

VOICE

CONNECTICUT



ABOUT

Connecticut VOICE, the state's exclusive LGBTQ multi-media magazine launched in 2019 to provide the LGBTQ community with a voice - and a resource filled with articles, personal stories, trends, destinations and more! This high-end and informative publication is from the award-winning team at Seasons Media which has been a Connecticut-based organization since 2006 and has a portfolio of 7 publications. *Connecticut VOICE* is delivered to over 4,000 households in Connecticut and distributed to another 4,000+ at events throughout the year such as: pride parades, pride nights, meetups, sponsored events and more.



In addition to our quarterly publication, Connecticut VOICE offers a complete ecosystem of multi-media avenues such as podcasts, website, social media outlets, monthly newsletters and a TV show. Our editorial team, photographers and creative contributors reside here in Connecticut and are active members of the LGBTQ community. Seasons Media and *Connecticut VOICE* have partnered closely with the LGBTQ community to provide the most informative resource available!

***Just some of the things people are saying about
the latest issues of CT VOICE Magazine ...***

NEWS / CULTURE / HEALTH / COMMUNITY / TRAVEL / FASHION / DELICIOUS / YOUTH / HISTORY / BUSINESS

VOICE

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"Your magazine is great! Think you've done an amazing job. Love the articles, look and feel of it."

"Loved the first two issues. Keep 'em coming!"

"Very happy to have a LGBTQ publication back in CT, thank you!"

"We are thrilled to see the vast array of advertisers. Those who chose to position in your magazine are mostly on very competitive fields. It makes choosing easier when a company chooses to align with an LGBTQ media outlet."

"Thanks for all you are doing to be a new voice in the conversation."

"Read the first two issues cover to cover."

"Overall, I love it. :)"

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

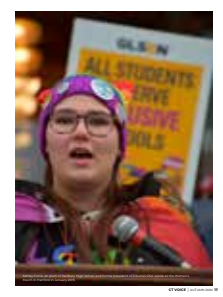
TRENDSETTING

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

VOICE

EDITORIAL CONTENT

The Interview / Arts & Culture / History / Delicious / Fashion / Spirit / Transgender issues
Youth / Parenting / Pets / Travel / Health & Wellness / Trends / Adventure / Business / Education
And so much more!



CONNECTICUT VOICE

MULTI-MEDIA EXPERIENCE



Direct Mailed Print Magazine Sponsored Content/Advertorials Perforated Inserts

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



CTVOICE.com

Quarterly 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



Connecticut VOICE Out Loud TV Show

CT VOICE Magazine comes to life with CT VOICE Out Loud airing Saturdays in April, June, October and December



Connecticut VOICE Events

Networking and community events with influencer presence and unique sponsorship opportunities





VOICE

CT VOICE 2021-22 AD DEADLINES

| YEAR | ISSUE | AD DEADLINE | IN HOME WEEK OF |
|------|--------|-------------|-----------------|
| 2021 | Autumn | August 20 | September 13 |
| 2021 | Winter | October 22 | November 15 |
| 2022 | Spring | February 11 | April 4 |
| 2022 | Summer | May 13 | June 6 |
| 2022 | Autumn | August 19 | September 12 |
| 2022 | Winter | November 4 | November 14 |

Ad deadlines subject to change

AD 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) |
| 2-Page Spread | 17.25" x 11.125" (with bleed) |

A full page is
8.75" x 11.125" (with bleed)
Live area is 7.75" x 10.125"
Trim size of 8.5" x 10.875"

Single or Multi-Page Advertorial
available upon request

Put your message at the fingertips of thousands of engaged readers every month and every day through CTVoice.com. Let your voice be heard to this growing audience.

CT VOICE Website Advertising | www.CTVoice.com

Wallpaper
PREMIUM
2400 x 1350
\$1,500/mo

Site Header
PREMIUM 728 x 90
\$1,500/mo

Rectangular 1
300 x 600
\$750/mo

Rectangular 2
300 x 250
\$500/mo

Rectangular 3
300 x 250
\$500/mo

CT VOICE Monthly Newsletter Advertising

Sidebar
of Email

Banner Ads (Top & Bottom of Newsletter)

Monthly Newsletter – \$250/month

728 x 90 Single Ad
(top or bottom of email)

300 x 250 Single Ad
(up to 2 ads ... sidebar of email)

300 x 600 Single Ad
(up to 1 ad ... between 300 x 250 ads
on sidebar of email)

"Connecticut's premier LGBTQ multi-media magazine comes to life."

CONNECTICUT VOICE

Out Loud!



NEWS / CULTURE / HEALTH / COMMUNITY / TRAVEL / FASHION / DELICIOUS / YOUTH / HISTORY / FEATURES



CT VOICE Out Loud

brings the pages of *CT Voice* to life in a content-rich television show, with an inside look at the people, places and stories of the state's LGBTQ community. This one-of-a-kind show airs on WTNH on Saturday evenings in the months of April, June, October and December.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

- Three title sponsorships available per show
- Mentions at the top and bottom of each show
- One 4-5 minute feature in show
- Two :30 second commercials
- Title sponsor recognition in all cross promotional material including CT VOICE Magazine, all digital and social media postings for the show
- Industry exclusive sponsor level
- Show remains on ctvoice.com for minimum of 2 months

Total Investment: \$7,500 per show

PRIME SPONSORSHIP

- Three prime sponsorships available per show
- Mentions at the top and bottom of each show
- Two :30 second commercials
- Prime sponsor recognition in all cross promotional material including CT VOICE Magazine, all digital and social media postings for the show
- Show remains on ctvoice.com for minimum of 2 months

Total Investment: \$2,500 per show

COMMERCIAL UNIT

- :30 second supplied commercial spot in show: \$100
- :60 second supplied commercial spot in show for \$175
- Can be combined with any size ad in CT VOICE Magazine, web or email advertising opportunity.

For more information on pricing and customized package opportunities, please contact Jim.
jim@seasonsmagazines.com | 860-729-2938



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The importance of marketing to the LGBTQ community

- Research verifies that 80% of gay people have incomes above the national average; 40% earn more than \$100,000 a year.
- The combined buying power of LGBTQ adults in the U.S. exceeds \$915 billion and is rising.
- LGBTQ consumers spend more than \$64 billion a year on travel.
- Gay consumers are twice as likely to buy a vacation home, six times more likely to buy and have installed a home theater system, and eight times more likely to own multiple mobile devices and computers than heterosexuals.
- LGBTQ households make 10% to 20% more shopping trips to malls, stores, and other retail locations than the average U.S. household.
- In B2B spending, 30% of LGBTQ employees and executives control budgets or purchasing decisions. 60% of those people surveyed say that the reputation of a vendor company for being LGBTQ-friendly affects purchasing decisions.

Discover why the LGBTQ community is important to your business.

CTVOICE.COM

Call or email today and let's start a conversation.

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