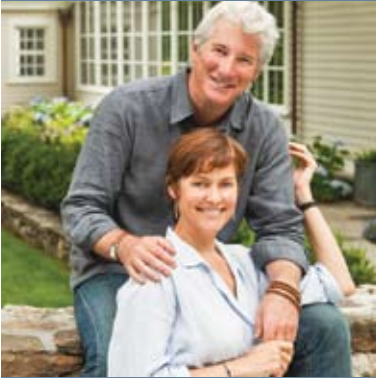


2012

reaching people with quality content



**BEDFORD** MAGAZINE

**FAIRFIELD** MAGAZINE

**LITCHFIELD** MAGAZINE

**RIDGEFIELD** MAGAZINE

**WILTON** MAGAZINE

  
townvibe.com

**BEST  
PUBLICATION**

—CT Press Club

**MMG**

morris media group

[ *it's where we live* ]

# PEOPLE GET IT, PEOPLE READ IT,



Reaching more than **150,000** readers in Westchester, Fairfield, and Litchfield Counties.

Superior photography and design complement the high level of editorial craftsmanship.

## readers...

- ...spend 62 minutes with each issue
- ...pass along an issue to 2.9 people
- ...keep an issue for more than two months

With five magazines, newsletters, and TownVibe, Morris Media Group covers an area that is an extremely appetizing market for advertisers. On average, **readers in all markets are affluent, well-educated, professional, family-focused, and community-oriented.** Reader surveys reveal a strong propensity toward home design, dining out, travel, automobiles, entertainment, gardening, and fashion. Advertisers hoping to reach the more than **150,000 readers** of the five publications have a captive audience. With a high degree of reader satisfaction, our magazines are read and loved.

"Litchfield Magazine has netted us more return on investment than any other media. As a small construction company that specializes in high quality finishes and premium construction, we know a quality product when we see it. Our experience with Litchfield Magazine has exceeded our expectations."

—Jan Hochstetter, Hammersmith, Inc.

I am pleasantly surprised at how many calls we have received after placing our ad in the five magazines. This has been our largest ad response for new patients since we started advertising."

—Donna Johnson, The Connecticut Center for Advanced Vein Therapy

We tracked a great response from our MMG ads. The unique toll-free phone number was our best-producing print ad phone number and our third best-producing phone number overall. Our website visitors from Connecticut went up by an average of 300 percent during the months we advertised.

—Jasmine Bigelow, Stowe Area Associates

## BI-MONTHLY ISSUE FOCUS

MAR/APR—**HOME & DESIGN**  
MAY/JUNE—**GARDEN & LANDSCAPE**  
JUL/AUG—**HEALTH & BEAUTY**  
SEP/OCT—**STYLE & FASHION**  
NOV/DEC—**HOME & DESIGN**  
HOLIDAY—**GIFTS & PARTIES**

## SPECIAL SECTIONS

MAR/APR—**GREEN HOME, GOLF**  
MAY/JUNE—**FOR WOMEN ONLY**  
JUL/AUG—**HEALTH & FITNESS**  
SEP/OCT—**EDUCATION**  
NOV/DEC—**SENIOR LIVING**  
HOLIDAY—**GIFTS**

