An aerial photograph of the Connecticut River winding through a dense, green forested landscape. The river is the central focus, curving from the upper left towards the lower right. The surrounding land is covered in thick green trees, with some open green fields visible on the right side. In the foreground, a paved road and a small parking area with a few cars are visible. The sky is a pale, hazy blue, suggesting a clear day.

# estuary

Life of the Connecticut River

2021 MEDIA KIT

# estuary

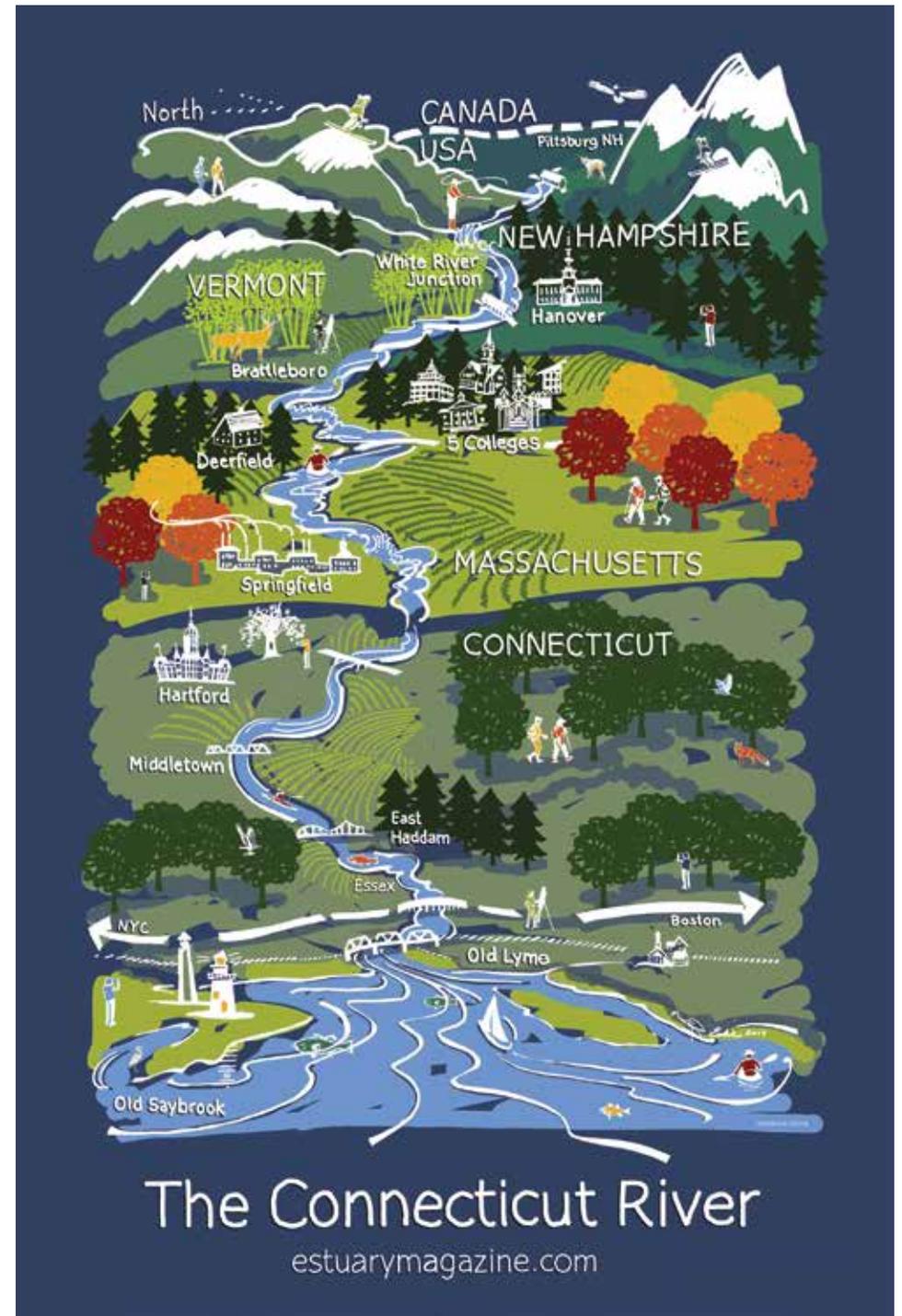
- is a river
- is a magazine
- A community of 2 million like-minded people in its watershed

