



estuary

Life of the Connecticut River

2021 MEDIA KIT

estuary

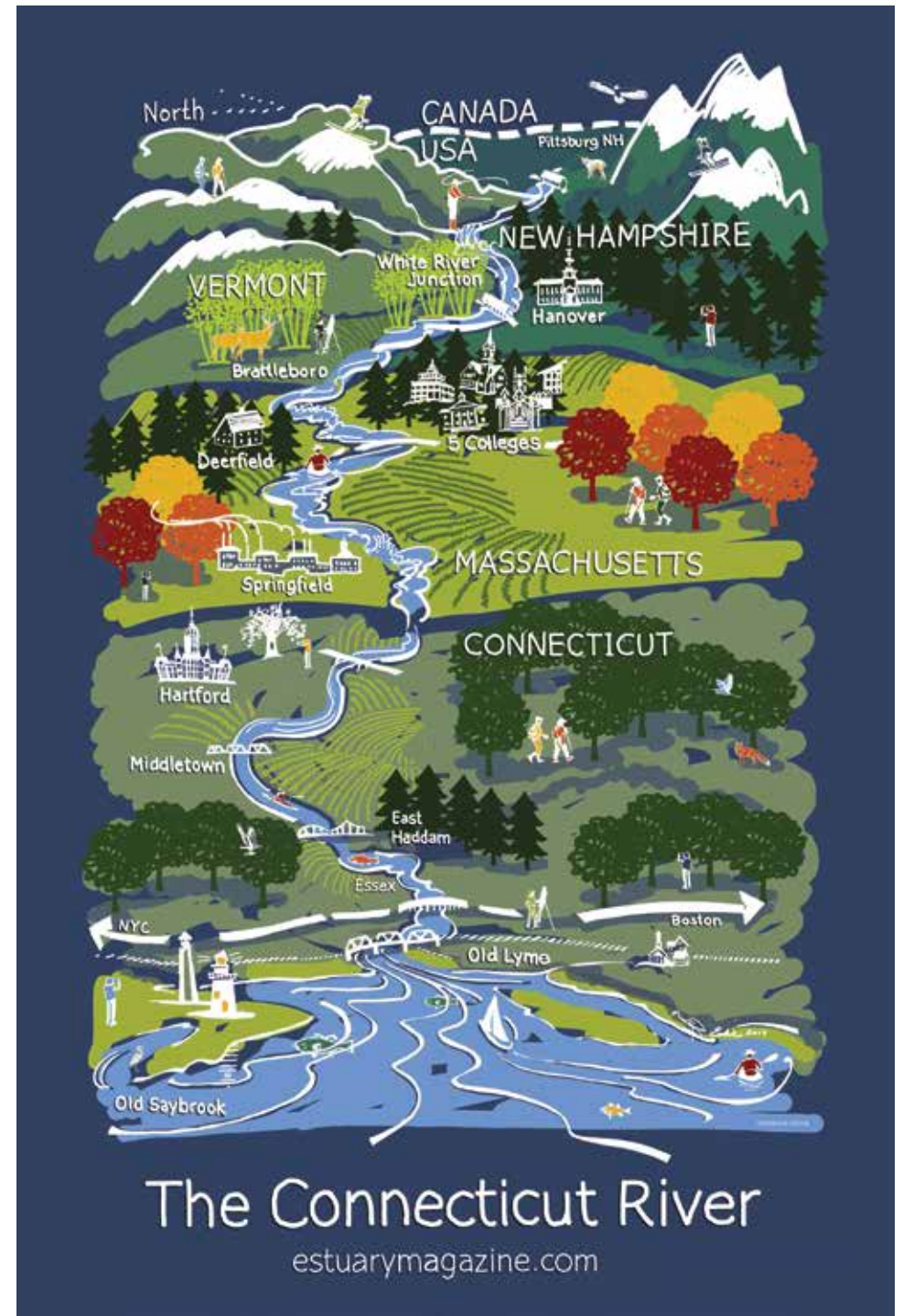
- is a river
- is a magazine
- A community of 2 million like-minded people in its watershed

