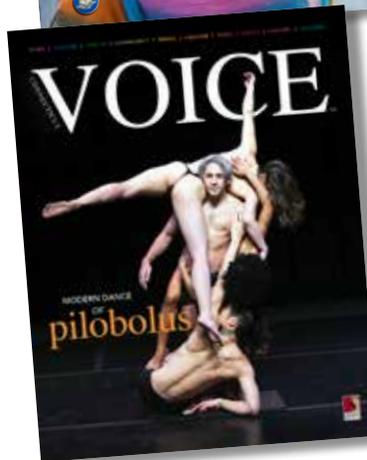
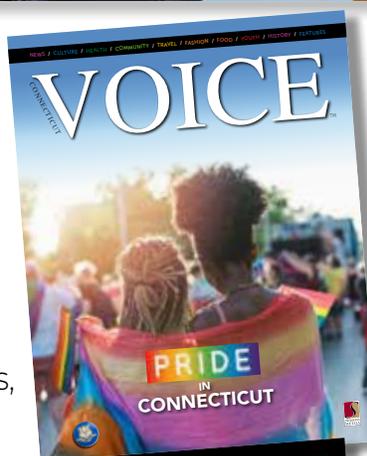


# CONNECTICUT VOICE



## 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

# CONNECTICUT VOICE

**"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

### TRENDSSETTING

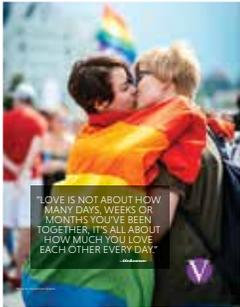
**65%** identify themselves as having to have the "latest"  
**77%** believe in indulging themselves  
**57%** prefer to buy top-of-the-line

# VOICE

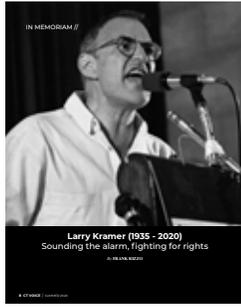
CONNECTICUT

## 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!



"LOVE IS NOT ABOUT HOW MANY DAYS, WEEKS OR MONTHS YOU'VE BEEN TOGETHER. IT'S ALL ABOUT HOW MUCH YOU LOVE EACH OTHER EVERY DAY."



IN MEMORIAM //

Larry Kramer (1935 - 2020)  
Sounding the alarm, fighting for rights



... it really is going to be up to all of us working together, working in partnership, around this vision of what it means to be a theater company that is for the community"



"We take traditional dishes and we recreate them."



ARTS & CULTURE //

### Taking the Stage

Jacob Padon plans dramatic changes for New Haven Theater

Jacob Padon, the artistic director of New Haven Theater, is planning dramatic changes for the organization. He is looking to diversify the board and staff, and to increase the theater's financial stability. Padon is also looking to expand the theater's reach and to make it more accessible to a wider audience.



PROHIBITING MEDICALLY NECESSARY SURGERY ON MINORS

The House of Representatives has passed a bill that would prohibit the use of federal funds to pay for medically necessary gender-affirming surgery on minors. The bill is part of a larger effort to restrict the use of federal funds for transgender-related healthcare.

HEALTH & WELLNESS //

### CONTINUOUS CARE

Midwestern Health is supporting transgender patients who face additional health concerns during the pandemic

Midwestern Health is providing continuous care for transgender patients during the COVID-19 pandemic. The organization is offering telehealth services, mental health support, and access to gender-affirming care. This support is crucial for patients who may face additional health concerns during the pandemic.



COVER STORY //

### FINDING HIS WAY

Scott Haring is living the life he's meant to live

Scott Haring is a man who has found his way. He is a successful entrepreneur and a devoted family man. He has overcome many challenges and is now living the life he's meant to live. His story is an inspiration for many people.



TABOO FOR POREF

Taboo for Poref is a new collection of products designed to help people with skin conditions. The products are made from natural ingredients and are safe for use on sensitive skin. They are a game-changer for many people.

SAFE HAVEN

Danbury's LGBTQ+ gives students a place to be their true selves

Danbury's LGBTQ+ community has created a safe haven for students. The organization provides a space where students can be their true selves and find support. It is a place where everyone is welcome.