## Mission

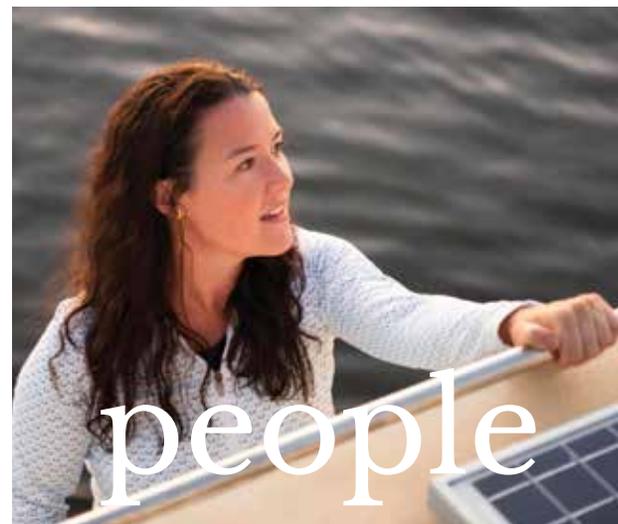
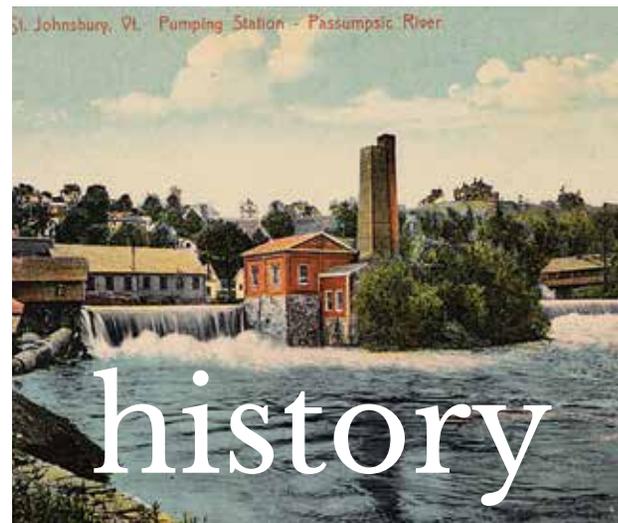
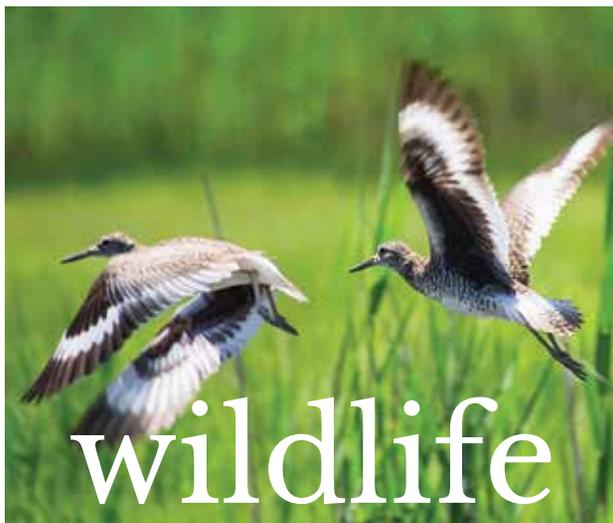
*Estuary* is the first magazine dedicated to the Connecticut River, the only National Blueway in America, a federal program designed to “protect and popularize the country’s rivers by taking a holistic approach to conservation.” Stories range from recreation and history and art and culture to science and the restoration of sanctuaries and wildlife habitats.

*Estuary* is about living in the watershed and engaging in activities that support and enhance the health of the River, its tributaries, and shorelines.

*Estuary* is about the rich traditions of people who settled the region: their art, food, culture, and outdoor activities.



# In Every Issue You'll Read About



# Community

*Estuary* readers care deeply about the Connecticut River, especially its...

## RECREATIONAL OFFERINGS

birding, kayaking, photography, hiking, biking, camping, boating, fishing, canoeing, and day trips.

## HISTORY

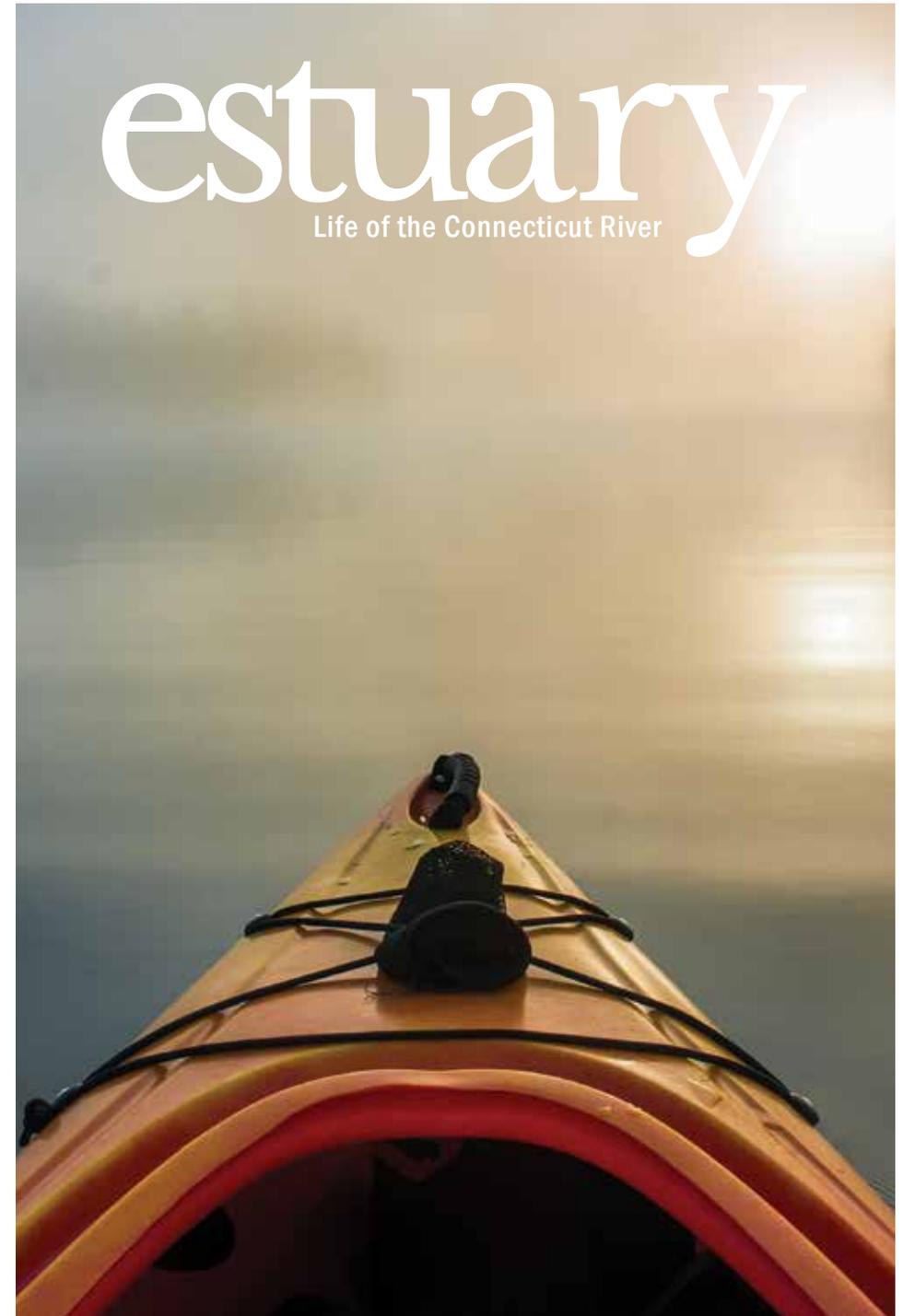
from its geological beginnings, to Indian life and early settlers, its industry, and the environmental impact of the Clean Water Act.

