

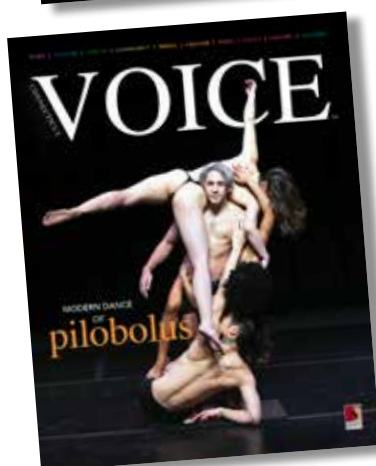
VOICE

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 5,000 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 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

TRAVELERS

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

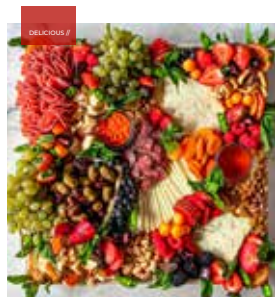
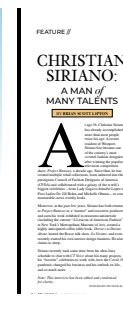
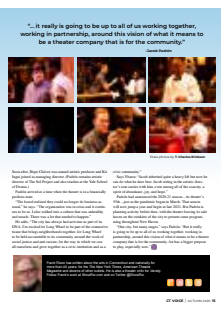
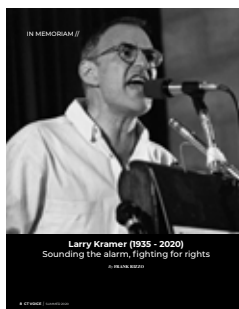
TRENDSETTING

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

VOICE

AWARD-WINNING 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

Local and topical lifestyle content across desktop and mobile web



VOICE Out Loud! Podcast with Chris Byrne

Lively conversations with LGBTQ+ people from all walks of life—activism, entertainment, business, education, and much more!



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.



A woman with short dark hair, wearing a bright yellow t-shirt and large hoop earrings, is shown in profile from the chest up. She is smiling broadly and looking upwards. The background is dark with numerous out-of-focus, warm-toned bokeh lights. To the left, a portion of a clear glass is visible.

SEPTEMBER 17, 2022

at **FOXWOODS RESORT CASINO**

*Hosted by **Dennis House** of WTNH and
Chion Wolf of Connecticut Public Radio*

GET READY FOR AN UNFORGETTABLE EVENING:

- A first-of-its-kind awards show with nationally known entertainers.
- A chance to celebrate with leading figures in Connecticut's LGBTQ+ community.
- A premier destination for dining and entertainment.
- AND – The event will be filmed for an hour long special on WTNH, airing on Saturday evening, October 15, 2022.
- Take advantage of this unique opportunity to celebrate the positive power of Connecticut's LGBTQ+ community and showcase your brand's commitment to diversity and inclusion.

As a sponsor, your organization has many opportunities to be a visible supporter of this effort and align yourself with some of the most forward-thinking and supportive organizations in the state. There is not better time and no better event to join your voice with ours and be heard ... loud and proud!

Be part of this extraordinary evening.

THE CONNECTICUT VOICE HONORS
SEPTEMBER 17, 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 leading up to the event
- Feature in event coverage plus two :30 commercial spots in televised event on WTNH, airing on Saturday evening, October 15, 2022
- 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.
- 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
- 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
- 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

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
- 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
- 2 guest tickets to event
- Year-long logo exposure on website in event recap



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, airing on Saturday evening, October 15, 2022
- 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
- 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
- Quarter page ad in printed Event Tribute Book
- Company listing in CT Voice special section dedicated to the 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
- Quarter page ad in printed Event Tribute Book
- Company listing in CT Voice special section dedicated to the event



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.

- Quarter page ad in printed Event Tribute Book
- Company listing in CT Voice special section dedicated to the event

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 PRINT AD DEADLINES

YEAR	ISSUE	AD DEADLINE	IN HOME WEEK OF
2022	Spring	February 11	March 7
2022	Summer	May 13	June 6
2022	Autumn	August 19	September 12
2022	Winter	October 21	November 14

Ad deadlines subject to change

PRINT AD DIMENSIONS & SPECS

AD SIZE	DIMENSIONS	COST PER ISSUE All rates are net
Quarter Page	3.375" x 4.875" vertical	\$ 1,300.
Half Page	7" x 4.875" horizontal	\$ 2,600.
Full Page	8.75" x 11.125" (with bleed)	\$ 5,500.
Prime Full Page	8.75" x 11.125" (with bleed) 8.75" x 8.75" (back cover)	\$ 6,000.
2-Page Spread	17.25" x 11.125" (with bleed)	\$ 12,000.

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.

www.CTVoice.com

Premium ad positions available on the CTVoice.com website and Newsletter.

CT VOICE WEBSITE:

Banner Ads: 729x90
Rectangle 1: 300 x 600
Rectangle 2: 300 x 250
Rectangle 3: 300 x 250

\$500 per month.
Rates are net.




CT VOICE NEWSLETTER:

Interact with CT Voice Opt-in subscribers every month with your timely messaging. Banner ads and custom content ads are available. Reach out for details, deadlines and pricing.

\$250 per ad.
All rates are net.

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

CONNECTICUT VOICE *Out Loud!*



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

SPONSORSHIP OPPORTUNITIES



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.

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

Prime Sponsor: \$1,500 net per show.

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.

\$500 net per :60 spot.

\$250 net per :15 spot.



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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