Mission

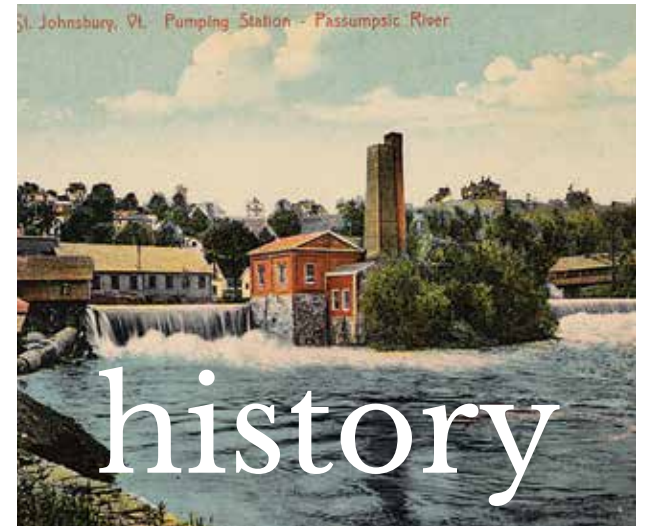
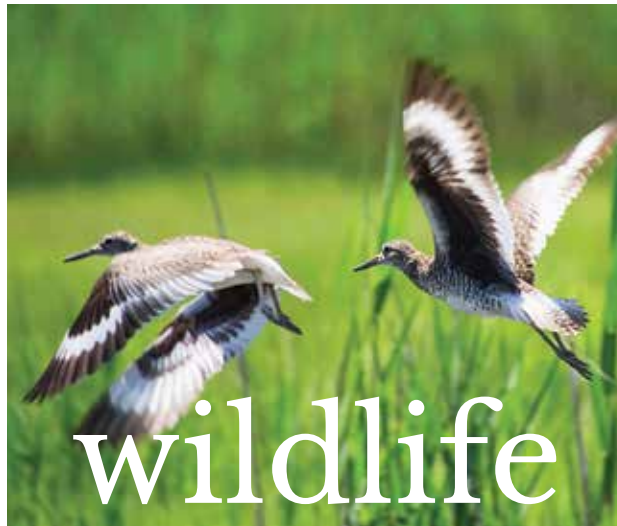
Estuary is the first magazine dedicated to the Connecticut River, the only National Blueway in America, a federal program designed to “protect and popularize the country’s rivers by taking a holistic approach to conservation.” Stories range from recreation and history and art and culture to science and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

