

CONNECTICUT VOICE



ABOUT

Connecticut VOICE, the state's exclusive LGBTQ magazine, will be launched in Spring 2019. This high-end publication is from the award-winning team at Seasons Magazines. It is delivered free to over 10,000 HH's in CT and another 5,000 will be distributed free of charge at the leading LGBTQ events throughout the year. Connecticut VOICE is full of articles that focus on the topics that are essential to the LGBTQ audience: Features, Health, Travel, Arts, History, Issues, Youth, Opinion, Parenting and Humor. Connecticut VOICE will educate our readers on all the latest trends and hottest places to travel, shop, dine and entertain.



Connecticut VOICE will also have an incredibly strong web and social media experience that truly allows our audience to interact with us throughout the year! Connecticut VOICE will also produce short videos of our stories as well as a monthly podcast with some of the leaders in the LGBTQ community.

We believe strongly in partnerships and will be a major presence at the most visible LGBTQ events throughout the state.

Connecticut VOICE first and foremost is a partnership with the LGBTQ community. Many of our editorial writers, photographers and creative contributors are not only incredibly talented but members of the LGBTQ community. And they are right here in Connecticut.



Connecticut VOICE Advertising

Reach Connecticut's affluent and loyal LGBTQ market by advertising in Connecticut VOICE. According to recent research, LGBTQ magazine readers are:

LOYAL

More than **8 out of 10** respondents agreed that they were more likely to buy products or services from companies they knew were LGBTQ friendly

EDUCATED

70% have at least a college education and work in professional jobs

INVESTED

54% own their own home
52% have investments

ACTIVE

37% dine out 3 or more times per week
45% work out 3 or more times per week

AFFLUENT

5.6 times more likely than the average American to earn \$100,000 or more
3.4 times as likely to have a household income of **\$250,000+** than the average American

TRAVELERS

36% spend \$3,000 or more on travel annually
97% of those surveyed took a vacation in the past 12 months

TRENDSETTING

65% identify themselves as having to have the "latest"
77% believe in indulging themselves
57% prefer to buy top-of-the-line