

reaching people with quality content



**BEDFORD** magazine

**FAIRFIELD** magazine

**LITCHFIELD** magazine

**RIDGEFIELD** magazine

**WILTON** magazine

**2008**

**PUBLICATION  
OF THE YEAR**

—CT Press Club

**MMG**  
morris media group

[ *it's where we live* ]

# PEOPLE GET IT, PEOPLE READ IT,



Reaching more than **150,000** readers in Westchester, Fairfield, and Litchfield Counties.

Superior photography and design complement the high level of editorial craftsmanship.

With its five magazines and websites, Morris Media Group covers an area that comprises an extremely appetizing market for advertisers. On average, **readers in all markets are affluent, well-educated, professional, family-focused, and community-oriented.** Reader surveys reveal a strong propensity toward home design, dining out, travel, automobiles, entertainment, gardening, and fashion. Advertisers hoping to reach the more than **150,000 readers** of the five publications have a captive audience. With a high degree of reader satisfaction, our magazines are read and loved.

"I sold a \$2.4-million house as a result of my advertising in Ridgefield Magazine. People see my ads. It's the best."

— Lonnie Shapiro, Connecticut Prudential Realty

"We are thrilled with the results of advertising in Litchfield Magazine. It has been a real benefit to our marketing."—Rafe Churchill, Churchill Brothers

"We've had a very favorable response to our advertising in Litchfield Magazine."—Art Kerber, Green River Gallery

"Our ads in Bedford Magazine have been immensely successful—we know because our customers, existing and new, have told us so!"

—Dorothy Coletta and Susan Wamsley, Richard Oliver House

## readers...

...spend **62 minutes** with each issue

...pass along an issue to **2.9 people**

...keep an issue for more than **two months**

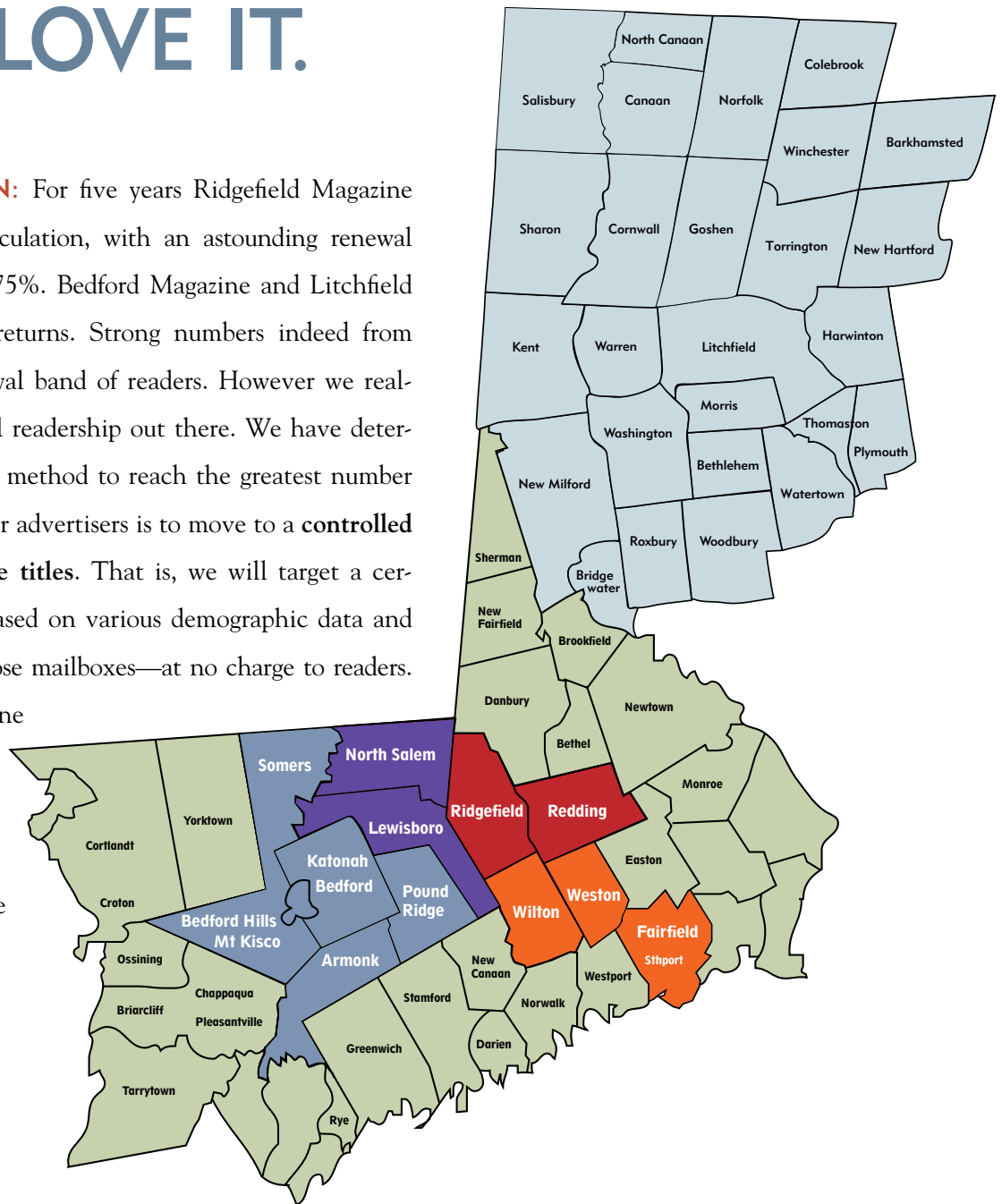
# PEOPLE LOVE IT.