## CHALLENGES

including land conservation, rising sea level, water quality, and the environment for river plants, fish, and wildlife.

## CULTURE

museums, galleries and painters abound along the shores of the River: arts, crafts, and a shared way of life.



# Our Market is Truly Vertical

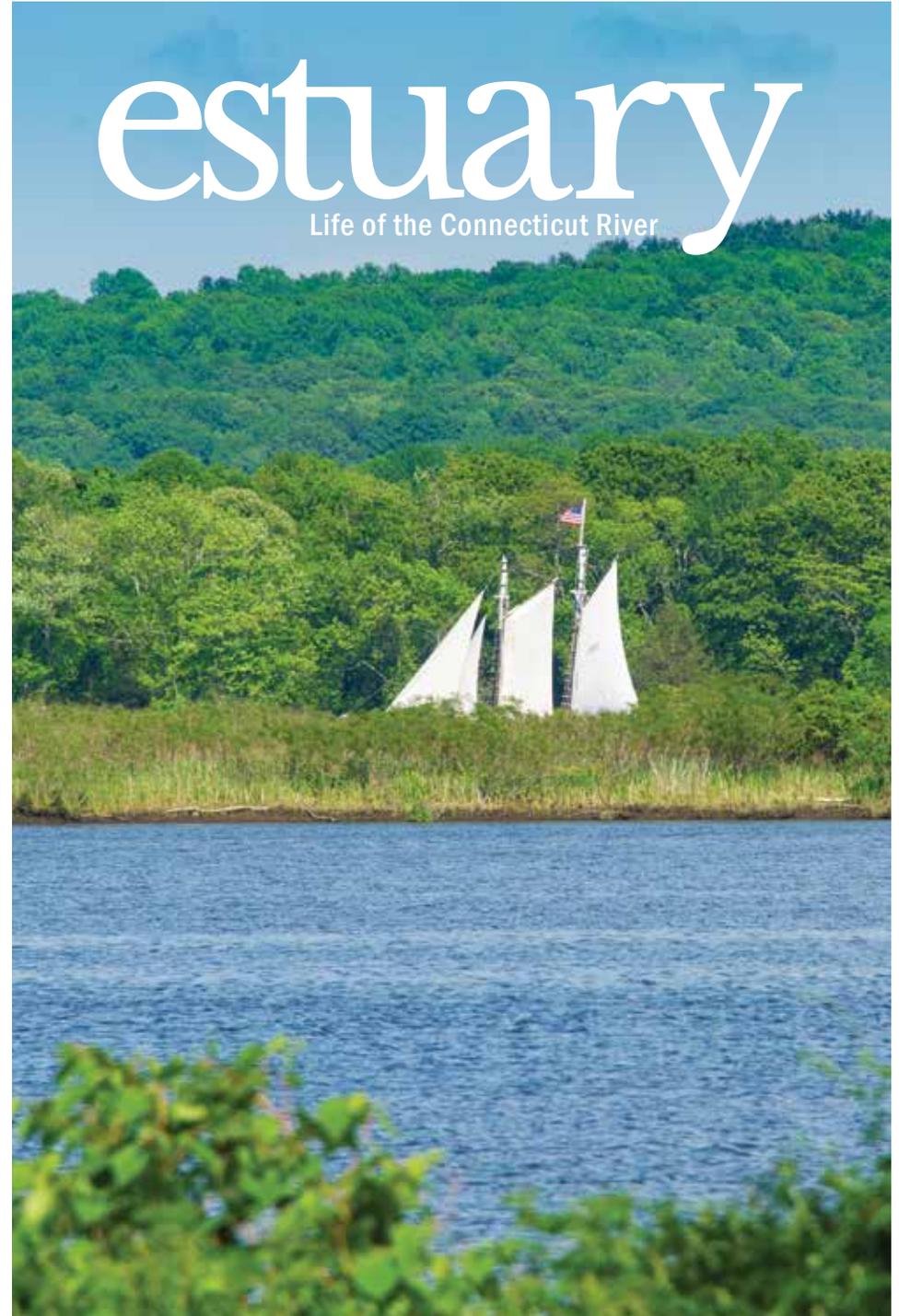
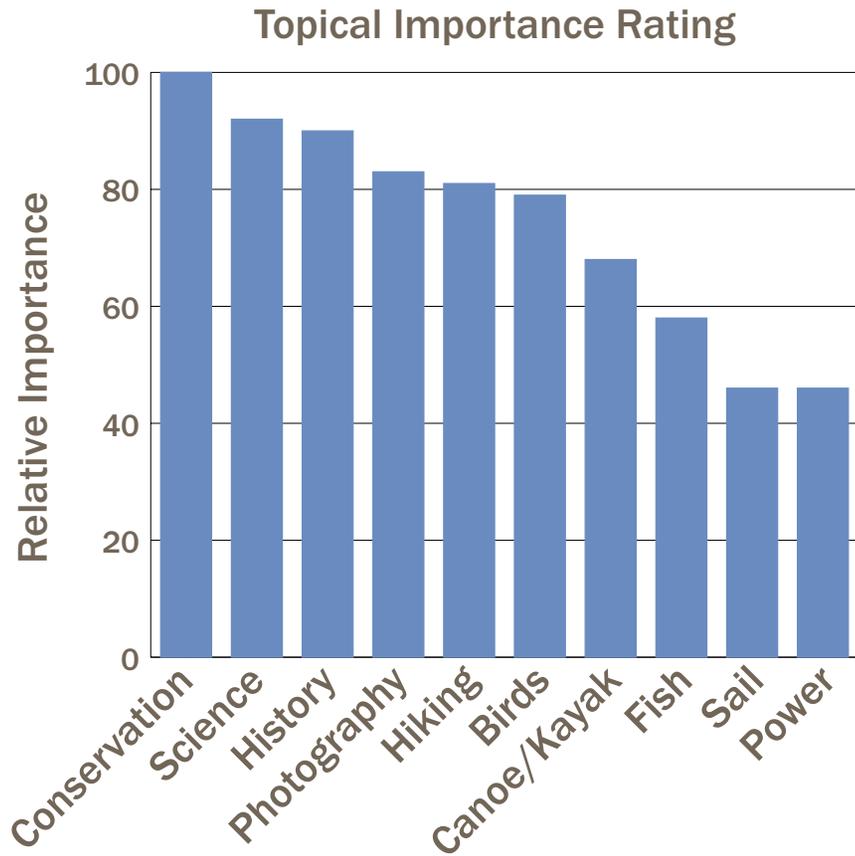
The Connecticut River is 410 miles from Long Island Sound to Pittsburg, New Hampshire. It has immense beauty and diversity... it passes through 4 New England states, 99 cities and towns, and populated by approximately 2 million people who...