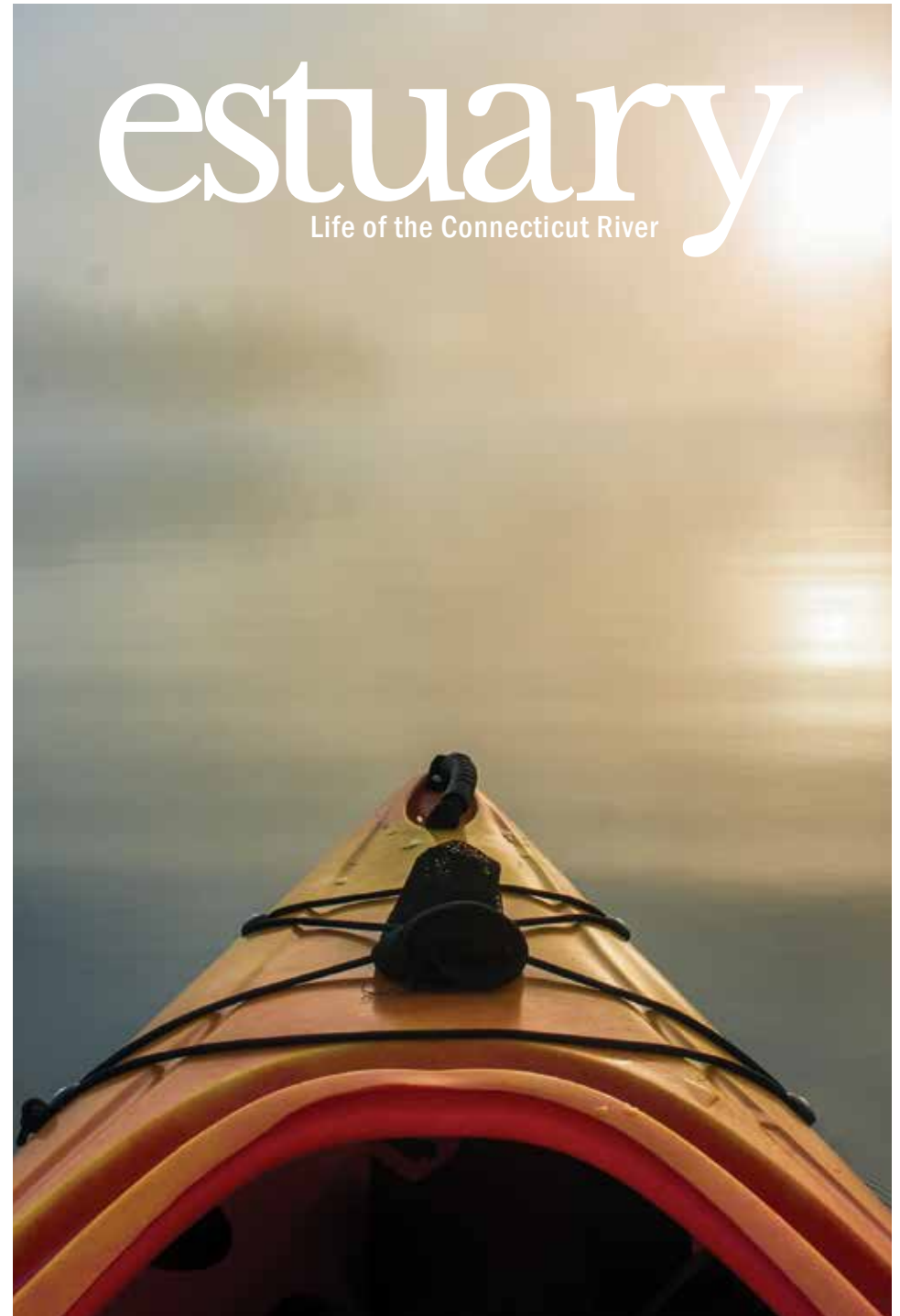
from its geological beginnings, to Indian life and early settlers, its industry, and the environmental impact of the Clean Water Act.

