



estuary

Life of the Connecticut River

2022 MEDIA KIT

estuary

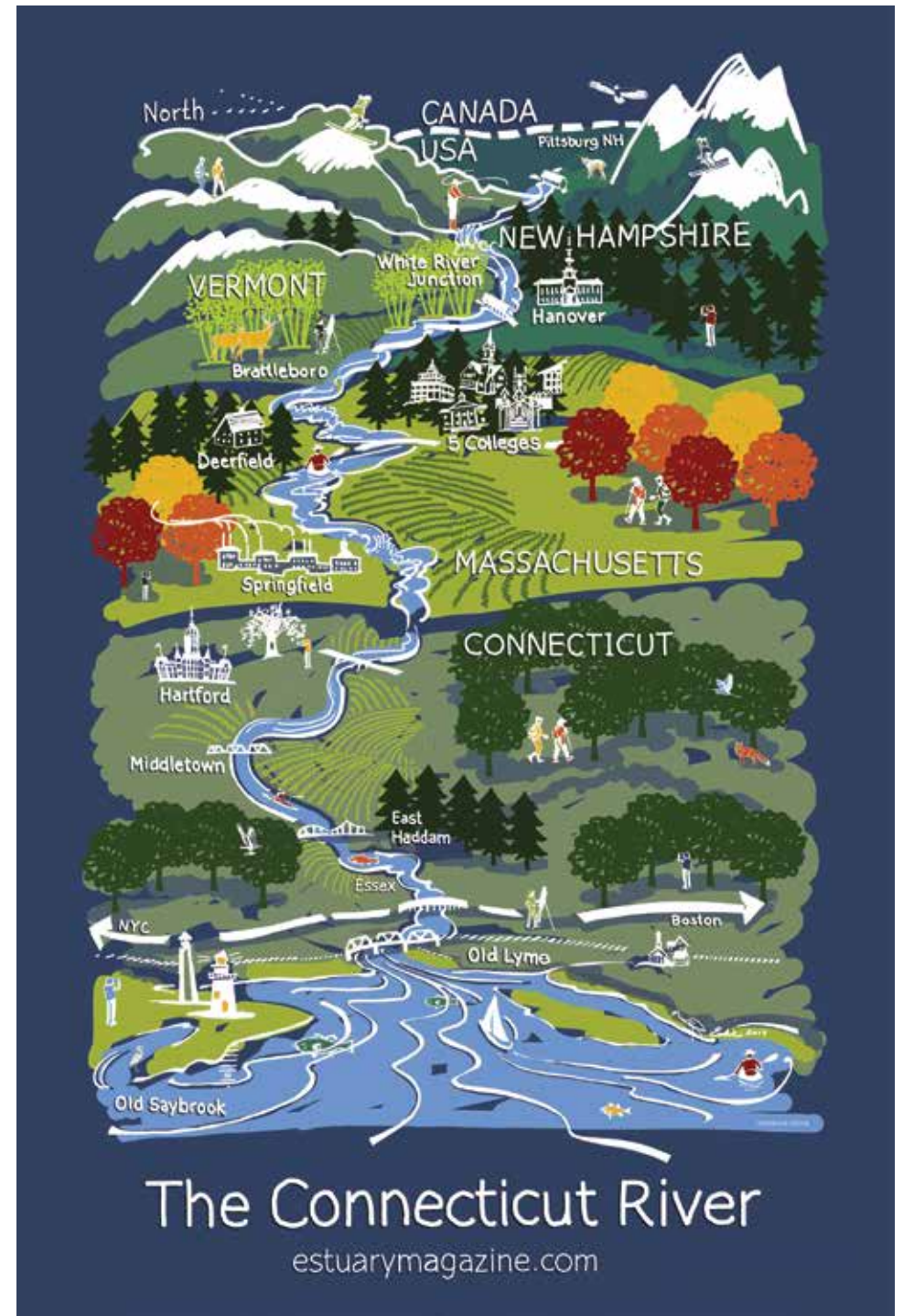
- is a river
- is a magazine
- A community of 2 million like-minded people in its watershed

