

ADVERTISE IN

# Connecticut Explored

*Connecticut history, one good story after another.* Formerly HOG RIVER JOURNAL

UNIQUE in the state for its niche crossover arts and heritage audience, **Connecticut Explored** (formerly known as *Hog River Journal*) is a quarterly magazine that uncovers our state's rich history and cultural heritage.

Now in its 10<sup>th</sup> anniversary year, **Connecticut Explored** has successfully expanded its focus from the Hartford region to the entire state. Our subscriber base has grown to reach desirable households in every town in Connecticut. **Connecticut Explored** readers are highly educated and affluent. They are interested in connections from our past to our present and future and have a strong loyalty to Connecticut.

Each quarter 3,600 of the 6,000 copies we print go to our paid subscribers. We send 1,400 to a prospect list drawn from donor and member lists of the state's premier cultural institutions – a reader constituency no other publication delivers. The remaining 1,000 copies are distributed via special promotions or sold in museum shops and on newsstands. Recent reader research tells us that:

- Each issue reaches 11,000 readers
- With paid circulation and unique prospect lists, we reach 25,000 readers over the course of a year
- 71% of our readers have at least a college degree
- The median income of readers is \$94,700
- The median age of our readers is 49

Our advertisers know that sometimes it's not about how many readers you reach; it's about who you reach. They recognize that our brand enhances their brand.

**Connecticut Explored** is a magazine of discovery, characterized by lively, accessible writing grounded in sound research and critical thought. Readers enjoy what each issue offers: in-depth, fascinating articles by historians, journalists, and fellow history buffs, photo essays filled with historical images, tales of ordinary and extraordinary Connecticutans, stories of intriguing objects from area collections and descriptions of must-see destinations across the state.

**Reach affluent arts and culture donors only through **Connecticut Explored**!**

**Connecticut Explored** is a nonprofit publication, published by the **Hartford Public Library** and the **Connecticut Humanities Council**, in collaboration with its organizational partners:

- Department of Economic & Community Development
- Greater Hartford Arts Council
- Connecticut Landmarks
- Trinity College
- Wadsworth Atheneum Museum of Art
- The Amistad Center for Art & Culture
- Association for the Study of Connecticut History
- Connecticut Historical Society
- Connecticut Trust for Historic Preservation
- The Florence Griswold Museum
- Greenwich Historical Society
- Harriet Beecher Stowe Center
- Hill-Stead Museum
- Litchfield Historical Society
- Mark Twain House and Museum
- New Britain Museum of American Art
- President's College, University of Hartford
- Slater Memorial Museum
- Connecticut Daughters of the American Revolution
- Connecticut Society of Genealogists
- Wesleyan University Press

### Circulation

- 6,000 quarterly print run mailed to 3,600 paid subscribers and 1,400 prospects; an additional 1,000 copies distributed via special promotions or sold in museum shops and on newsstands.
- Each issue reaches 11,400 readers, and 25,000 readers over the course of a year.
- **Connecticut Explored** is available only by subscription and in select retail outlets.

### Ad Rates (4-color or B&W)

Size of Ad (w x h)	Per issue
Full Page*..... 7 1/2 x 9 1/4"	\$ 1,750
Half Page vertical ..... 3 3/8 x 9 1/4"	\$ 1,050
or horizontal ..... 7 1/2 x 4 3/8"	
Quarter Page ..... 3 3/8 x 4 3/8"	\$ 525
Sixth Page ..... 2 3/8 x 4 3/8"	\$ 350
Business card..... 3 3/8 x 2"	\$ 250
4-line listing ..... 3 3/8 x 1"	\$ 175

\*Add a 1/4" to each side for a full bleed.

**Discounts available for nonprofits, prepays and multiples. Rates to lock in premium placements are available.**

**Questions? Contact Diane Pflugrad Foley, Assistant Publisher (860) 216-2521**

# Ad Specs

## Preparing your Ad

- All ads except the four line are four-color.
- Camera-ready copy is required for ads 1/6 page and larger.
- A business card ad can be submitted as camera-ready copy, or as a hi-resolution printed card.
- The four-line listing is text only. Advertisers can submit no more than 40 characters for the headline, and no more than 55 characters for each of the remaining three lines.

## Upcoming Deadlines

Our publishing schedule requires that ads are received by the due dates listed below.

Issue	Ad Due*	Publishes
Winter 2011	October 15 <sup>th</sup>	December 1 <sup>st</sup>
Spring 2012	January 15 <sup>th</sup>	March 1 <sup>st</sup>
Summer 2012	April 15 <sup>th</sup>	July 1 <sup>st</sup>
Fall 2012	July 15 <sup>th</sup>	September 1 <sup>st</sup>

\* To guarantee space, reserve your ad by the 1<sup>st</sup> of the month in which ads are due.

## Preparing the File

1. We can accept documents from Quark Xpress, InDesign CS, or Illustrator EPS, and high resolution PDF files that are built as process color (CMYK) with all fonts embedded. Please do not put Photoshop files into Illustrator files (i.e. a nested file). Import all Photoshop EPS and Illustrator EPS files into the page layout program.
2. Scanning resolution should be a minimum of 300 dpi. All files should be converted to CMYK. "Spot Color" should be unchecked in "Colors," unless files are to print with a spot color. All contained image files (TIFFS, EPS) should be converted individually since when it is imported, Quark will also import its colors. No RGB or JPEG files can be used.

## Delivering the Ad

Ads may be delivered to our printer in three ways; choose the method that is most convenient for you. Send a **copy** to us, not the original.

1. Send your file to: [macmail@wolfcolorprint.com](mailto:macmail@wolfcolorprint.com). Please put **Connecticut Explored** in the subject line and include a cc to: Diane Pflugrad Foley, [ads@ctexplored.org](mailto:ads@ctexplored.org). Your e-mail must be smaller than 5 MB.
2. Drop your ad at our FTP site. Using Fetch (Mac) or WSFTP (PC), go to the FTP site below and "drag and drop" your file into the site. Any other FTP software may also work. Please compress your files and folders using Stuffit (Mac) or Zip (PC) before sending.  
ADDRESS: [wolfcolorprint.com](http://wolfcolorprint.com)  
USERNAME: macmail%0000oze  
PASSWORD: Wolfcolorprint1

**Note:** The "0000" in the username are zeros and the password is case-sensitive. Send an e-mail to [macmail@wolfcolorprint.com](mailto:macmail@wolfcolorprint.com) alerting us that you have dropped your files. Please put **Connecticut Explored** in the subject line.

3. Mail or deliver a CD with your ad. Include a note indicating your ad is for **Connecticut Explored**. The address is:

Wolf Colorprint  
ATTN: Theresa Kinkead  
111 Holmes Road  
Newington, CT 06111

## Preparing the CD

1. Collect all files needed for the ad to a Mac formatted CD.
2. Collect all fonts used within the document (also include any fonts used in Illustrator files unless the text is converted to outlines). Enclose the entire font family suitcase with matching printer fonts.
3. Enclose a printout of the ad from the CD (in color, if possible) and a printout of the window of the CD.