

An aerial photograph of a wide river, likely the Connecticut River, flowing through a lush, green forested landscape. The river is the central focus, with its surface reflecting the sky. The surrounding land is covered in dense trees, with some open fields visible on the right bank. In the distance, rolling hills are visible under a soft, hazy sky. The overall scene is peaceful and natural.

estuary

Life of the Connecticut River

2024 MEDIA KIT

estuary

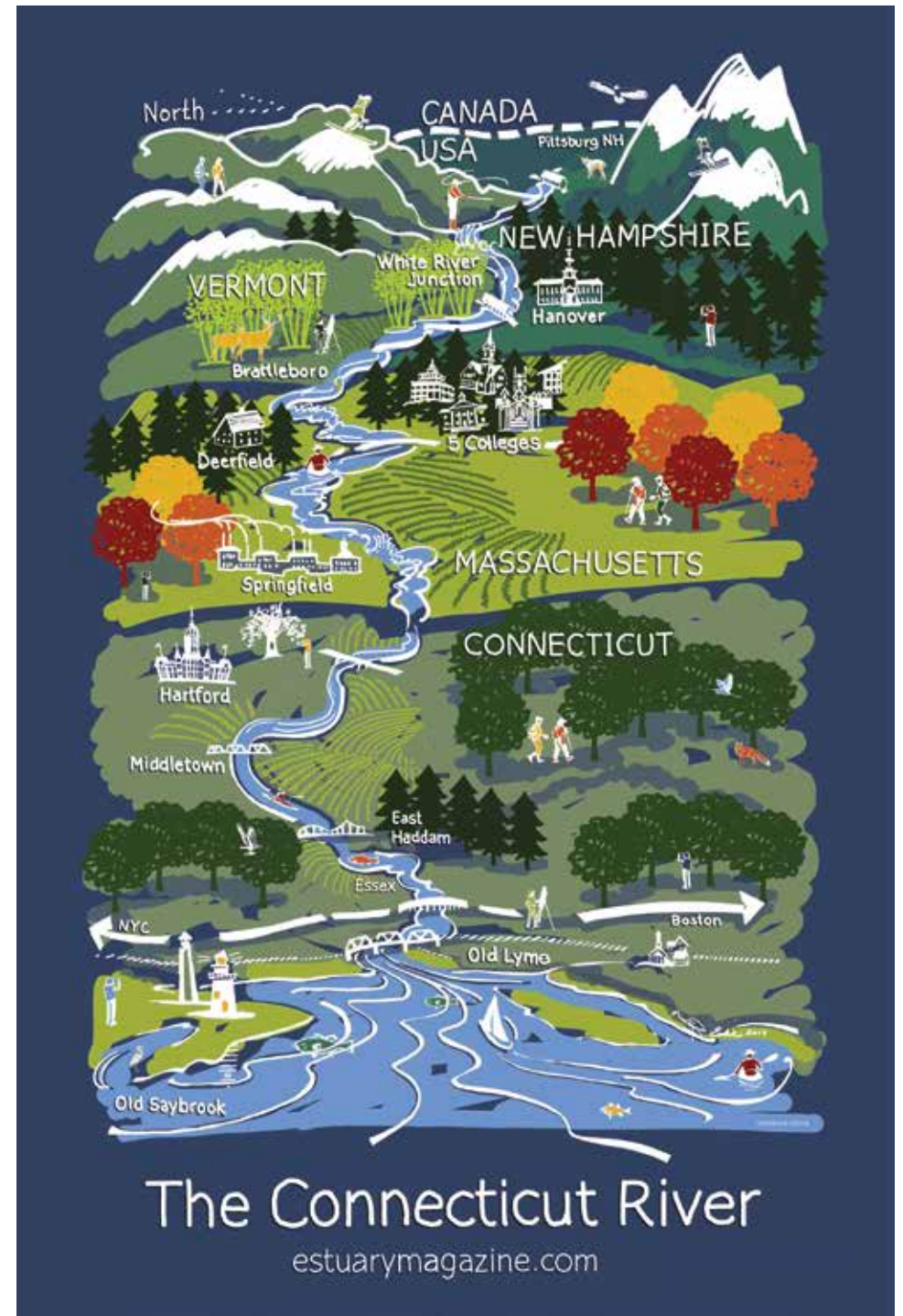
- is a river
- is a magazine
- A community of 2 million like-minded people in its watershed