Mission

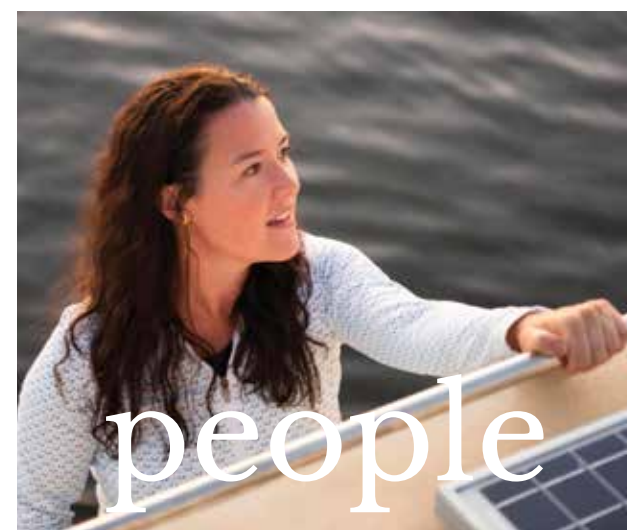
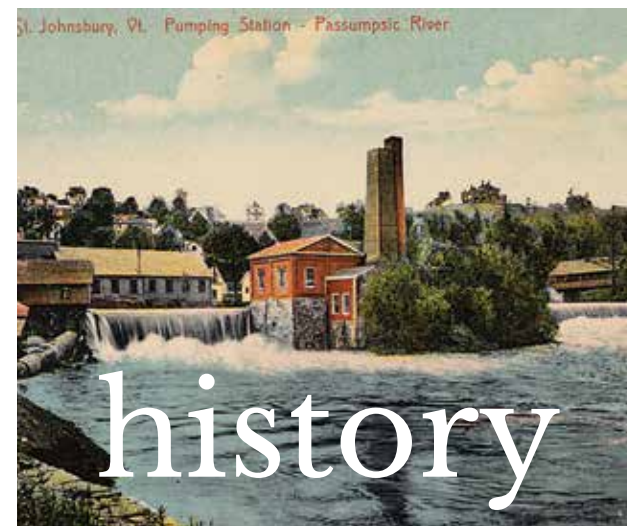
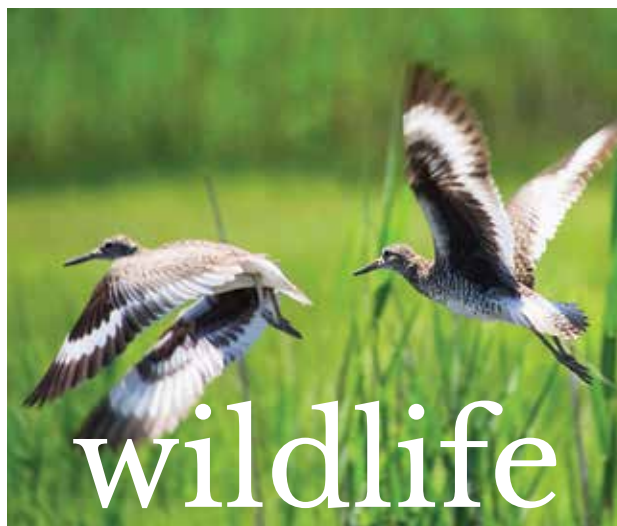
Estuary is the first magazine dedicated to the Connecticut River, the only National Blueway in America, a federal program designed to “protect and popularize the country’s rivers by taking a holistic approach to conservation.” Stories range from recreation and history and art and culture to science and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