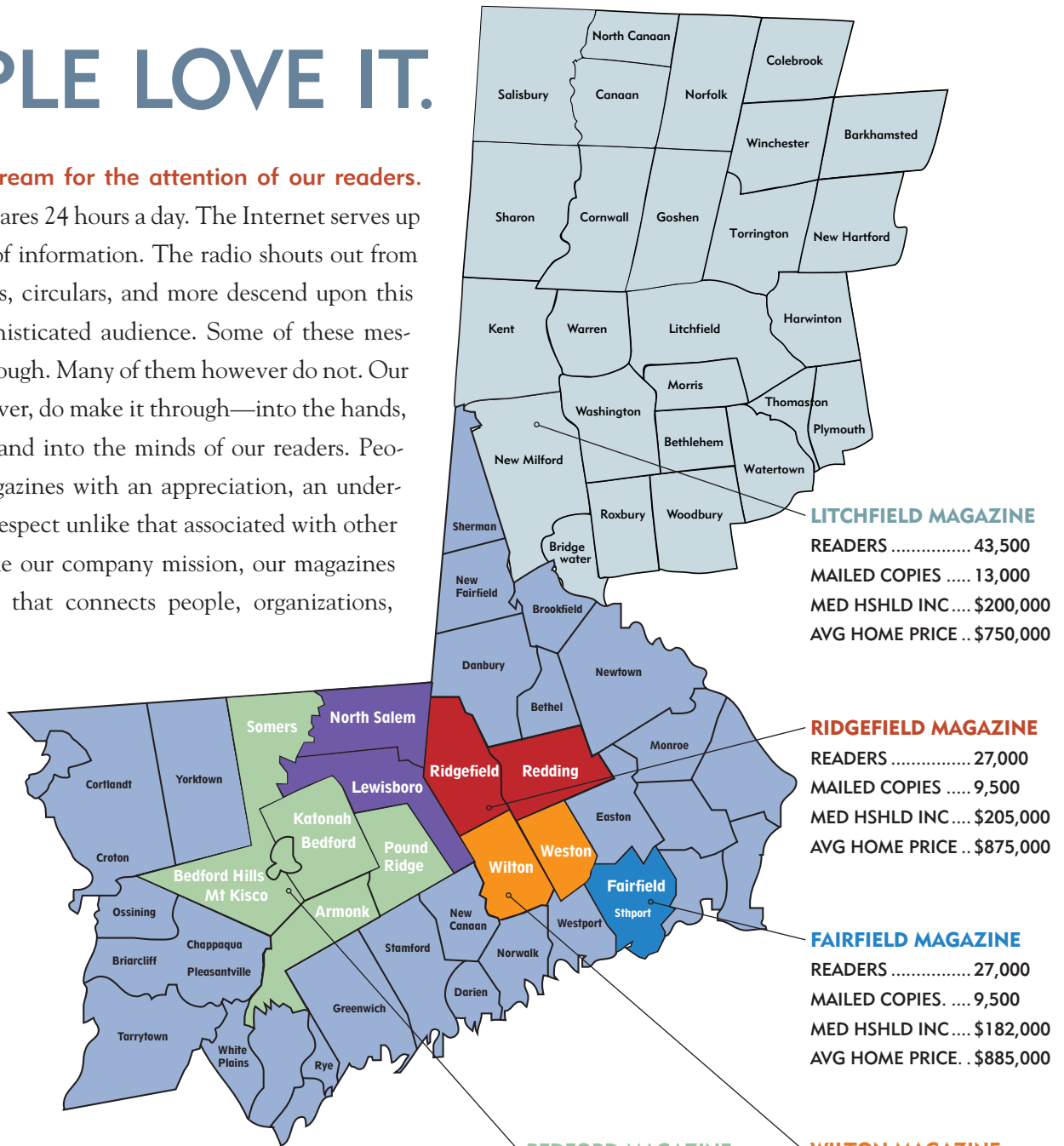
## IN EVERY ISSUE

HOUSE TOURS, GARDENING, RESTAURANTS, PERSONALITY PROFILES, LOCAL EVENTS, INSIDER KNOWLEDGE, LOADS AND LOADS OF FUN

# PEOPLE LOVE IT.

## Many things scream for the attention of our readers.

The television blares 24 hours a day. The Internet serves up endless streams of information. The radio shouts out from the dash. Mailers, circulars, and more descend upon this upscale and sophisticated audience. Some of these messages make it through. Many of them however do not. Our magazines, however, do make it through—into the hands, into the hearts, and into the minds of our readers. People read our magazines with an appreciation, an understanding, and a respect unlike that associated with other publications. Like our company mission, our magazines contain content that connects people, organizations, and businesses.