Mission

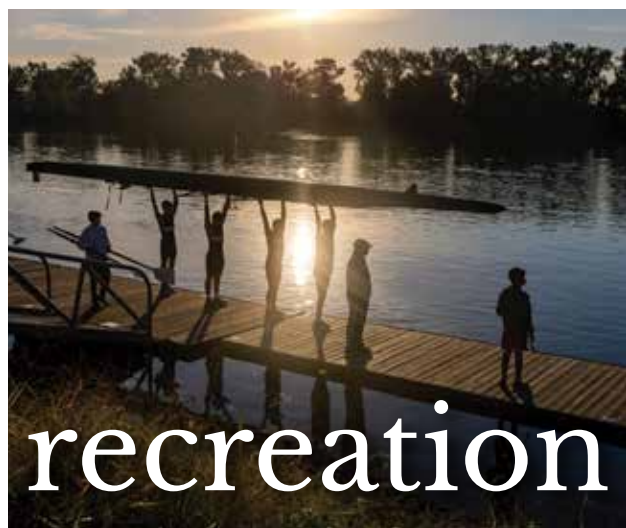
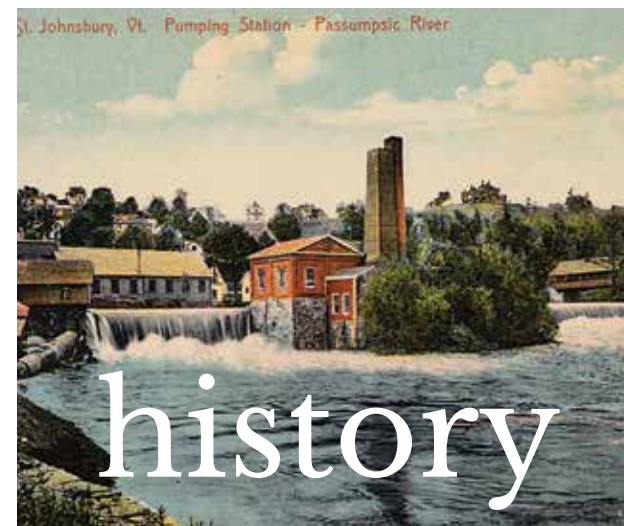
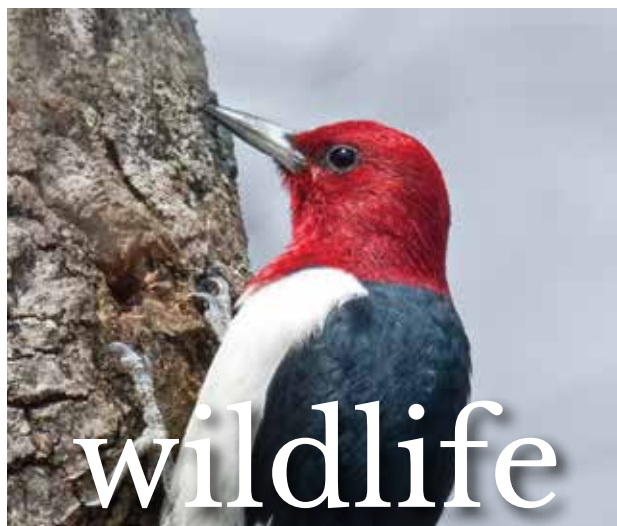
Estuary is about living in the watershed and engaging in activities that support and enhance the health of the River, its tributaries, and shorelines.

Estuary is 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 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