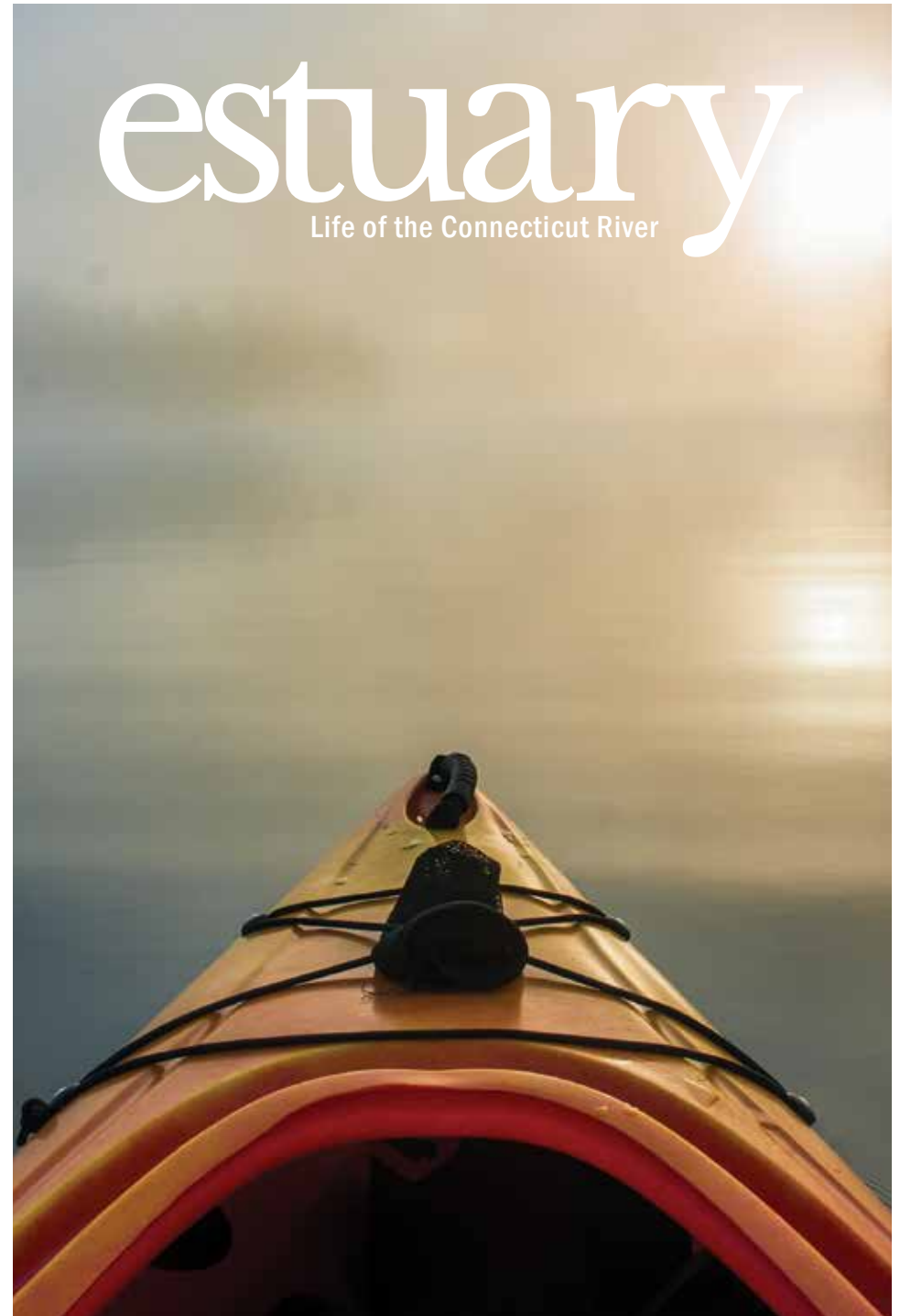
from its geological beginnings, to Indian life and early settlers, its industry, and the environmental impact of the Clean Water Act.

CHALLENGES

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

CULTURE

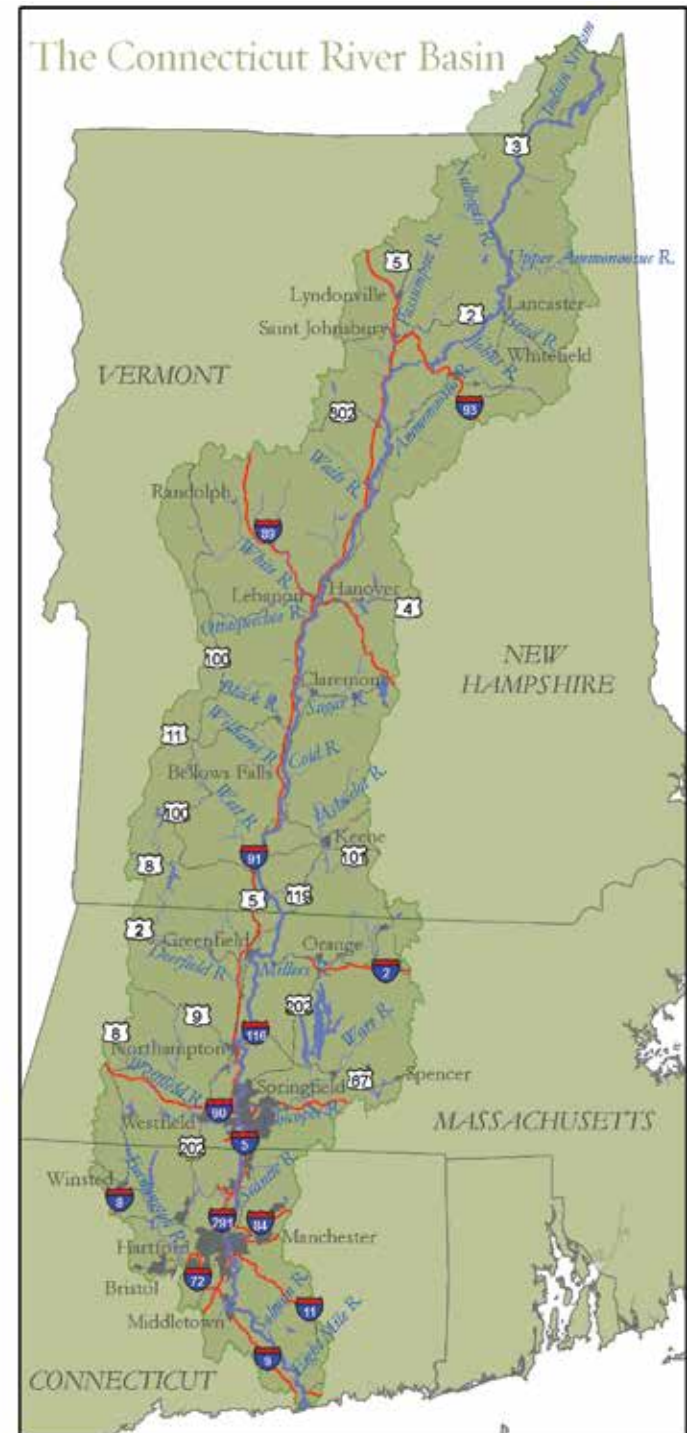
museums, galleries and painters abound along the shores of the River: arts, crafts, and a shared way of life.