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

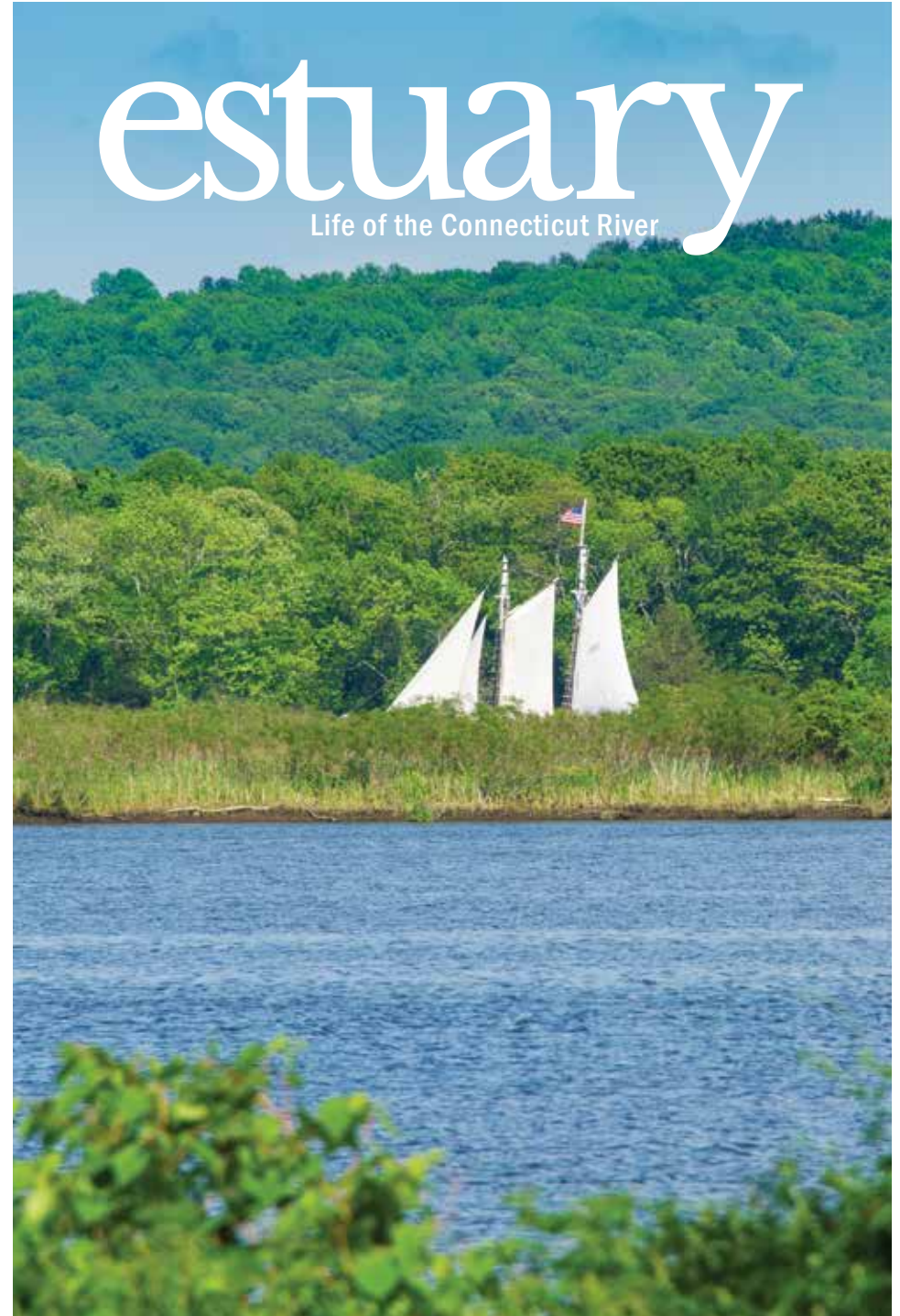
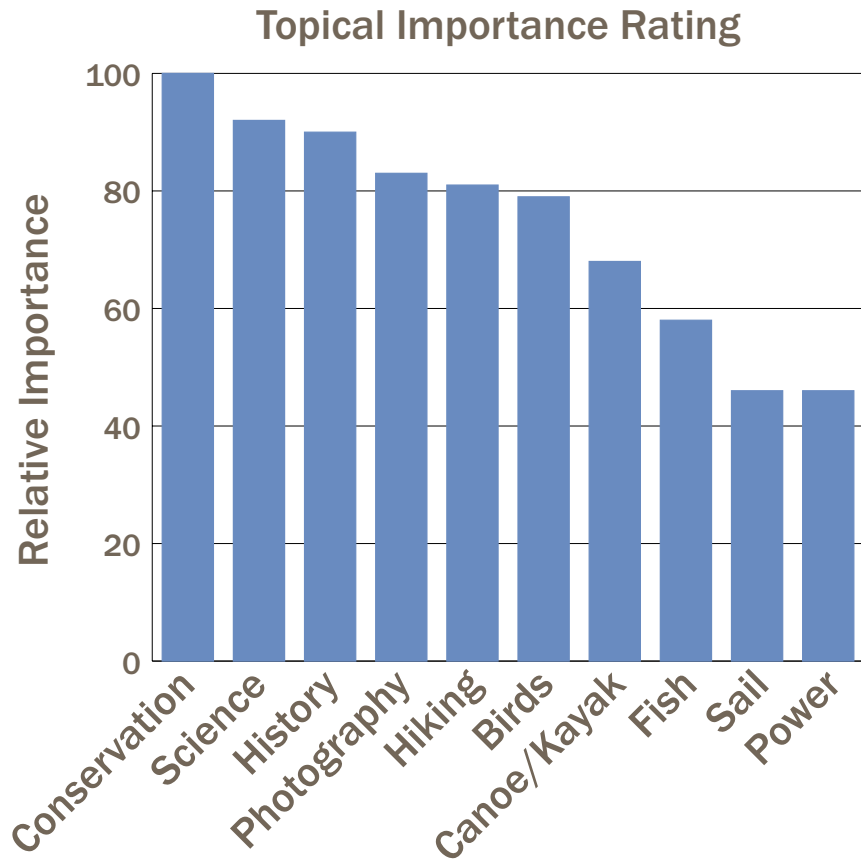
The Connecticut River is 410 miles from Long Island Sound to Pittsburg, New Hampshire. It has immense beauty and diversity... it passes through 4 New England states, 99 cities and towns, and populated by approximately 2 million people who...