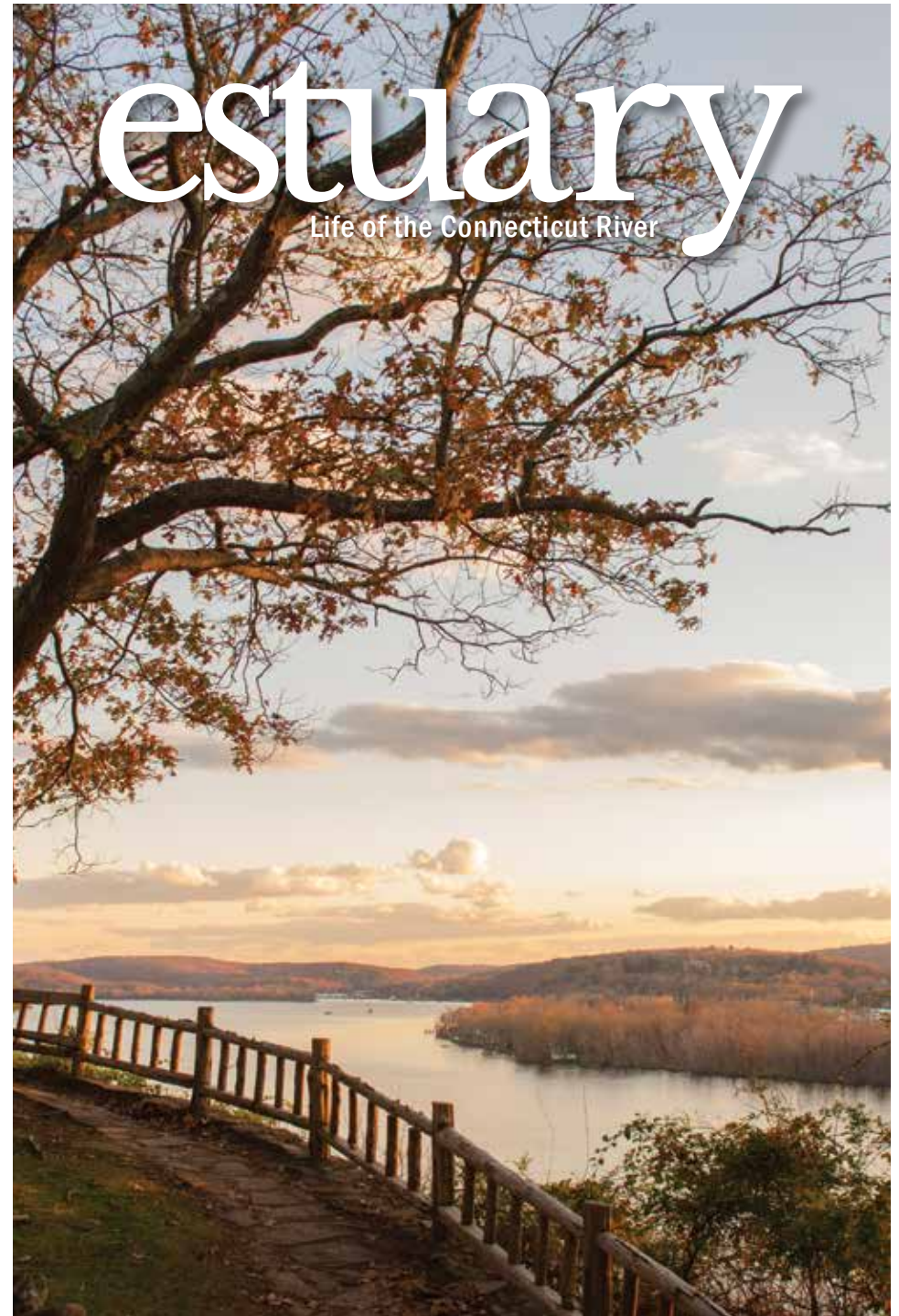
from its geological beginnings, to Indian life and early settlers, its industry, and the environmental impact of the Clean Water Act.

CHALLENGES

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

CULTURE

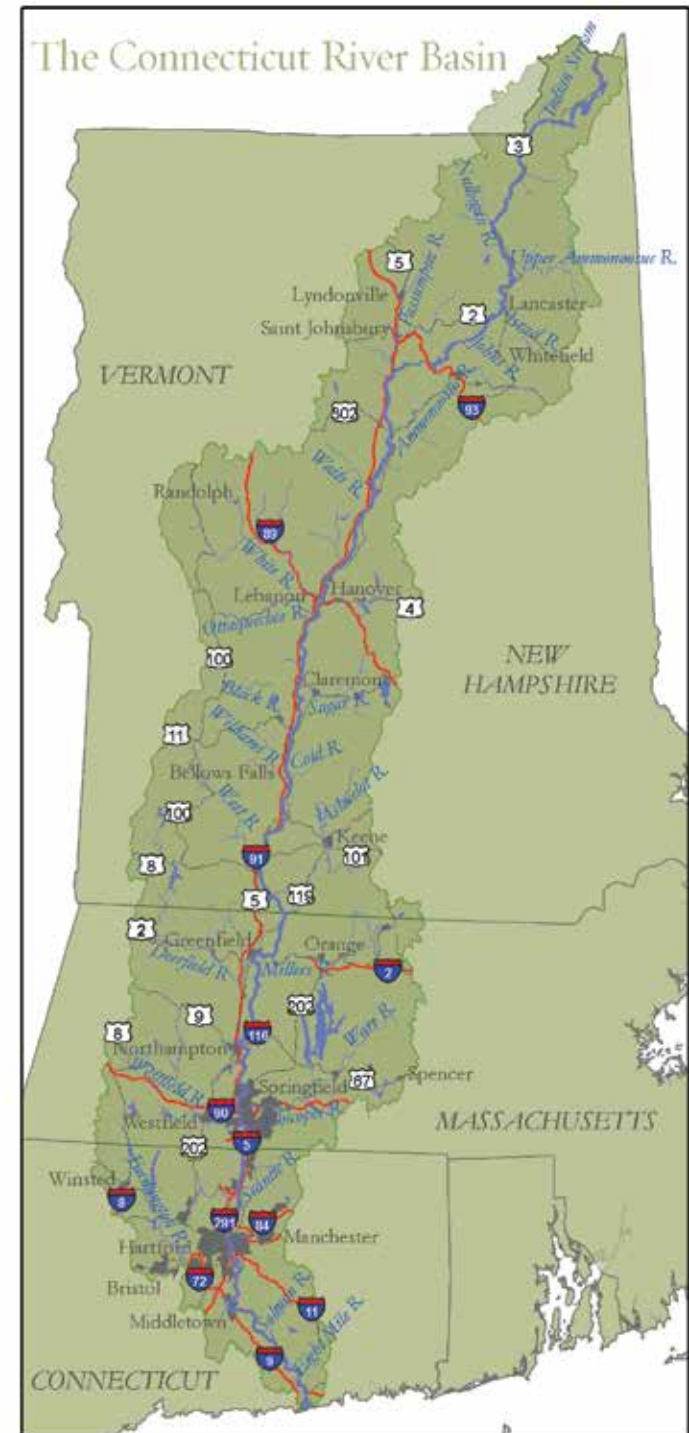
museums, galleries and painters abound along the shores of the River: arts, crafts, and a shared way of life.