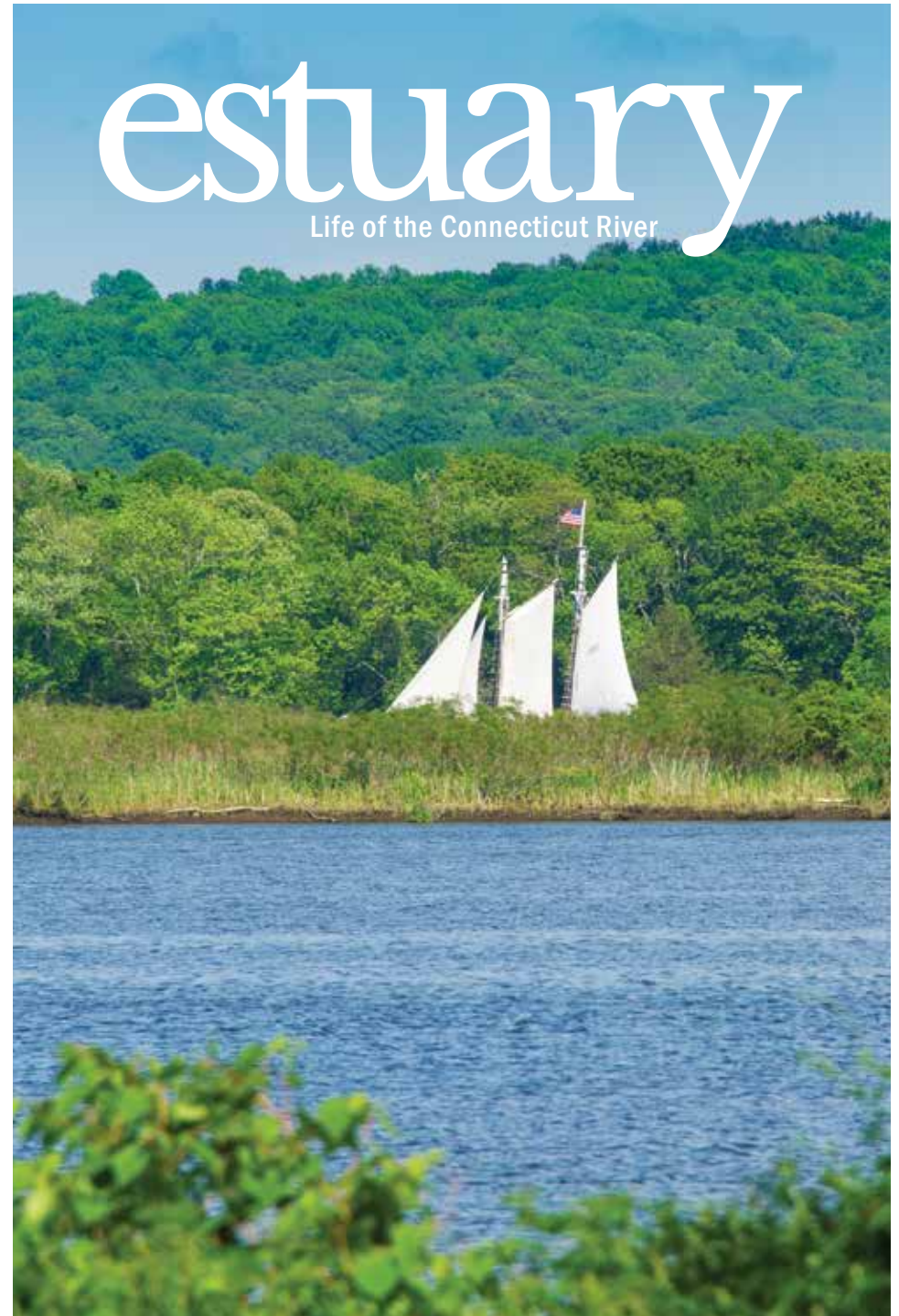
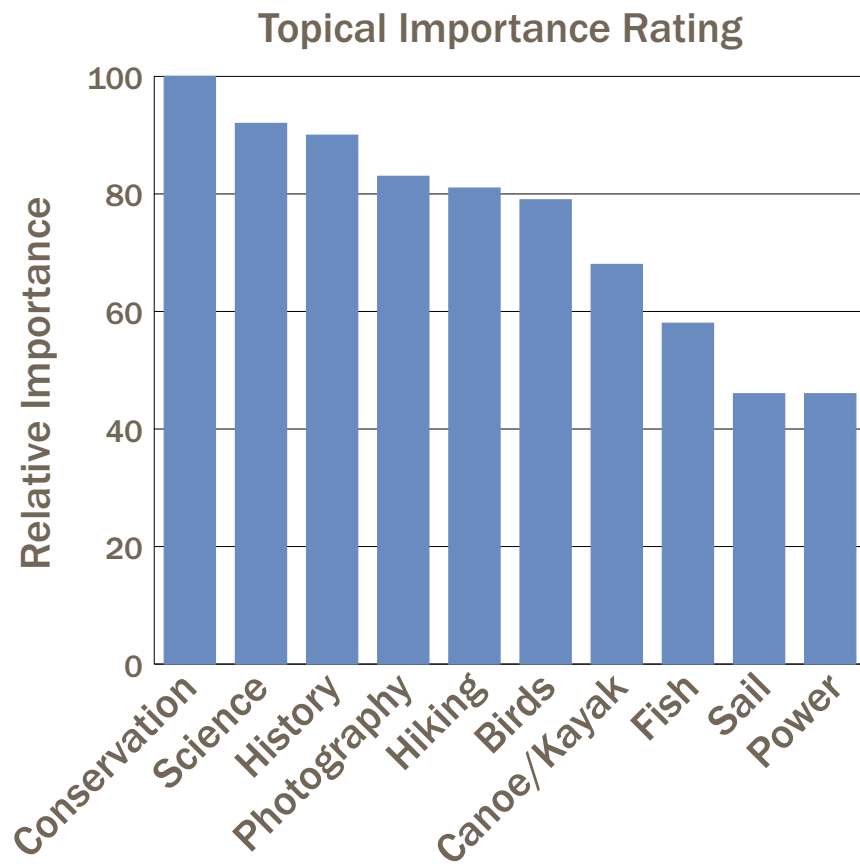
Our Market is Truly Vertical