- fish it
- hike it
- travel to it, travel on it
- photograph it
- paint it
- camp by it
- bike by it
- paddle on it
- swim in it
- conserve it
- eat from it
- bird watch in it, and...
- honor and respect it



Prepared by the Trust for Public Land.

# Market Survey Data

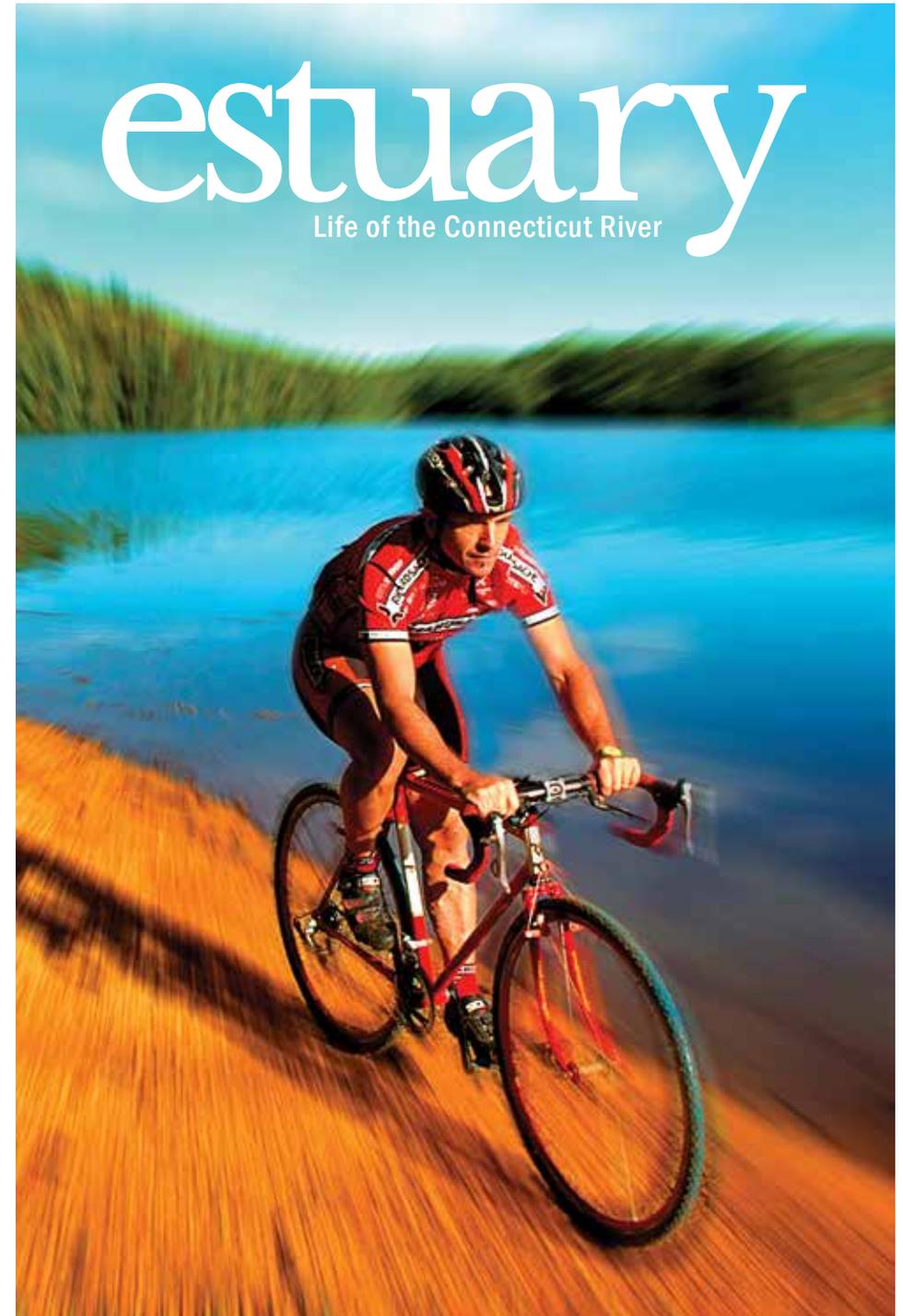
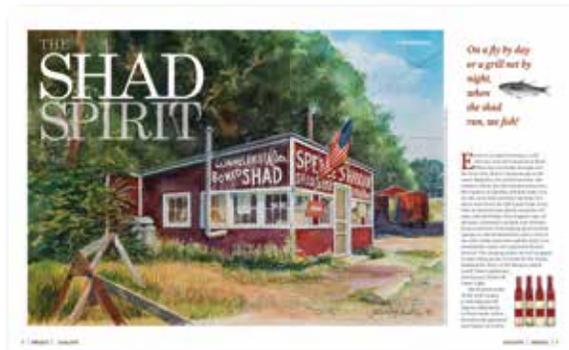