- 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

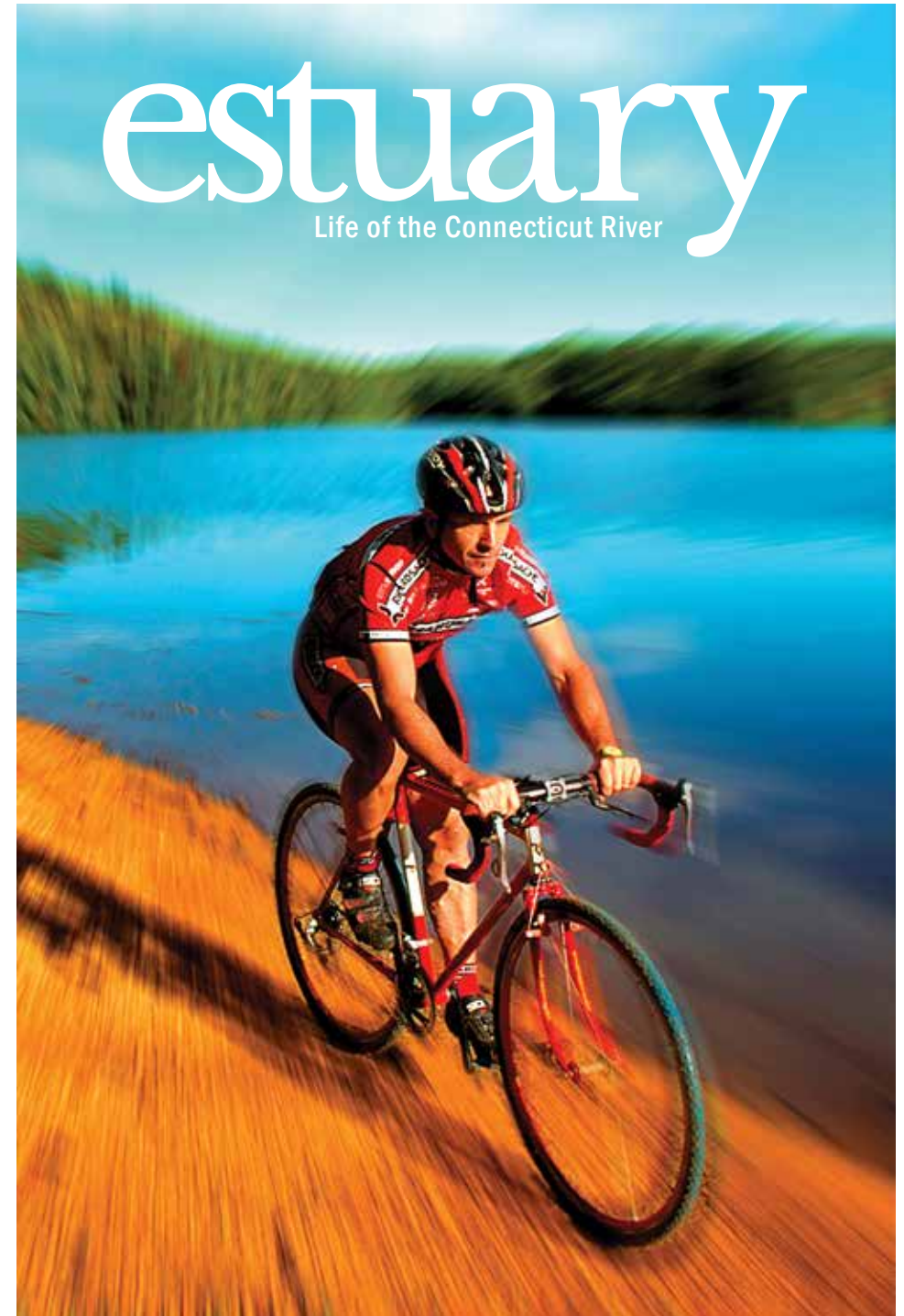


Estuary is Good for Business

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