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
is 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



Market Survey Data

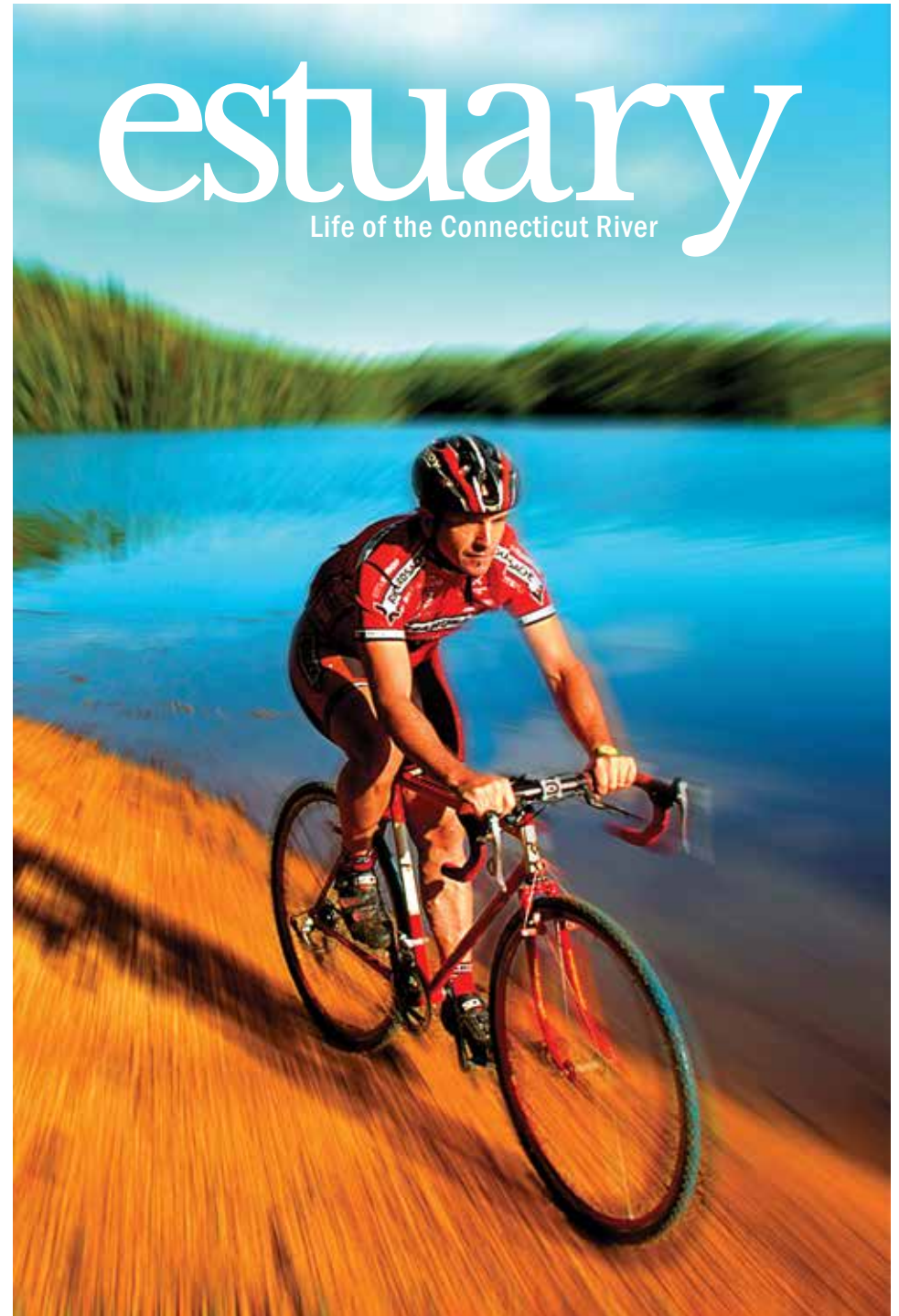


Estuary is Good for Business

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

Estuary magazine was created to reflect the rich diversity of the River Valley, its people, and its potential.