Our Market is Truly Vertical

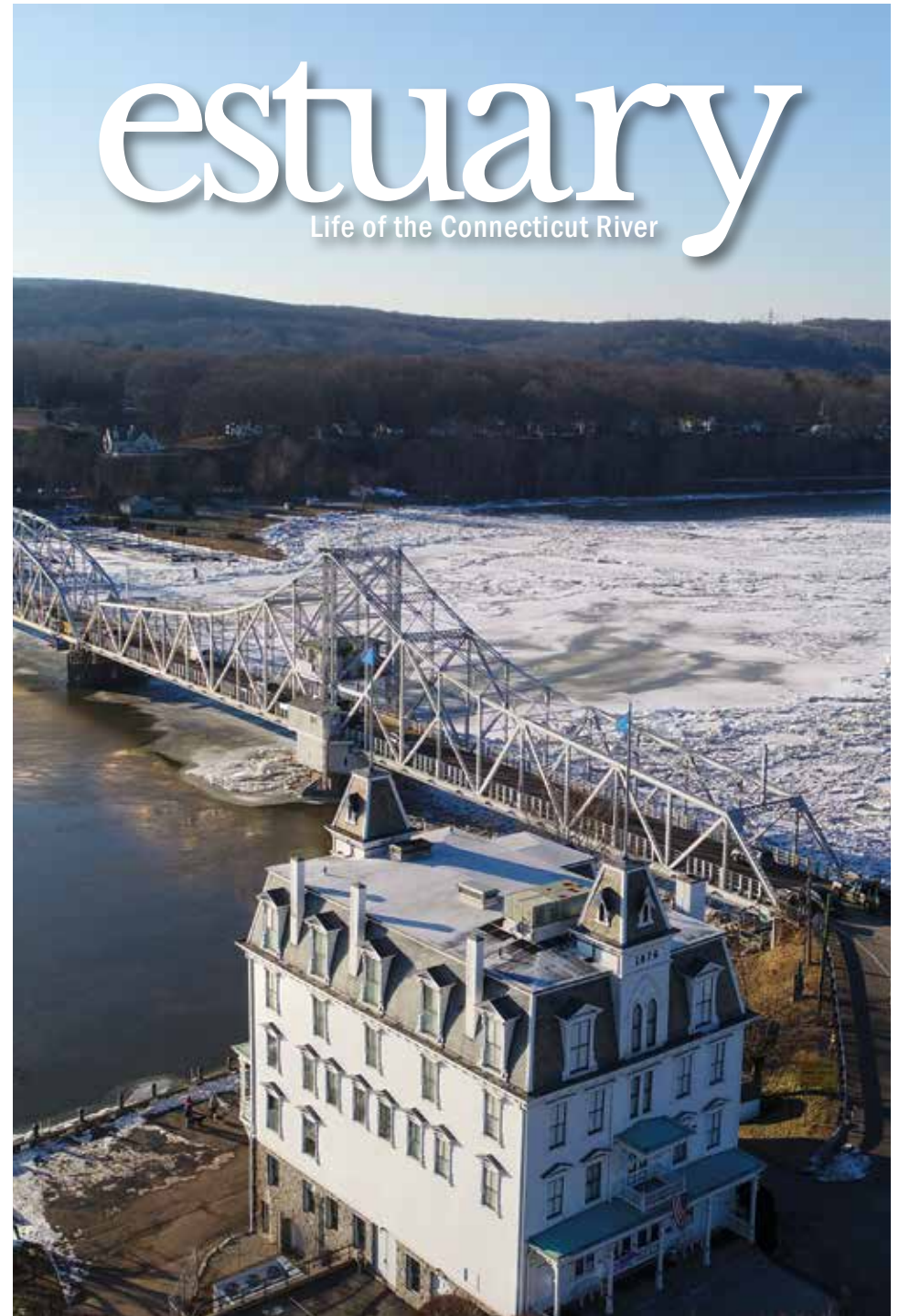
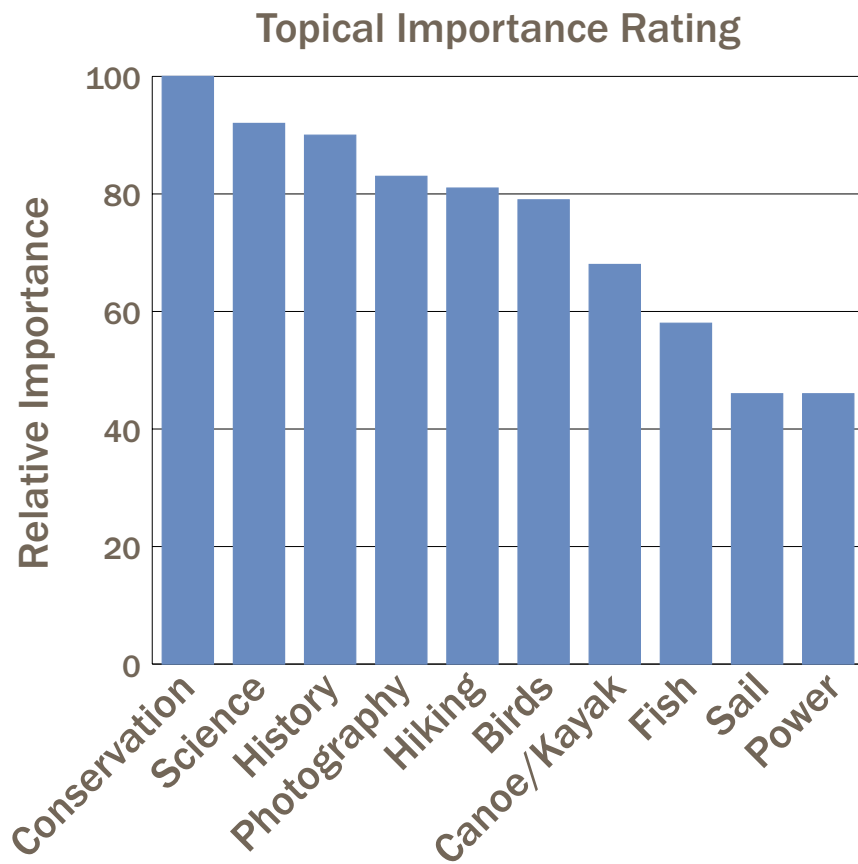
The Connecticut River is 410 miles from Long Island Sound to Pittsburg, New Hampshire. It has immense beauty and diversity... it passes through 4 New England states, 99 cities and towns, and is populated by approximately 2 million people who...