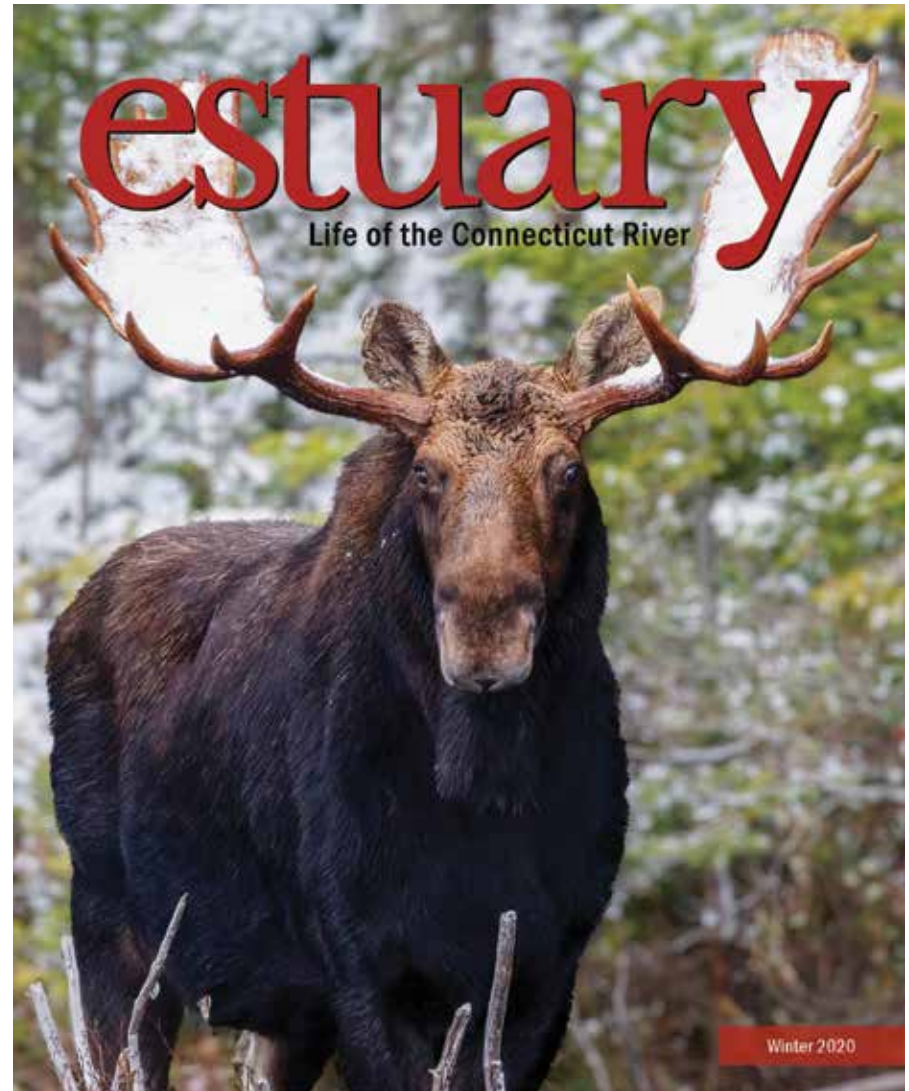
At last, a magazine has been created to reflect the rich diversity of the River Valley, its people, and its potential.

- 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.



