

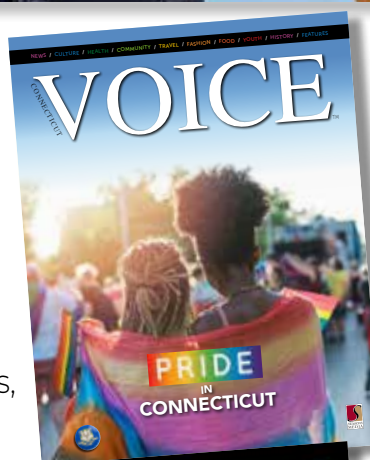
VOICE

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

CONNECTICUT

"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

TRENDSETTING

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

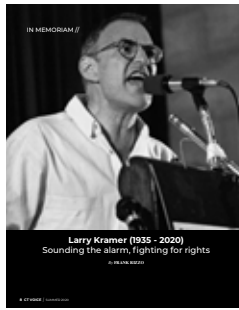
TRAVELERS

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

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



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.





On 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

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.

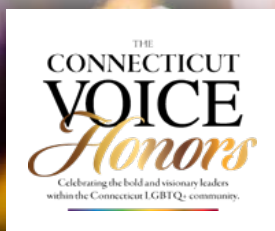
- Premier exposure as a signature cocktail sponsor of event.
- Product placement and logo exposure at event

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

Wallpaper
PREMIUM
2400 x 1350

Site Header
PREMIUM 728 x 90



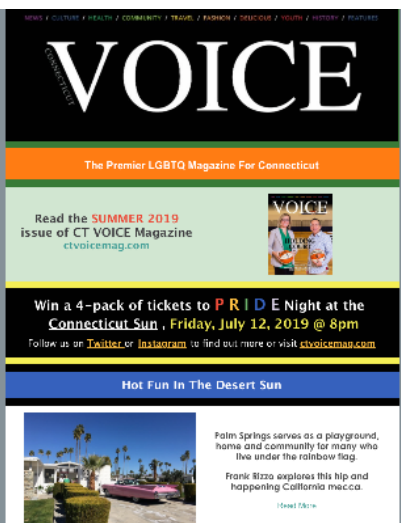
Rectangular 1
300 x 600

Rectangular 2
300 x 250

Rectangular 3
300 x 250

CT VOICE Monthly Newsletter Advertising

Banner Ads (Top & Bottom of Newsletter)



Single Ad

Single Ad

Single Ad

Sidebar of Email

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.

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