- 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



Prepared by the Trust for Public Land.

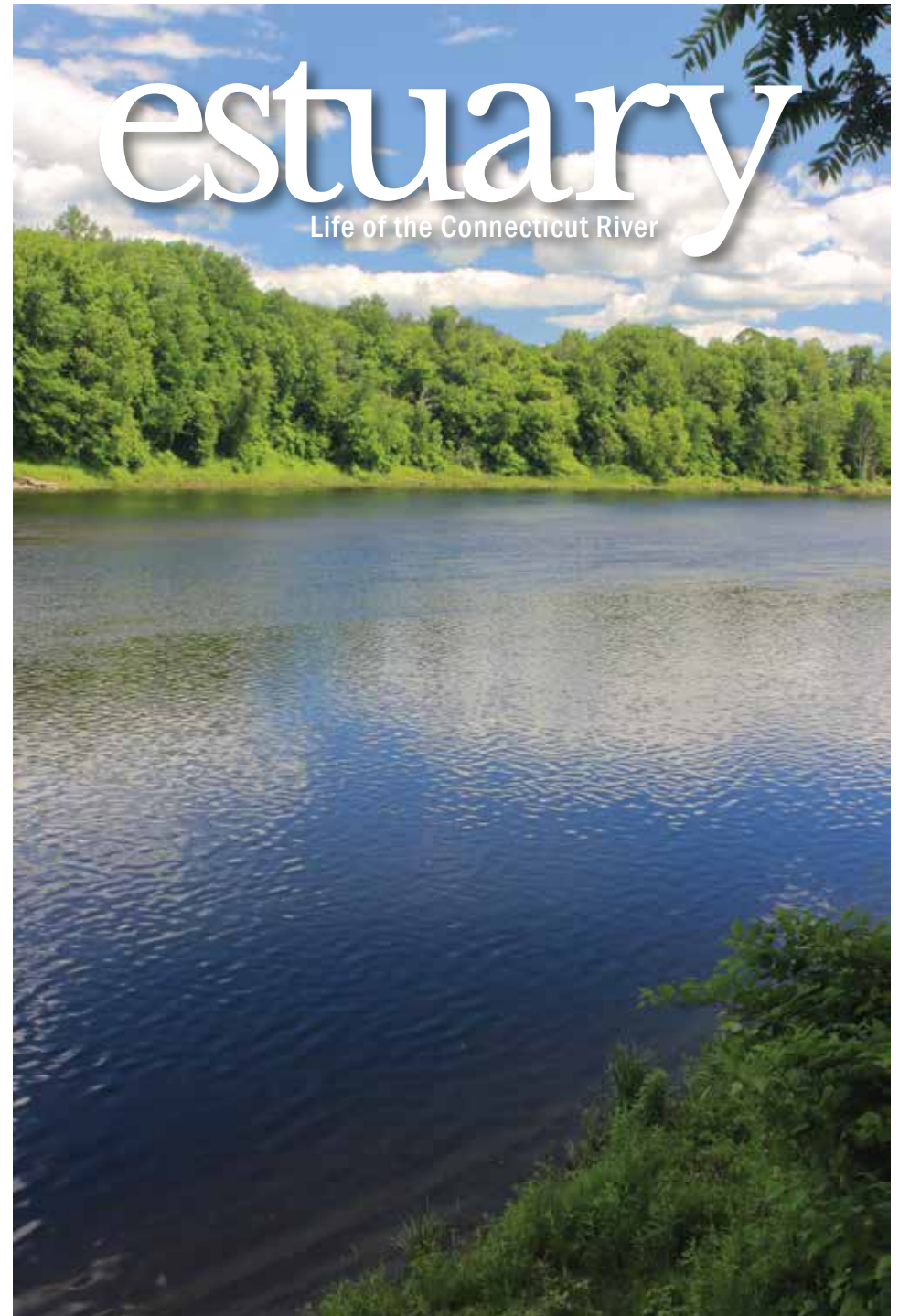
Market Survey Data



Estuary is Good for Business

The Connecticut River estuary is in one of New England's most affluent areas, and where most *Estuary* magazine readers work and live. Our readers 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 