

The Reader Attraction of a Lifestyle Magazine.
 Eye-Catching Visual Appeal.
 Articles and Essay with Local Flavor. Sophisticated Editorial.
 Long Shelf Life.



Seasons Magazines offer advertisers the most effective way to resonate with the upscale demographic of the Farmington Valley, West Hartford and Glastonbury. No other media offers 100% penetration of single-family households in desirable markets with a four-color glossy lifestyle publication. Consider making Seasons an integral component of a targeted, comprehensive marketing strategy. Our readers can suggest reasons why!



In fact, 578 Seasons readers told us how they feel in an independent CVC readership audit in 2009.

- ✓ 98% of respondents acknowledge receiving the publication.
- ✓ 54% say they purchase products or services seen in Seasons.
- ✓ 70% of readers retain Seasons for a month or more.
- ✓ 85% said they regularly read or look through Seasons.
- ✓ Average reader income: \$145,475

If your marketing strategy calls for reaching consumers in Farmington Valley, West Hartford or Glastonbury, contact owner/publisher, James Tully at jtully2000@sbcglobal.net.

Seasons

860-651-9939
www.SeasonsMagazines.com

P.O. Box 92
 West Simsbury, CT 06092

PRODUCT & PRICING

All ads are four-color process, printed on bright white, high-quality stock. All ads include a link to your company website from seasonsmagazines.com.

DISCOUNTS

10% off published rates when you book a year campaign.
All rates are gross.

PREMIUM POSITIONS

**Back Cover, Inside Front Cover
Inside Back Cover, Page 1 and Page 2**

One Edition	\$4,000
Two Editions	\$7,500
Three Editions	\$9,000

STANDARD POSITIONS

Insert Card (available by zip code)

Full Page		Half Page		Quarter Page		Eighth Page	
One Edition	\$2,200	One Edition	\$1,400	One Edition	\$750	One Edition	\$400
Two Editions	\$4,200	Two Editions	\$2,600	Two Editions	\$1,350	Two Editions	\$700
Three Editions	\$6,000	Three Editions	\$3,850	Three Editions	\$1,800	Three Editions	\$900

GLASTONBURY, CT

The most affluent town east of the Connecticut River, Glastonbury is a growing community for upscale families working in and around Hartford - with less than an eight minute commute to downtown Hartford.

Population: 32,000

Households: 12,000 (100% penetration)

FARMINGTON VALLEY, CT

The Farmington Valley towns of Avon, Canton, Farmington and Simsbury have been home to long-time New England families for more than 300 years and attract young professional families from all over the world. Family life, education, culture, heritage, recreation and participation in the community are highly valued.

Population: 68,000

Households: 25,000 (100% penetration)

WEST HARTFORD, CT

West Hartford has a cosmopolitan feel with vibrant downtown street life day and night. It tends to attract business people from all over Connecticut who enjoy more of a "city feel" in a suburban backdrop. The city is rich in arts and culture and offers the best of city life.

Population: 64,000

Households: 15,000 (100% penetration to zip codes 06119, 06107 & 06117)

2012 DEADLINES

SPRING

- March 05, in home 04/06

SUMMER

- May 18, in home 06/15

AUTUMN

- September 10, in home 10/05

WINTER

- November 09, in home 12/07

Please send all ad files to publisher
James Tully at jtully2000@sbcglobal.net.

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