**LITCHFIELD MAGAZINE**  
 READERS ..... 43,500  
 MAILED COPIES ..... 13,000  
 MED HSHLD INC.... \$200,000  
 AVG HOME PRICE .. \$750,000

**RIDGEFIELD MAGAZINE**  
 READERS ..... 27,000  
 MAILED COPIES ..... 9,500  
 MED HSHLD INC.... \$205,000  
 AVG HOME PRICE .. \$875,000

**FAIRFIELD MAGAZINE**  
 READERS ..... 27,000  
 MAILED COPIES ..... 9,500  
 MED HSHLD INC.... \$182,000  
 AVG HOME PRICE .. \$885,000

**BEDFORD MAGAZINE**  
 READERS ..... 27,000  
 MAILED COPIES ..... 9,500  
 MED HSHLD INC.... \$225,000  
 AVG HOME PRICE .. \$1,025,000

**WILTON MAGAZINE**  
 READERS ..... 22,000  
 MAILED COPIES ..... 7,000  
 MED HSHLD INC.... \$211,000  
 AVG HOME PRICE .. \$910,000

## Our readers are your customers. Come along for the ride. Here's what the readers have to say.

"I am impressed with the quality of the design and level of contributors to Litchfield Magazine. Having spent 20 years as a photo editor at *InStyle*, *Esquire*, and *Us Weekly*, these are the aspects that I look for in a good magazine."

—Kathryn McCarver Root, owner KMR Gallery, Washington Depot

"After Wilton Magazine ran an article about the Community Garden, we rented out all the plots. Residents came with a copy of the article in their hand. The magazine is well read and has a huge impact in town."

—Steve Pierce, Director, Wilton Parks & Recreation Department

VISIT [TOWNVIBE.COM/ABOUT\\_US](http://TOWNVIBE.COM/ABOUT_US) FOR MORE TESTIMONIALS

As a result of this strong connection to readers in each town, we have determined that the most efficient method to reach the greatest number of readers for the benefit of our advertisers is to maintain a controlled circulation model for all five titles. That is, we will target a certain number of households based on various demographic data and deliver our publications to those mailboxes—at no charge to readers.

**GREAT FOR THEM:** A free magazine whose arrival they eagerly await.

**GREAT FOR YOU:** More readers will absorb your message at the same ad rates as before.

**DISTRIBUTION:** Magazines are delivered by mail, sold on newsstands, and placed at promotional events.

## GENERAL ADVERTISING RATES (COLOR) (PER ISSUE)

### one magazine

SIZE	1x	2x	3x	4x	6x
FULL	\$2,050	\$1,750	\$1,645	\$1,550	\$1,450
TWO-THIRDS	\$1,725	\$1,475	\$1,380	\$1,295	\$1,200
HALF PAGE	\$1,425	\$1,225	\$1,195	\$1,125	\$990
ONE-THIRD	\$1,050	\$895	\$840	\$790	\$745
QUARTER	\$725	\$640	\$600	\$550	\$510
ONE-SIXTH	\$525	\$450	\$420	\$395	\$370

### five magazines (150,000 readers)

SIZE	1x	2x	3x	4x	6x
FULL	\$5,225	\$4,450	\$4,195	\$3,950	\$3,700
TWO-THIRDS	\$4,400	\$3,760	\$3,515	\$3,300	\$3,060
HALF PAGE	\$3,635	\$3,125	\$3,050	\$2,870	\$2,525
ONE-THIRD	\$2,680	\$2,280	\$2,140	\$2,015	\$1,900
QUARTER	\$1,850	\$1,630	\$1,530	\$1,400	\$1,300
ONE-SIXTH	\$1,340	\$1,150	\$1,070	\$1,000	\$950

Two magazines: 10% off one magazine rate, 3 and 4 magazines: 15% off. Ask about pricing for premium positions and inserts. All prices net of agency commission.