coolers, Marmot hiking clothes, and Nikon binoculars.

Many stay in upscale inns and enjoy eating well when they travel. They are curious, concerned, and respectful.



A Magazine Thrives

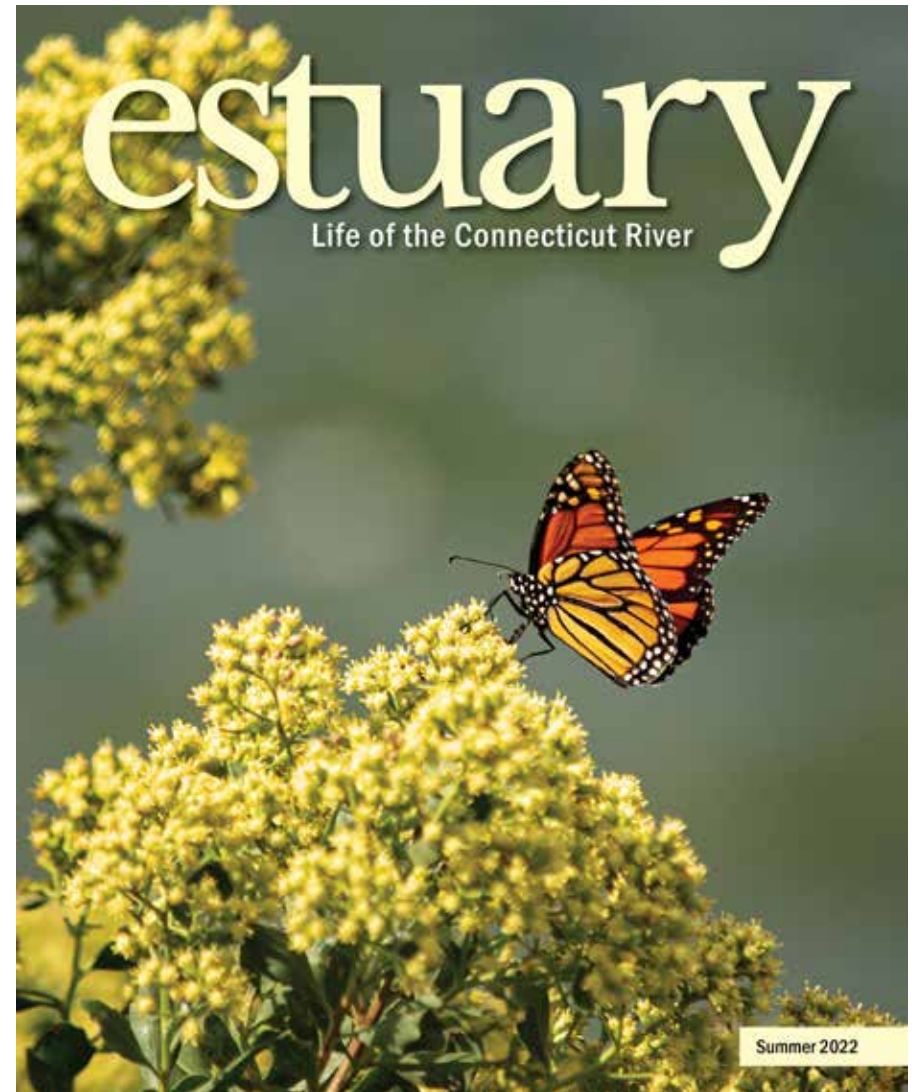
Estuary magazine was created to reflect the rich diversity of the River Valley, its people, and its potential.

