

2026  
MEDIA  
KIT





# 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

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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. :)"**



# VOICE

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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.

**Jim Tully | 860-729-2938 | [jim@seasonsmagazines.com](mailto:jim@seasonsmagazines.com)**

**Doreen Chudoba | 203-494-4654 | [doreen@seasonsmagazines.com](mailto:doreen@seasonsmagazines.com)**





## 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

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



**Social Media & Email**  
**Digital Impressions**

Large following across wide range of social media platforms and direct marketing email

**CTVOICE.com**

Local and topical lifestyle content across desktop and mobile web



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](http://www.CTVoice.com)

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

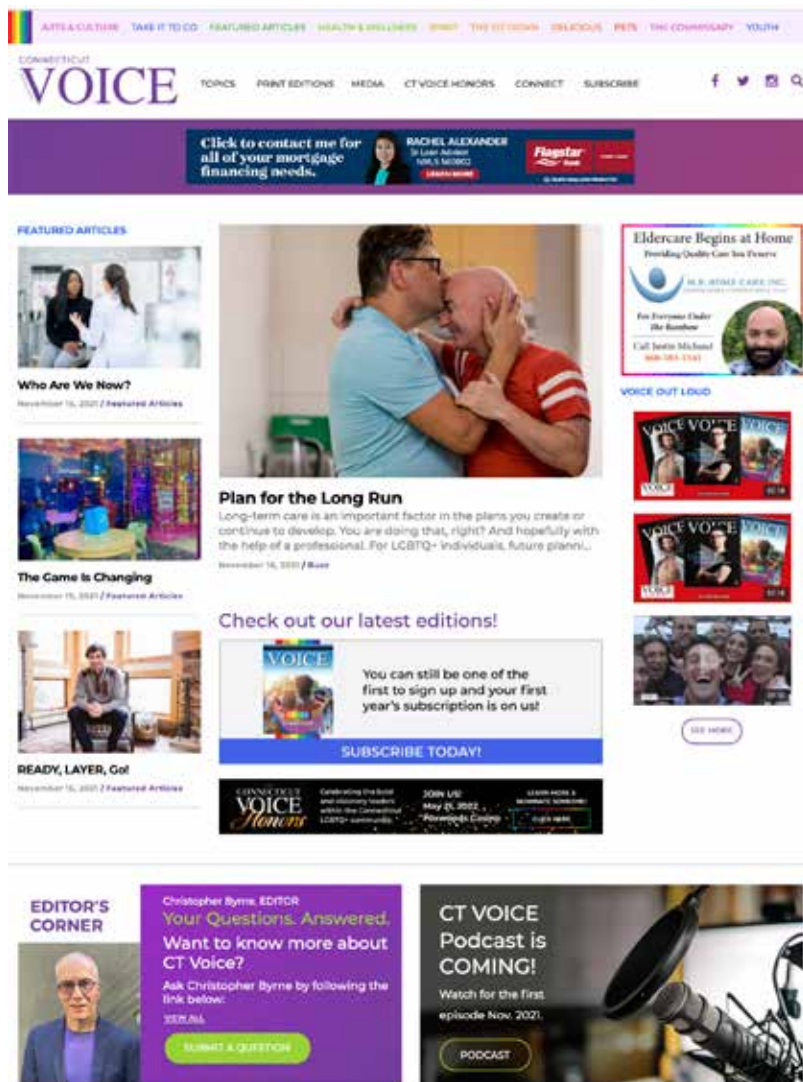
## CT VOICE WEBSITE:

Banner Ads: 729x90

Rectangle 1: 300 x 600

Rectangle 2: 300 x 250

Rectangle 3: 300 x 250



## 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.



## 2026 EDITORIAL CALENDAR

### SPRING 2026

In Homes: Week of March 9

#### ***Special Features:***

CT Home Refresh and The Gold Standard:  
Connecticut's Best Resources for  
Seniors & Their Families

### SUMMER 2026

In Homes: Week of May 25

#### ***Special Features:***

Arts & Entertainment Guide

### FALL 2026

In Homes: Week of Sept 14

#### ***Special Features:***

What's New in Women's Health,  
Fall Arts & Entertainment Guide

### WINTER 2026

In Homes: Week of Nov 16

#### ***Special Features:***

Special places to travel with the family,  
The Connecticut Winter Wellness Guide

### IN EVERY ISSUE:

Health & Wellness

Delicious

Home or Travel

In the Spirit

Features

Pets

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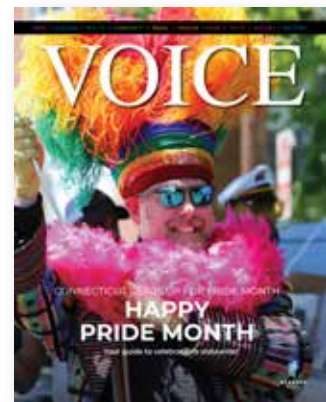
**2027 CALENDAR**  
**TO BE DETERMINED**



Winter



Spring



Summer



Autumn



# VOICE

## PRINT 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)

Please send your ad as a hi-res pdf with fonts embedded.

A full page is 8.75"w x 11.125"h including bleed; Live area is 7.75"w x 10.125"h; Trim size of 8.5"w x 10.875"h  
A double spread is 17.265"w x 11.125"h including bleed; Live area is 16.225"w x 10"h; Trim size of 17"w x 10.875"h  
Single or Multi-Page Advertorial available upon request.

# VOICE

## CT VOICE 2026 PRODUCTION SCHEDULE

YEAR	ISSUE	AD DEADLINE	IN HOMES
2026	Spring	February 5	March 9
2026	<b>PRIDE ISSUE</b>	April 10	May 25
2026	Autumn	August 10	September 14
2026	Winter	October 12	November 16

Ad deadlines subject to change. Rates are net.

## WEBSITE DIGITAL DIMENSIONS / SPECS

Banner Ads: 729x90

Rectangle 2: 300 x 250

Rectangle 1: 300 x 600

Rectangle 3: 300 x 250

## NEWSLETTER DIGITAL DIMENSIONS / SIZE TBD