

CONNECTICUT 2014 FALL GETAWAY GUIDE

Integrated Insert & Digital Campaign

PARTNERS SINCE 1997

BE A PART OF THE BEST OF CONNECTICUT

CONNECTICUT 2014 GETAWAY GUIDE INSPIRES TRAVELERS

Partners who reserve space in the Connecticut Getaway Guide reach a highly desirable audience—who is well educated with an average **HHI exceeding \$100,000**. That's why the Connecticut Getaway Guide delivers to users of both print and digital – to ensure that interested travelers can plan their Connecticut getaway anytime, anywhere.

PROGRAM COMPONENTS

The fall Connecticut Getaway Guide combines print and digital elements to deliver a multimedia branding solution throughout the year.

Features include:

- » Full-color print insert showcasing your destination
- » Distribution targeting affluent readers within driving distance of any destination
- » Four months of high-quality lead generation via VacationFun.com
- » Search engine marketing, performed by our Google Adwords professionals, directing additional geo-targeted prospects to the campaign
- » eBlast and eZine sent to targeted VacationFun.com opt-in subscribers

**The 2013
Connecticut
Getaway Guides
generated more
than 247,000 leads
for Connecticut
partners.**



RATES AND DEADLINES

	INSERT DATE	AD CLOSE	MATERIALS DEADLINE
FALL	9/14/2014	7/3/2014	7/11/2014

4-MONTH MULTIMEDIA CAMPAIGN

Method	Circulation/ Impressions	Date
VacationFun.com Listing	30,000+	Run of Campaign
SEM	2.8 million+	Run of Campaign
Lead Delivery*	5,000+	Run of Campaign
Campaign Launch eBlast	25,000	TBD
eZine	25,000	TBD

*Estimated based on 2012 Connecticut spring and fall campaigns. Subject to change.

FALL 2014 MARKETS

Information subject to change

TOTAL CIRCULATION: 530,000

CONNECTICUT:

- ➔ Bridgeport CT Post
- ➔ Danbury News-Times
- ➔ Hartford Courant
- ➔ New Haven Register
- ➔ New London The Day
- ➔ Stamford Advocate/Greenwich Times
- ➔ Waterbury Republican

RHODE ISLAND:

- ➔ Providence Journal

MASSACHUSETTS:

- ➔ Springfield Suburban Newspapers
- ➔ Worcester Telegram & Gazette

NEW JERSEY:

- ➔ Asbury Park Press
- ➔ Bergen County Record
- ➔ Newark Star-Ledger

NEW YORK:

- ➔ New York Newsday
- ➔ The New York Times
- ➔ Westchester/White Plains Journal News

FALL RATES

	For-Profit Net Rates	Non-Profit Net Rates
Full page (premium position)	\$12,000	\$12,000
Full page	\$7,705	\$4,742
1/2 (Horizontal)	\$4,045	\$2,489
1/4	\$2,081	\$1,280
1/8	\$1,059	\$652
iBrochure	\$561	\$345

Fall Getaway Guide runs from September 2014 – January 2015



Receive an **Additional 5%** with multiple contracts on Connecticut inserts and *The Official Connecticut Visitors Guide*

FALL TARGETED DISTRIBUTION:
1,749,000 readers

INFORMATION IS SUBJECT TO CHANGE.

**TO SECURE YOUR PLACEMENT,
PLEASE CONTACT:**



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maddenmedia
connecting people to places

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Connecticut
still revolutionary