# *Estuary* is Good for Business

The Connecticut River passes through areas of New England where people are frugal but don't hesitate to spend their money on items important to their lifestyle. Our audience is comfortable and has the income to buy: Orvis fly rods, Timberland hiking boots, Nikon cameras, Windsor-Newton art supplies, L.L. Bean camp stoves, Yeti Trail bikes, Marmot hiking clothes, and Bausch & Lomb binoculars.

Many stay in upscale inns and enjoy eating well.

They are curious, concerned, and respectful.



# A Magazine is Born

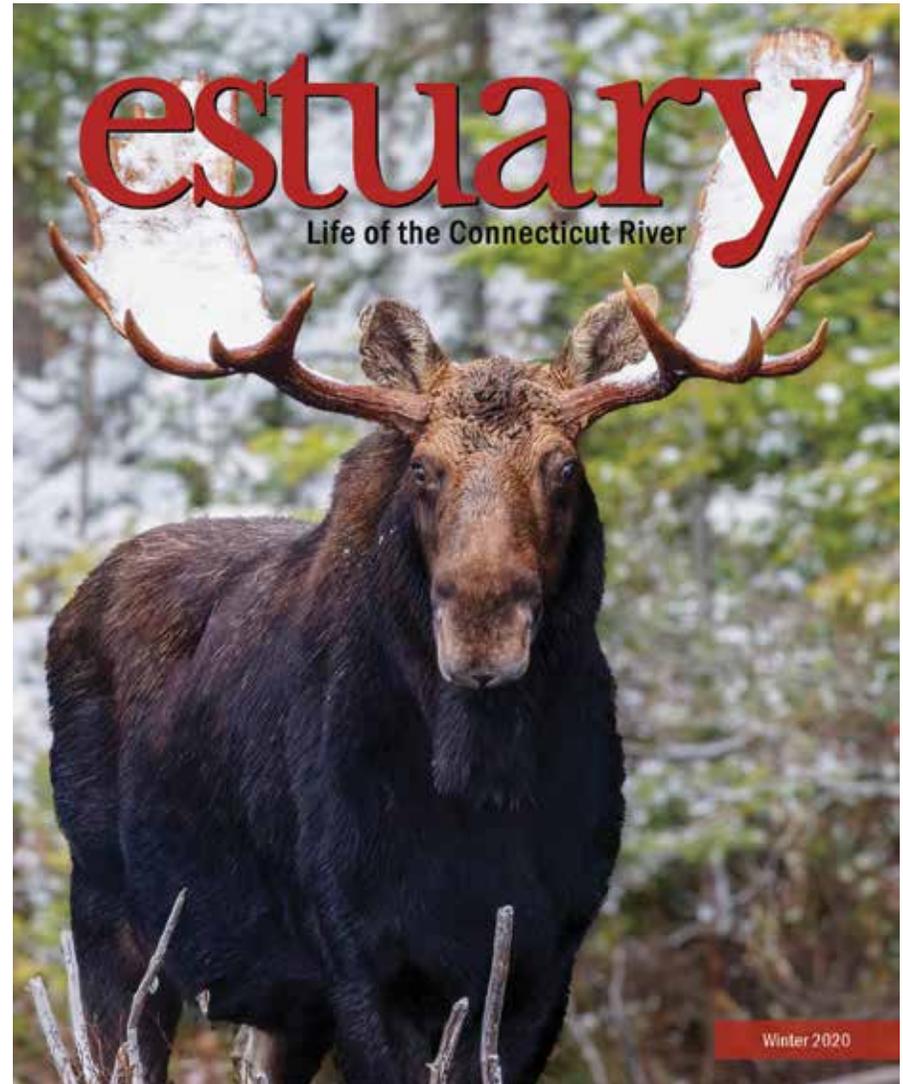
At last, a magazine has been created to reflect the rich diversity of the River Valley, its people, and its potential.