Where Do We Live? Two million readers live within the 99 communities along its banks, in beautiful hamlets like Hanover, NH; Windsor & White River Junction, VT; Springfield & Greenfield, MA; Old Lyme & Hartford, CT; and other destinations along the watershed.

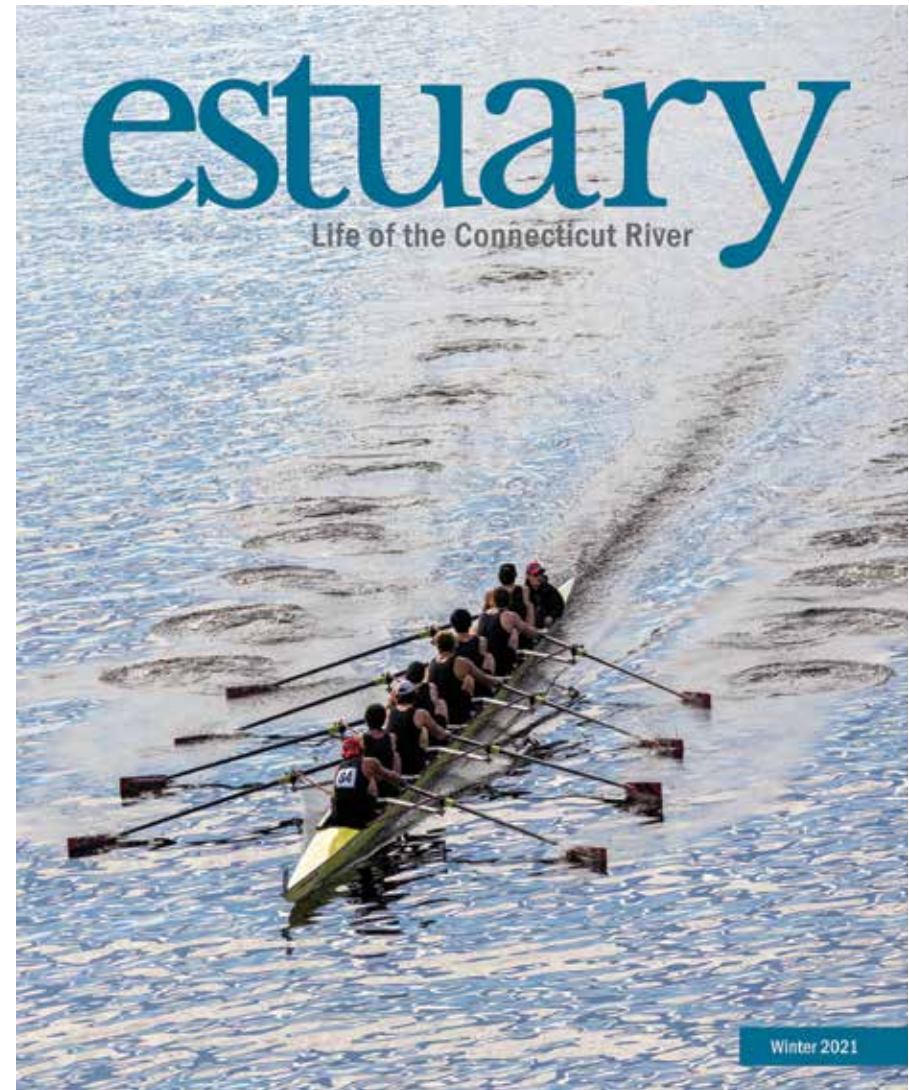
Our Readers are Leaders: As of the 2010 Census, the Connecticut River passes by some of the more energetic and engaged communities in America. Our readers are 50+, well-educated, and affluent.