### COVERS (1 magazine)

	1x	2x	3x
2ND (INSIDE FRONT)	\$3,200	\$2,800	\$2,600
3RD (INSIDE BACK)	\$3,050	\$2,650	\$2,450
4TH (BACK)	\$4,000	\$3,500	\$3,000

Cover discounts apply for multiple magazine purchases. Inquire about inserts, gatefolds, and other products to help improve your reach to readers. Premium rates may apply for special issues.

## DEADLINE AND PUBLICATION DATES

ISSUE	RESERVE	MATERIAL	PUB DATE
MAR/APRIL	1/17	1/24	2/20
MAY/JUNE	3/13	3/20	4/17
JULY/AUGUST	5/15	5/22	6/18
SEPT/OCT	7/18	7/25	8/20
NOV/DEC	9/13	9/20	10/17
HOLIDAY	11/6	11/9	12/4

## PUBLICATION SPECS

### Preferred Format: Adobe Acrobat PDF

When exporting your file to a pdf format, be sure to:

- embed all fonts
- flatten transparency
- all files must be CMYK — no spot colors, no RGB files
- place all photos in ad as 200 dpi CMYK .tif files
- no crop marks or color registration bars please

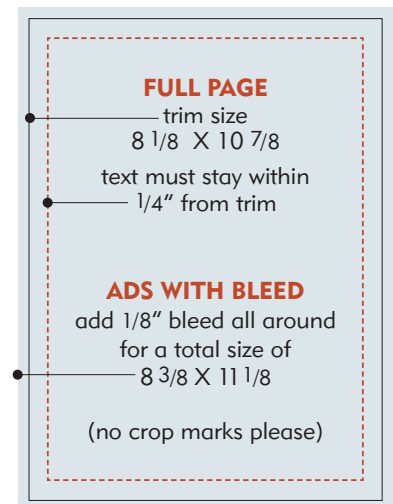
### We can also accept:

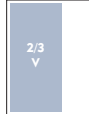
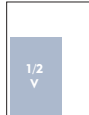
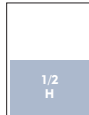
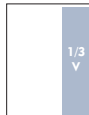
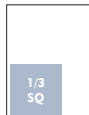
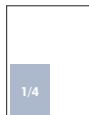
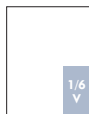
Adobe InDesign, Adobe Illustrator, Adobe Photoshop provided all linked art and fonts accompany the file. However, there will be an additional \$35 charge for us to make the pdf from your native file. We can NOT accept Microsoft Publisher files. The advertiser is responsible for producing print-ready ad material. Any prep work needed to make material ready for press will be billed to the advertiser at \$85/hr. Advertiser is responsible for filling reserved space. Mis-sized material will be adjusted for optimal placement.

### Ask about our online opportunities on [townvibe.com](http://townvibe.com)

## AD SIZE SPECS

(width is first)



	<b>TWO-THIRDS</b> 4 5/8 X 10
	<b>HALF VERTICAL</b> 4 5/8 X 7
	<b>HALF HORIZONTAL</b> 7 1/8 X 5
	<b>ONE-THIRD VERTICAL</b> 2 1/8 X 10
	<b>ONE-THIRD SQUARE</b> 4 5/8 X 5
	<b>ONE-QUARTER</b> 3 1/2 X 5
	<b>ONE-SIXTH</b> 2 1/4 X 5

**UPLOAD MATERIALS TO**  
**MORRISMEDIAGROUPSENDMYAD.COM**  
**FIRST-TIME REGISTRATION REQUIRED**

**QUESTIONS:**  
**PRODUCTION@MORRISMEDIAGROUP.COM**

Morris Media Production  
386 Main Street  
Ridgefield, CT 06877  
Tel 203.431.1708 (x1) Fax 203.894.1071