TRAVEL //

### SWEET ESCAPES

Yearning for a vacation? Try some visual traveling, with an LGBTQ+ twist

Yearning for a vacation? Try some visual traveling, with an LGBTQ+ twist. This collection of photos captures the beauty of various destinations and the joy of travel. It is a visual feast for the eyes.



THE TALENTED MR. BERRY

The Talented Mr. Berry is a new collection of products designed to help people with skin conditions. The products are made from natural ingredients and are safe for use on sensitive skin. They are a game-changer for many people.

WHAT IS QUEER ART?

How do we determine what represents a community?

What is queer art? How do we determine what represents a community? This collection of photos explores these questions and shows the power of art to bring people together.



# 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



## CTVOICE Podcast with Dennis House

Dennis' conversations are interesting, insightful and entertaining.



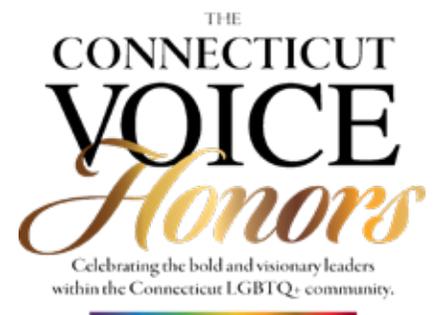
## Social Media & Email Digital Impressions

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 Inaugural Award Event

Networking and community events with influencer presence and unique sponsorship opportunities



THE  
CONNECTICUT  
VOICE  
*Honors*

Celebrating the bold and visionary leaders  
within the Connecticut LGBTQ+ community.

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**O**n May 21, 2022, the inaugural Connecticut VOICE Honors will take place at Foxwoods Resort Casino. This gala evening has been designed to pay tribute to the individuals, organizations and companies whose commitment to inclusion, diversity and advocacy for our LGBTQ+ communities has established Connecticut as a leader in the United States and one of the most positive and affirming places to live and work for the amazing and diverse people who identify as LGBTQ+.

LIVE MUSIC, DANCING & ENTERTAINMENT  
FINE DINING & SPECIALTY COCKTAILS  
COMEDIAN • RAFFLES • GIFT BAGS

**YOU ARE INVITED**

to an unforgettable evening!

THE CONNECTICUT VOICE HONORS

MAY 21, 2022

FOXWOODS RESORT CASINO

For more information, to reserve tables  
and to purchase individual or group tickets  
visit [ctvoice.com](https://ctvoice.com)

THE CONNECTICUT VOICE HONORS  
MAY 21, 2022

SPONSORSHIP OPPORTUNITIES

**PLATINUM SPONSOR**

**\$15,000**

- Sponsor name and logo on portion of event-related marketing in print, on website, on social media and podcast prior to and following the event
- Premier logo placement at event
- Special interview opportunity on WTNH Good Morning Connecticut show in week leading up to the event
- Feature in event coverage plus two :30 commercial spots in televised prime time event on WTNH
- Acknowledgment of support during program portion of event
- Premium seating for 8 guests
- One complimentary room at Foxwoods for night of event
- Prominent feature in CT Voice special section dedicated to the event in the Pride issue.
- Full-page premier position in printed Event Tribute Book
- Logo on step and repeat photo wall at event entrance
- Logo inclusion on event gift bags
- Year-long logo exposure on website in event recap
- Sponsor highlight in pre- and post-event newsletter to opt-in subscribers

**GOLD SPONSOR**

**\$10,000**

- Sponsor name and logo on all event related marketing in print, on website, on social media and podcast prior to and following the event
- Premier logo placement at event
- Inclusion on televised event on WTNH
- Premium seating at event for 6 guests
- Prominent feature in CT Voice special section dedicated to the event in the Pride issue
- Full-page in printed Event Tribute Book
- Year-long logo exposure on website in event recap
- Sponsor highlight in post-event newsletter to opt-in subscribers

**SILVER SPONSOR**

**\$5,000**

- Sponsor name and logo on all event related marketing in print and on website prior to and following the event
- 4 guest tickets to event
- Prominent feature in CT Voice special section dedicated to the event in the Pride issue
- Half-page in printed Event Tribute Book
- Year-long logo exposure on website in event recap
- Sponsor highlight in post-event newsletter to opt-in subscribers