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

Partner with *Estuary*

Advertise to a growing, spending, reading community.

Contact Laura Lee Miller:
lauralee@estuarymagazine.com, 917-535-8070



Editorial Calendar

Spring 2022

Reserve by 1/10/22
Art Due 1/17/22
Drop Date 3/1/22

Summer 2022

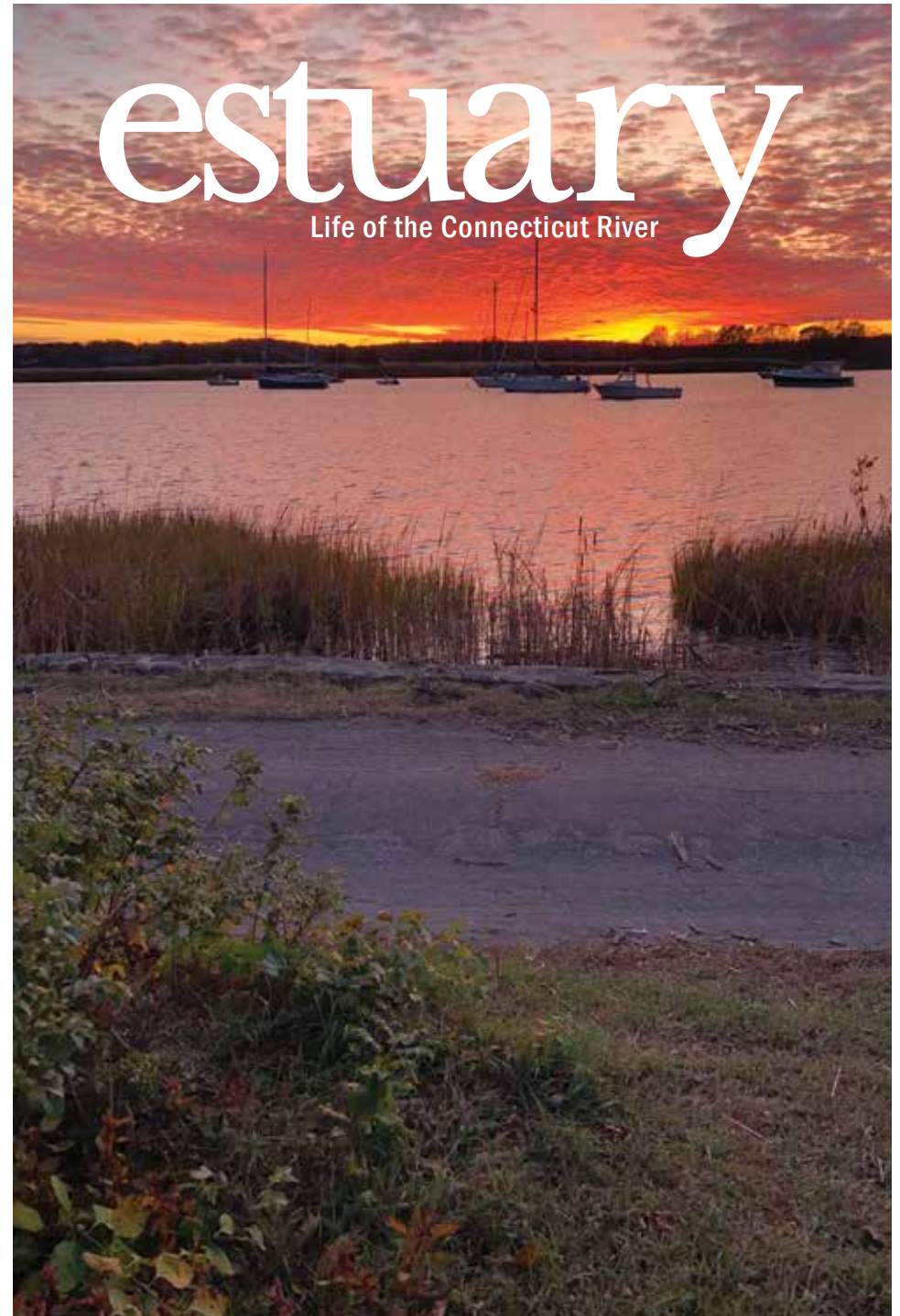
Reserve by 4/4/22
Art Due 4/11/22
Drop Date 6/1/22