**EXPANDED DISTRIBUTION:** For five years Ridgefield Magazine maintained a steady paid circulation, with an astounding renewal rate hovering either side of 75%. Bedford Magazine and Litchfield Magazine have had similar returns. Strong numbers indeed from an extremely satisfied and loyal band of readers. However we realize there is a greater potential readership out there. We have determined that the most efficient method to reach the greatest number of readers for the benefit of our advertisers is to move to a **controlled circulation model for all five titles.** That is, we will target a certain number of households based on various demographic data and deliver our publications to those mailboxes—at no charge to readers.

**Great for them:** a free magazine that they have been buying and loving for years.

**Great for you:** more readers will absorb your message at the ad rates as before.

**DISTRIBUTION:** Magazines are delivered by mail, sold on newsstands, and placed at promotional events.



DEMOGRAPHICS BY REGION	RIDGEFIELD	BEDFORD	LITCHFIELD	WILTON	FAIRFIELD
READERS	27,000	27,000	43,500	22,000	27,000
MAILING PER ISSUE	9,000	9,000	17,000	7,000	9,000
MED HSHLD INCOME	\$205,000	\$225,000	\$200,000	\$211,000	\$182,000
AVERAGE HOME PRICE	\$875,000	\$1,025,000	\$750,000	\$910,000	\$885,000

## BI-MONTHLY ISSUE FOCUS

MAR/APR—**HOME & DESIGN**  
 MAY/JUNE—**GARDEN & LANDSCAPE**  
 JUL/AUG—**HEALTH & BEAUTY**

SEP/OCT—**STYLE & FASHION**  
 NOV/DEC—**HOME & DESIGN**  
 HOLIDAY—**GIFTS & PARTIES**

## IN EVERY ISSUE

HOUSE TOURS, GARDENING, RESTAURANTS,  
 PERSONALITY PROFILES, LOCAL EVENTS,  
 INSIDER KNOWLEDGE, LOADS AND LOADS OF FUN

## general advertising rates

### color

SIZE	1x	2x	3x	4x	6x
FULL	\$2,050	\$1,750	\$1,645	\$1,550	\$1,450
TWO-THIRDS	\$1,725	\$1,475	\$1,380	\$1,295	\$1,200
HALF PAGE	\$1,425	\$1,225	\$1,195	\$1,125	\$990
ONE-THIRD	\$1,050	\$895	\$840	\$790	\$745
QUARTER	\$725	\$640	\$600	\$550	\$510
ONE-SIXTH	\$525	\$450	\$420	\$395	\$370

### black & white

SIZE	1x	2x	3x	4x	6x
FULL	\$1,475	\$1,250	\$1,150	\$1,095	\$1,040
TWO-THIRDS	\$1,095	\$940	\$900	\$870	\$775
HALF PAGE	\$950	\$810	\$740	\$700	\$660
ONE-THIRD	\$650	\$560	\$525	\$495	\$460
QUARTER	\$550	\$470	\$450	\$415	\$385
ONE-SIXTH	\$375	\$320	\$305	\$285	\$270

All prices net of agency commission. Inquire about discounts for placement in multiple magazines. Ask sales managers about pricing for premium positions and package deals on web space.

### covers

SIZE	1x	2x	3x
2ND (INSIDE FRONT)	\$3,200	\$2,800	\$2,600
3RD (INSIDE BACK)	\$3,050	\$2,550	\$2,450
4TH (BACK)	\$4,000	\$3,500	\$3,000

Inquire about inserts, gatefolds, and other products to help improve your reach to readers. Premium rates may apply for special issues with expanded distribution.





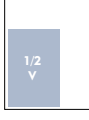
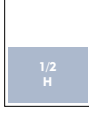
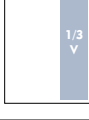



## deadline and publication dates

ISSUE	RESERVE	MATERIAL	PUB DATE
MAR/APRIL	1/16	1/23	2/20
MAY/JUNE	3/16	3/23	4/20
JULY/AUGUST	5/16	5/23	6/20
SEPT/OCT	7/16	7/23	8/20
NOV/DEC	9/16	9/23	10/16
HOLIDAY	11/5	11/12	12/1

If Reserve or Material Date falls on a weekend, the deadline is the previous Friday. Deposit: 25 percent due at signing. Remainder due within 15 days of publication date. Advertisers will be charged 100 percent of ad price for any insertion cancelled by advertiser after the reserve date.

- Most preferred methods of delivering ad material: high-resolution PDF (300 dpi); InDesign (all fonts and high-resolution CMYK art included). Printouts at 100% scale must accompany all files.
- The advertiser is responsible for producing print-ready ad material: any prep work and design work needed to make material ready for press will be billed to the advertiser at \$75/hr. Advertiser is responsible for filling reserved space.

## ad size specs

	<b>MAGAZINE TRIM SIZE</b> 8 1/8 X 10 7/8
	<b>FULL PAGE BLEED</b> 8 3/8 X 11 1/8
	<b>FULL PAGE NON-BLEED</b> 7 5/8 X 10
	<b>TWO-THIRDS</b> 4 5/8 X 10
	<b>HALF VERTICAL</b> 4 5/8 X 7
	<b>HALF HORIZONTAL</b> 7 1/8 X 5
	<b>ONE-THIRD VERTICAL</b> 2 1/8 X 10
	<b>ONE-THIRD SQUARE</b> 4 5/8 X 5
	<b>ONE-QUARTER</b> 3 1/2 X 5
	<b>ONE-SIXTH</b> 2 1/4 X 5

**send material to**  
[advertising@morrismediagroup.com](mailto:advertising@morrismediagroup.com)

Morris Media Production  
386 Main Street  
Ridgefield, CT 06877  
203.431.1708  
FAX 203.894.1071