Editorial Calendar

Summer 2021

Reserve by 4/1/21

Art Due 4/10/21

Fall 2021

Reserve by 7/1/21

Art Due 7/10/21

Winter 2021

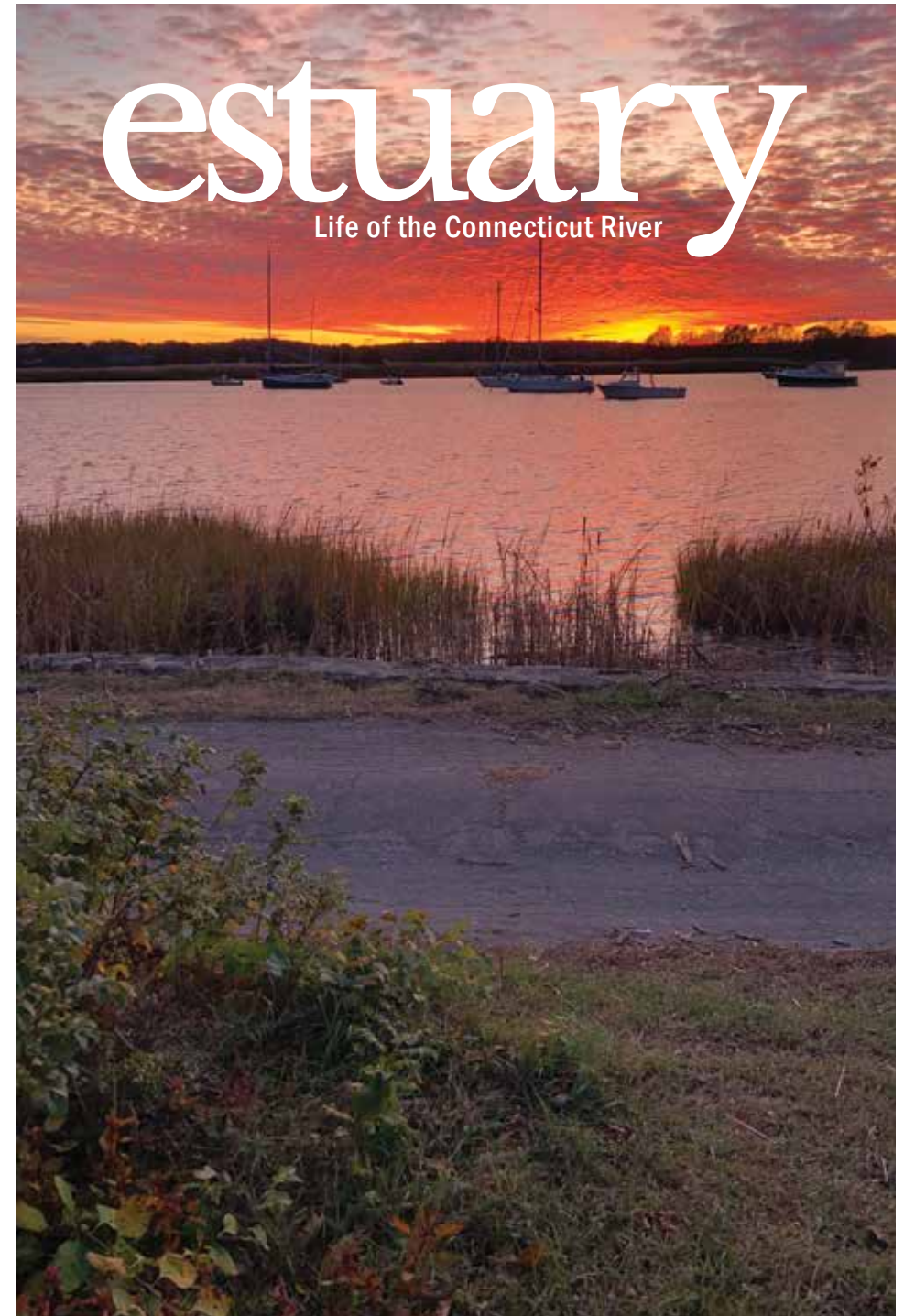
Reserve by 10/1/21

Art Due 10/10/21

Spring 2022

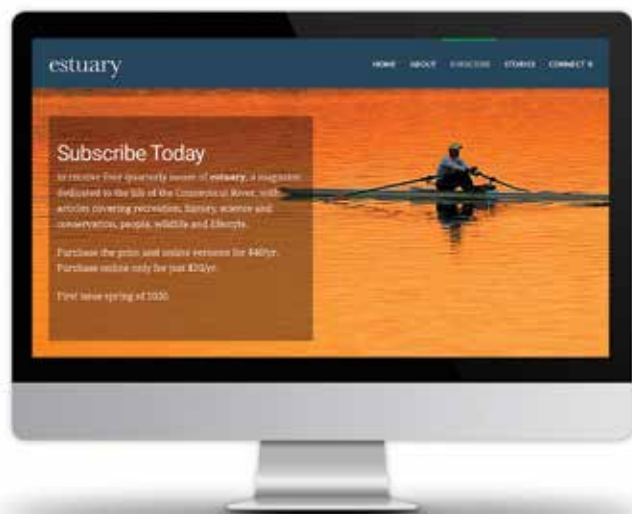