- Two million readers live within the 99 communities along its banks, in beautiful hamlets like Hanover, New Hampshire; White River Junction, Vermont; Greenfield, Massachusetts; Old Lyme, Connecticut; and important cities like Springfield, Massachusetts, and Hartford, Connecticut.

**Our Readers are Leaders:** As of the 2010 Census, the Connecticut River passes by some of the more energetic and proactive communities in America. Our readers are 35+, well-educated, and affluent.

**Our Style:** *Estuary* is a magazine designed to be held, absorbed, and enjoyed. It is a full color presentation in large format, on high quality heavy paper for extended life on the coffee table, and a brand experience offering a New England sense of sturdy adventure and style. Our contributors are subject matter experts and our photographers are award winning and world-class.

**Your Opportunity:** Partner with *Estuary* to reach great prospects.



# 2021 Ad Rates

Estimated 2021 Audience

10,800

Issue Frequency

4x

	1X	ANNUAL
Spread	\$3,000	\$10,000
Full Page	\$1,650	\$6,000
1/2 Page	\$1,000	\$3,600
1/3 Page	\$700	\$2,400

Camera ready rates, a fee will be applied to your invoice for advertising designed by the magazine. Rates are commissionable to recognized agencies.

## Partner with *Estuary*

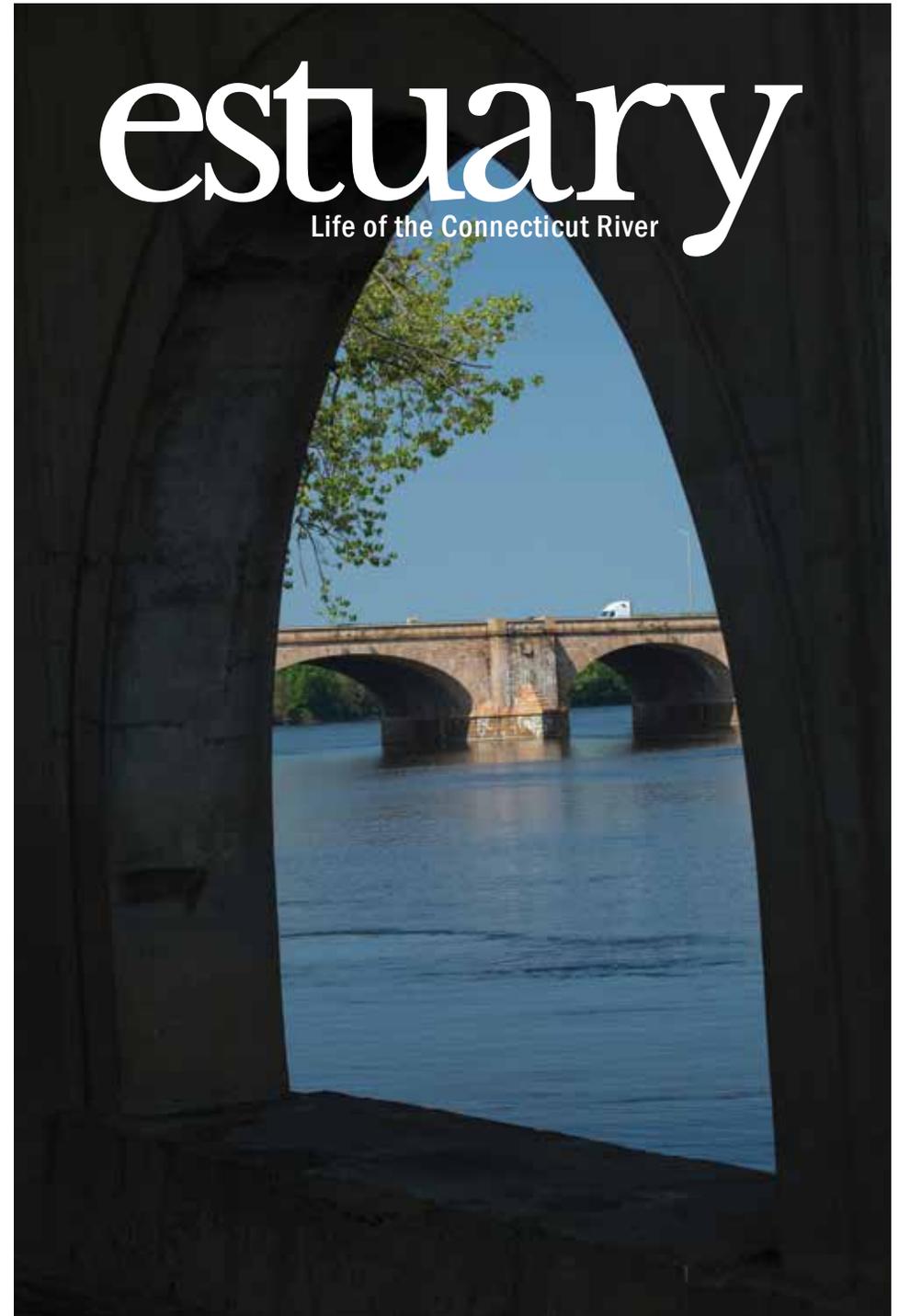
Advertise to a growing, spending, reading community.

