, jim@seasonsmagazines.com, 860-729-2938

WEBSITE DIGITAL DIMENSIONS / SPECS / \$450 PER MONTH

Banner Ads: 729x90

Rectangle 2: 300 x 250

Rectangle 1: 300 x 600

Rectangle 3: 300 x 250

SEASONS

MAGAZINES

DIGITAL OPPORTUNITIES

Put your message at the fingertips of thousands of engaged readers every month and every day through **SeasonsMagazines.com**.

Premium ad positions available on the SeasonsMagazines.com website.

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Farmington Valley • Glastonbury • New Haven • Northwest Hills • Shoreline • West Hartford • CT Voice

SEASONS MAGAZINES

f i t y Q ☰

ARTS & CULTURE

Cyrano
FRANK RIZZO

Connecticut On the Big And Small Screen
A Peek Into the State's Movie and TV Past
DEL SABBAG

Setting the Stage
SARA ROOPER

SPORTS

The Beloved Hartford Whalers
DENNIS HOUNE

LATEST PRINT EDITIONS

SEASONS **SEASONS** **NEW HAVEN**

SEASONS **SEASONS** **SEASONS**

SEASONS AT HOME

DELICIOUS

The Charcuterie Craze: Entertaining Like a Pro
ALEX ACQUARILLO

The Egg & I ... 2021
JOY & WYATT

BREAKFAST WITH / MEET

Taking the Stage **Breakfast with Shana Schneider** **Breakfast with LEE CRUZ**

SEASONS

MAGAZINES

www.seasonsmagazines.com



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

.....
Call or email today.

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