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.

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



2024 Ad Rates

Estimated 2024 Audience
3,000 per issue

Issue Frequency
4x

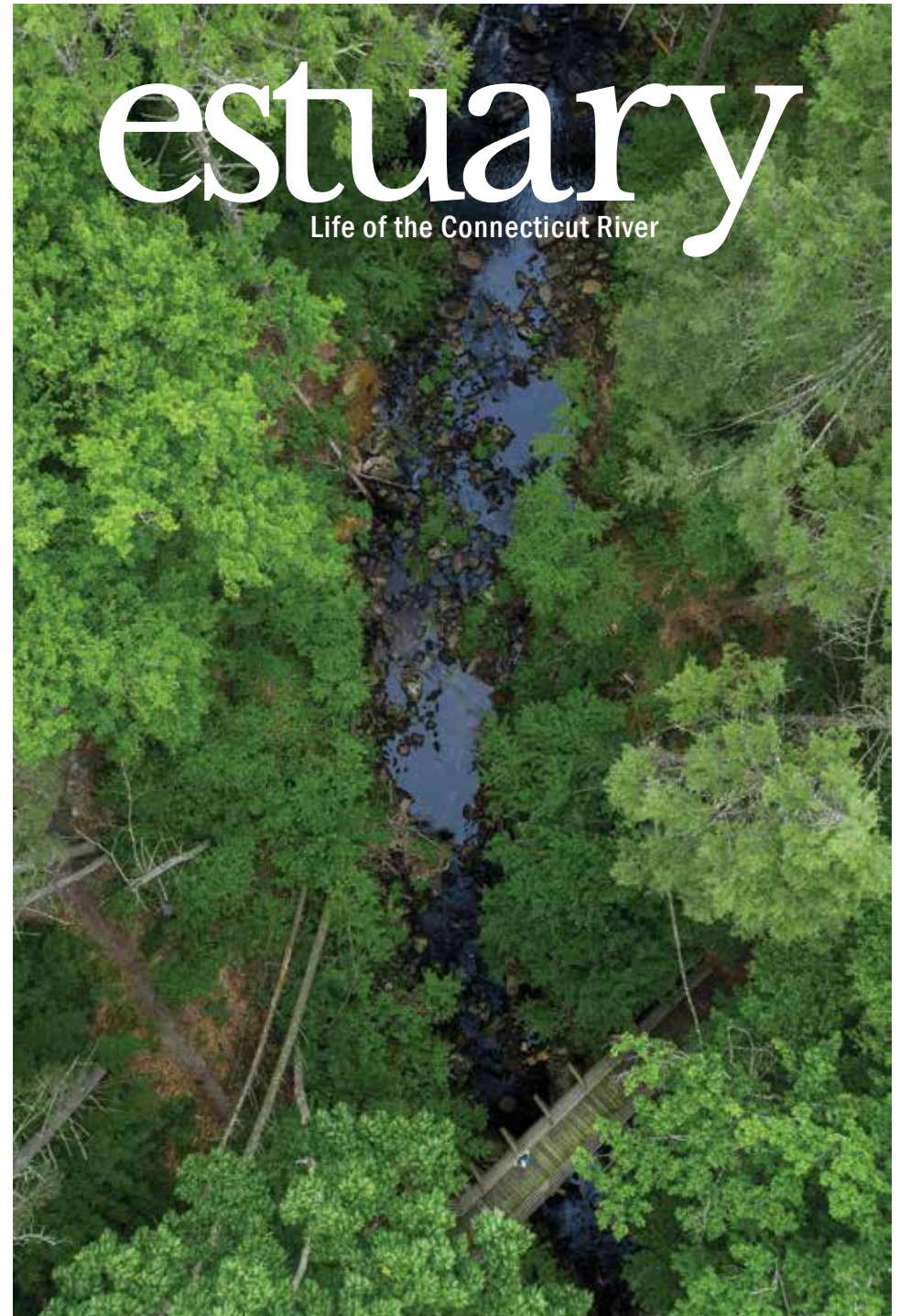
SIZE	1X	2X	4X
Full Page	\$1,000	\$1,900	\$3,600
1/2 Page	\$500	\$950	\$1,800
1/3 Page	\$350	\$675	\$1,300