Contact Laura Lee Miller:

advertising@estuarymagazine.com, 917-535-8070

# estuary

Life of the Connecticut River



# Editorial Calendar

## Summer 2021

Reserve by 3/15/21

Art Due 4/1/21

## Fall 2021

Reserve by 6/15/21

Art Due 7/1/21

## Winter 2021

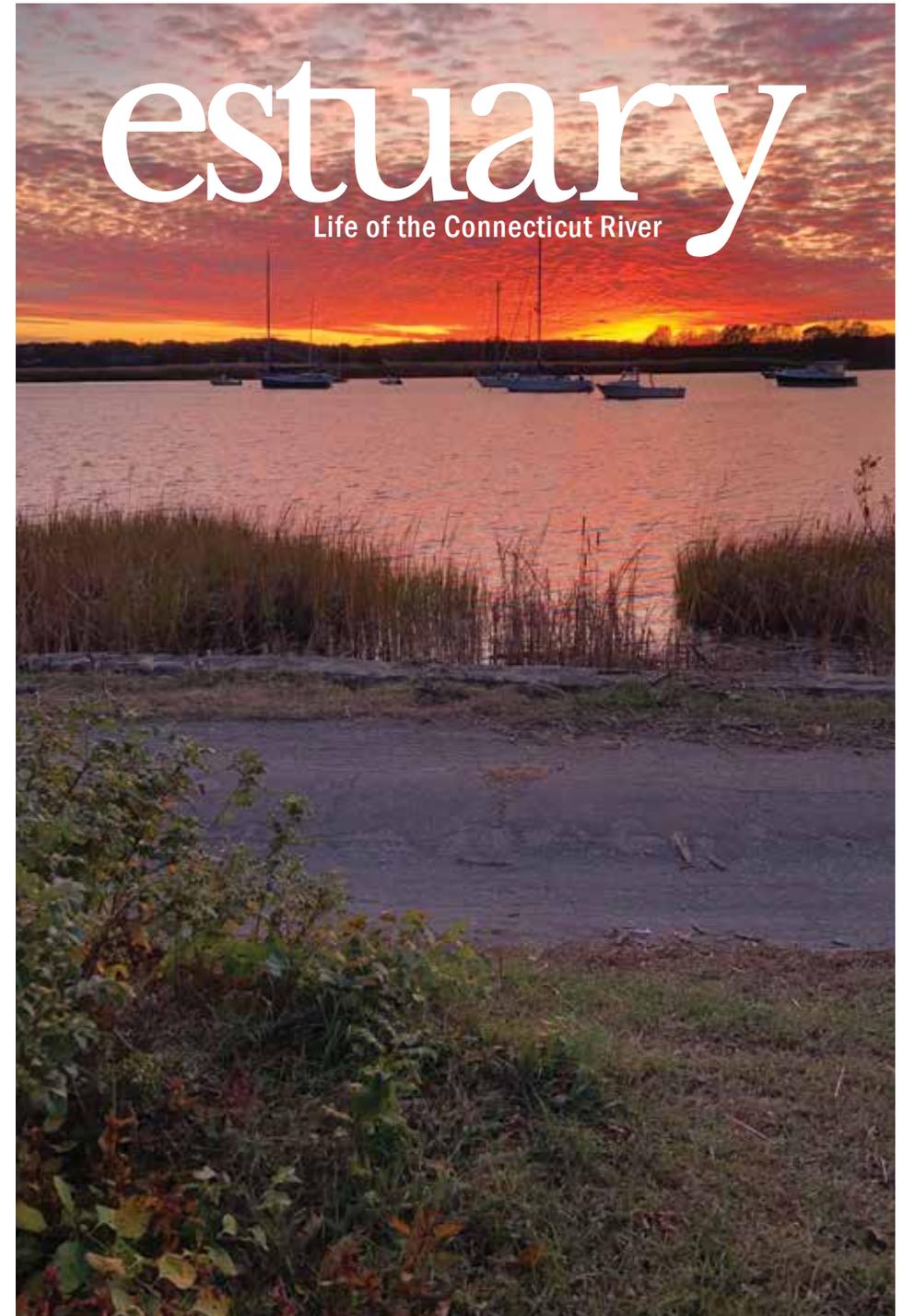
Reserve by 9/15/21

Art Due 10/1/21

## Spring 2022

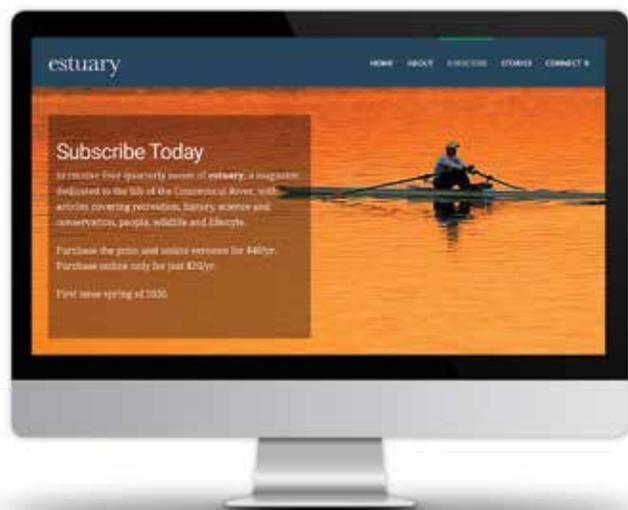
Reserve by 12/15/21

Art Due 1/1/22



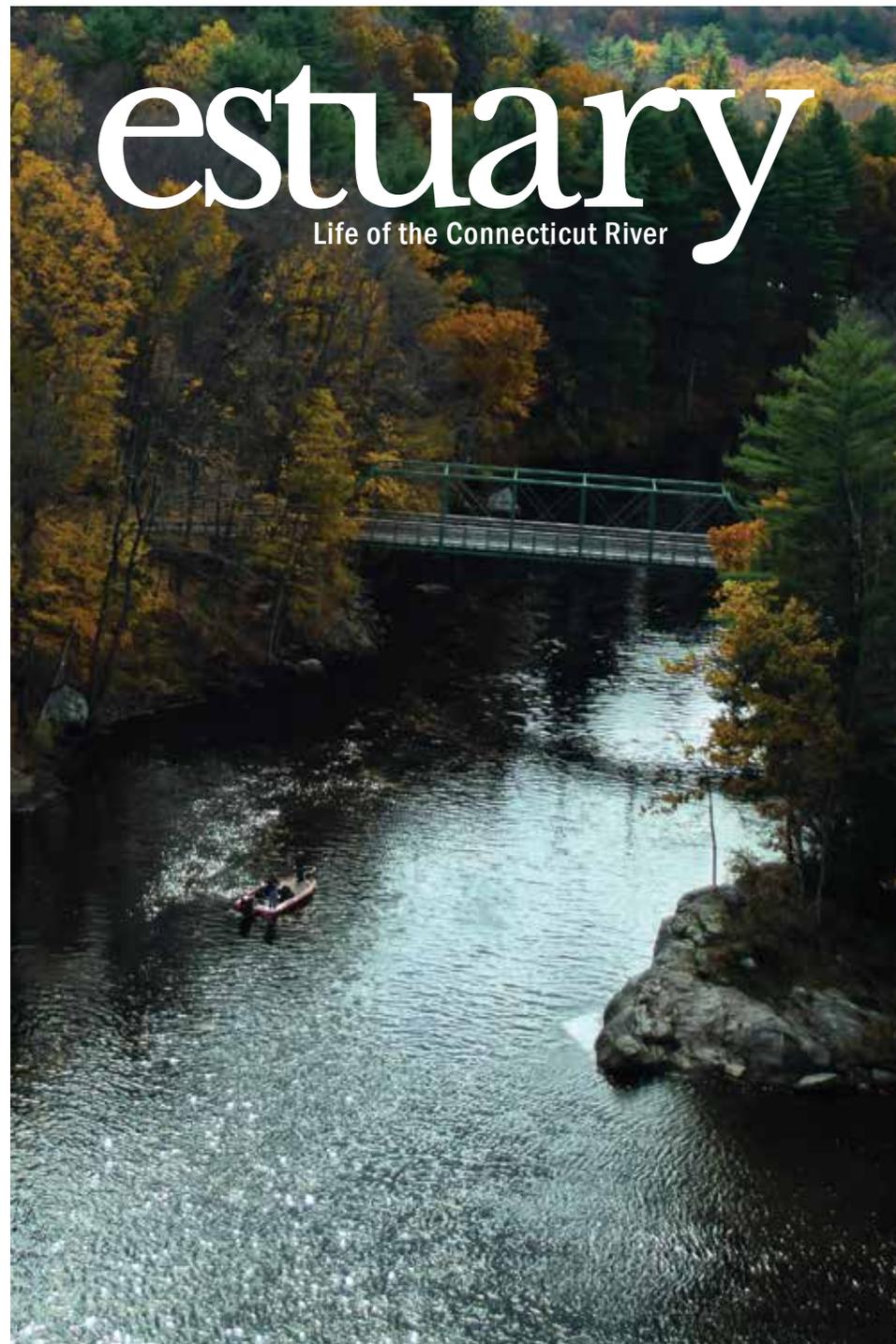
# Digital EstuaryMagazine.com

*Estuary* magazine online will provide the general public with highlights of articles in current editions and a gateway to your online edition. Subscribers will receive a full and complete interactive edition of the magazine's current edition and a searchable archive of full articles from past issues.



## Social Media

*Estuary* magazine is active on Facebook and Instagram.



# Print Ad Specifications

AD SIZE	NON-BLEED	BLEED
Spread	16.75" x 9.5"	18.25" x 11.25"
Page	7.5625" x 9.5"	9.125" x 11.25"
1/2 Vertical	3.6875" x 9.5"	4.4375" x 11.25"
1/2 Horizontal	7.5625" x 4.6875"	9.125" x 5.5625"
1/3 Vertical	2.3125" x 9.5"	3" x 11.25"
1/3 Horizontal	7.5625" x 3.1111"	9.125" x 3.9361"

**Ad Delivery:** We require that ads be emailed to [estuary@marinermedia.com](mailto:estuary@marinermedia.com).

**General Information:**

Publication Trim Size: 9" x 11"  
 Bleed: 0.125" beyond trim on all sides  
 Safety: 0.25" from trim on all sides  
 Binding: Saddle Stitch  
 Photo Resolution: 300 dpi  
 Line Screen: 175 lpi  
 Color: CMYK only

**Spread Ad Gutter Safety:** We recommend .0625"– .125" safety on each side of the gutter, depending on creative.

**Advertising Document Size:** Dimensions of supplied file should reflect the Non-Bleed or Bleed size, not the trim size.

**Acceptable File Format:** JPEG, TIFF, or PDF/X-1A. All fonts and high-resolution images (300 dpi at 100% of size) fonts must be packaged and embedded.

**Proofs:** Proofs are delivered by PDF.

**Production Contact:**

Karen Bowen, Mariner Media, Inc.  
 Phone Number: 540-264-0021  
 Email: [estuary@marinermedia.com](mailto:estuary@marinermedia.com)

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