\*Opportunities are exclusive of current media spend

**V.I.P. COCKTAIL HOUR  
PRE- AND POST-PARTY SPONSOR**

**\$12,000**

- Sponsor name and logo prominently featured on all event-related marketing in print, on website, on social media and podcast prior to and following the event
- Ownership of logo placement at VIP pre- and post-party event
- Prominent inclusion on prime time on televised event on WTNH
- :30 commercial in televised event on WTNH
- 4 Guest tickets to event
- One complimentary room at Foxwoods for night of event
- Prominent feature in CT Voice special section dedicated to the event in the Pride issue.
- Full-page premier position in printed Event Tribute Book
- Logo on step and repeat wall at event entrance
- Logo inclusion on event gift bag
- Year-long logo exposure on website in event recap
- Sponsor highlight in pre and post newsletter to opt-in subscribers

**COCKTAIL SPONSOR**

**\$1,500**

Give attendees a special taste of your product as they enjoy this spectacular event.

- Premier exposure as a signature cocktail sponsor of event.
- Product placement and logo exposure at event

**MOCKTAIL SPONSOR**

**\$1,500**

Give attendees a refreshing taste of your non-alcoholic product as they enjoy this spectacular event.

- Premier exposure as a signature mocktail sponsor of event.
- Product placement and logo exposure at event



THE CONNECTICUT VOICE HONORS  
MAY 21, 2022

**SPONSORSHIP OPPORTUNITIES**

**BRONZE SPONSOR**

**\$3,000**

- Sponsor name on a portion of event-related marketing in print and on website prior to and following the event
- 2 guest tickets to event
- Quarter-page ad in printed Event Tribute Book
- Year-long logo exposure on website in event recap.
- Company listing as an event sponsor in CT Voice special section in the Pride issue.
- Mention and link in post-event newsletter to opt-in subscribers

**SUPPORT SPONSOR**

**\$1,500**

- Sponsor name on portion of event related material in print and on website prior to and following the event
- Sixth-page ad in printed Event Tribute Book. Company listing as an event sponsor in CT Voice special section in the Pride issue.
- 2 guest tickets to event
- Year-long logo exposure on website in event recap



**VIP PRIDE GIFT BAG**

**\$900**

Include your product sample or special item in the gift bag that will be given to VIPs, honorees, hosts and celebrities attending the event. Item to be approved in advance by Connecticut Voice and have a minimum value of \$100 each. All items to be supplied in advance of event.  
*Quantity approximately 100.*

**CENTERPIECE SPONSOR**

**\$600**

Put your company front and center with elegant displays throughout the room on this special night. We will work with you to design your display incorporating your logo and messaging. Sponsor pays for displays in addition to \$600 sponsorship fee.

**PRIDE GIFT BAG**

**\$500**

Include your product sample or special item in this special gift bag that will be given to all guests attending the event. Item to be approved in advance by Connecticut Voice and have a minimum value of \$50 each. All items to be supplied in advance of event.  
*Quantity approximately 300.*





# VOICE

## CT VOICE 2022 AD DEADLINES

YEAR	ISSUE	AD DEADLINE	IN HOME
2022	Spring	February 11	Week of March 7
2022	Summer	May 13	Week of June 6
2022	Autumn	August 19	Week of September 12
2022	Winter	October 21	Week of 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" including 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**

Site Header  
PREMIUM 728 x 90

Wallpaper  
PREMIUM  
2400 x 1350

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

# CONNECTICUT VOICE

Rectangular 1  
300 x 600

Rectangular 2  
300 x 250

Rectangular 3  
300 x 250

**CT VOICE Monthly Newsletter Advertising**

Banner Ads (Top & Bottom of Newsletter)

Sidebar of Email

Single Ad

Single Ad

Single Ad

**Monthly Newsletter**

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

#### 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

#### COMMERCIAL UNIT

- :30 second supplied commercial spot in show
- :60 second supplied commercial spot in show
- 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:

**Jim Tully | 860-729-2938 | jim@seasonsmagazines.com**

**Doreen Chudoba | 203-494-4654 | doreen@seasonsmagazines.com**

**Paul Whitman | 203.461.4476 | paul@ctvoice.com**

# VOICE

CONNECTICUT

## 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.

**Jim Tully | 860-729-2938 | jim@seasonsmagazines.com**

**Doreen Chudoba | 203-494-4654 | doreen@seasonsmagazines.com**

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