Reserve by 1/2/22

Art Due 1/10/22



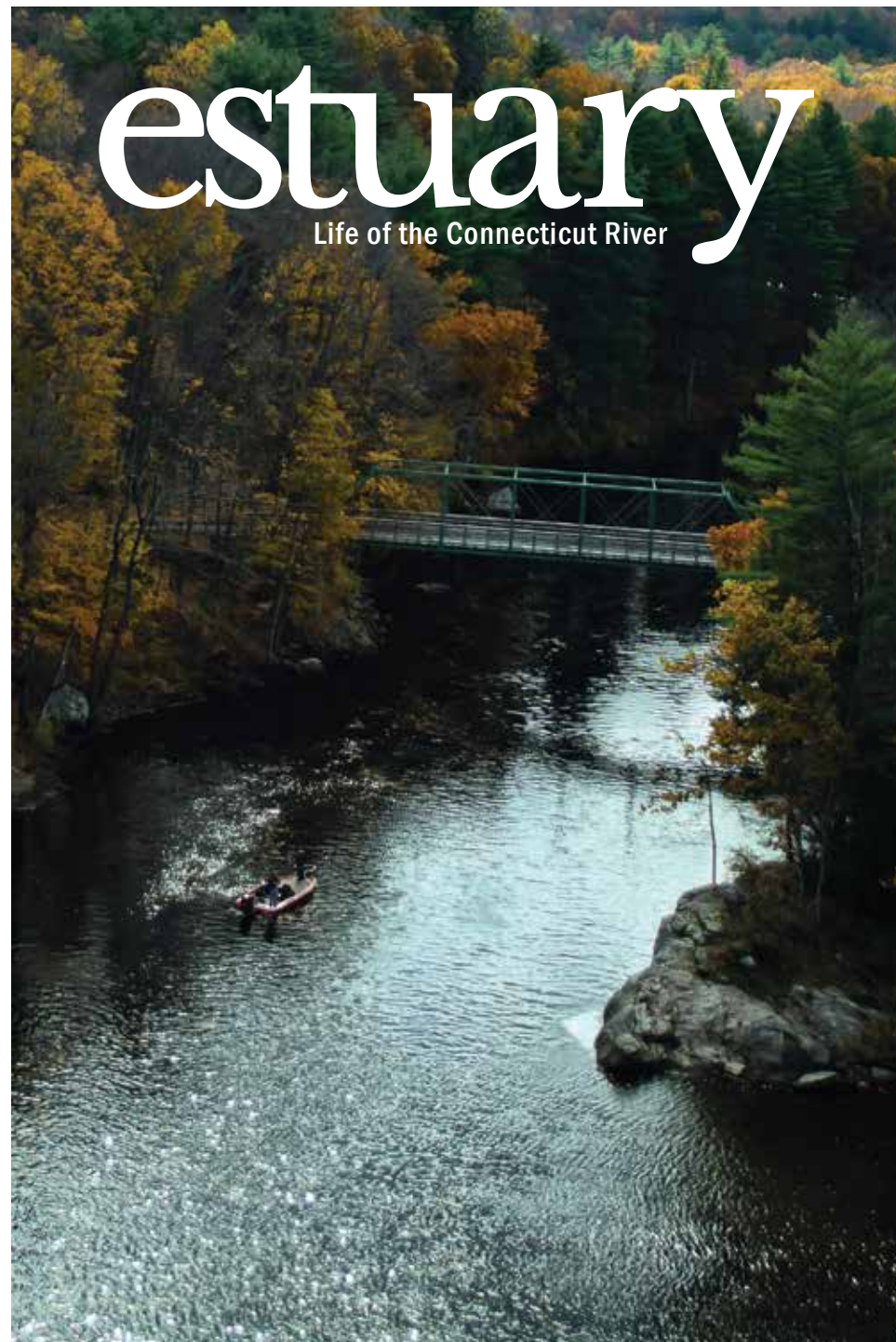
Digital EstuaryMagazine.com

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.

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

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