Fall 2022

Reserve by 7/7/22
Art Due 7/14/22
Drop Date 9/1/22

Winter 2022

Reserve by 10/10/22
Art Due 10/17/22
Drop Date 12/5/22



Digital

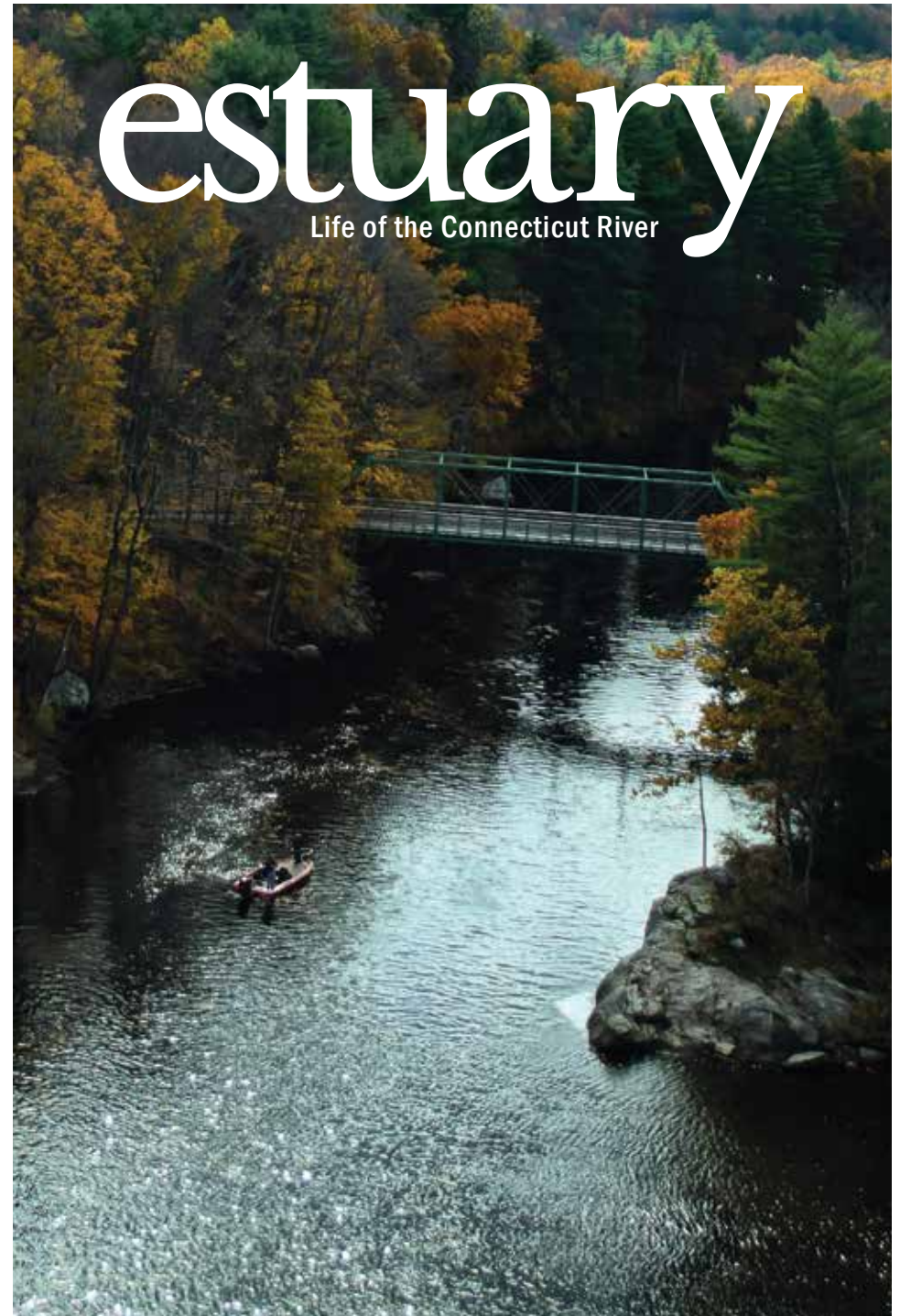
EstuaryMagazine.com

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
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

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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