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 Dick Shriver:
dick@estuarymagazine.com, 860-474-3556



Editorial Calendar

Spring 2024

Reserve by 1/10/24
Art Due 1/15/24
Drop Date 3/1/24

Summer 2024

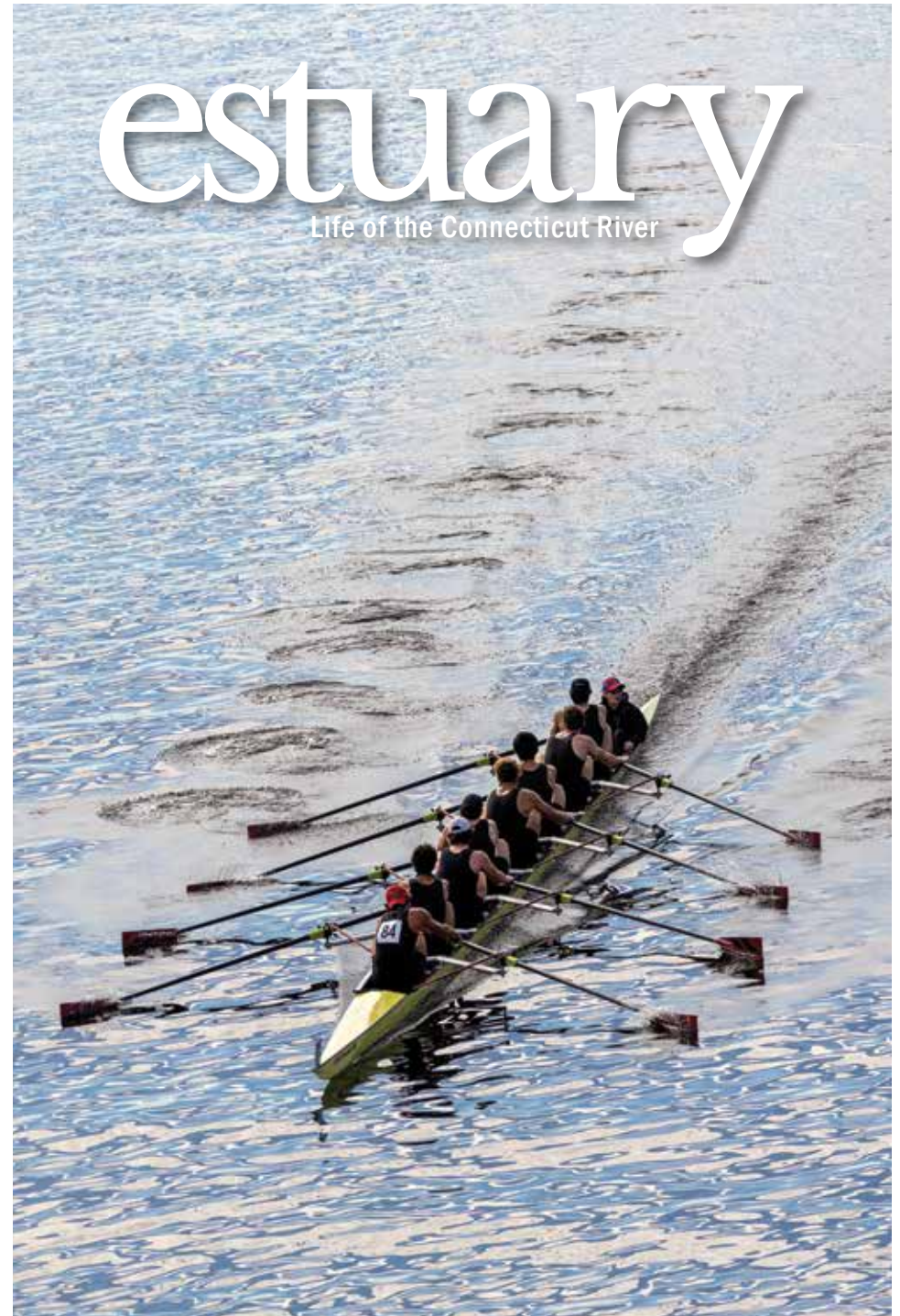
Reserve by 4/4/24
Art Due 4/15/24
Drop Date 6/1/24

Fall 2024

Reserve by 7/5/24
Art Due 7/15/24
Drop Date 9/1/24

Winter 2024

Reserve by 10/7/24
Art Due 10/14/24
Drop Date 12/1/24



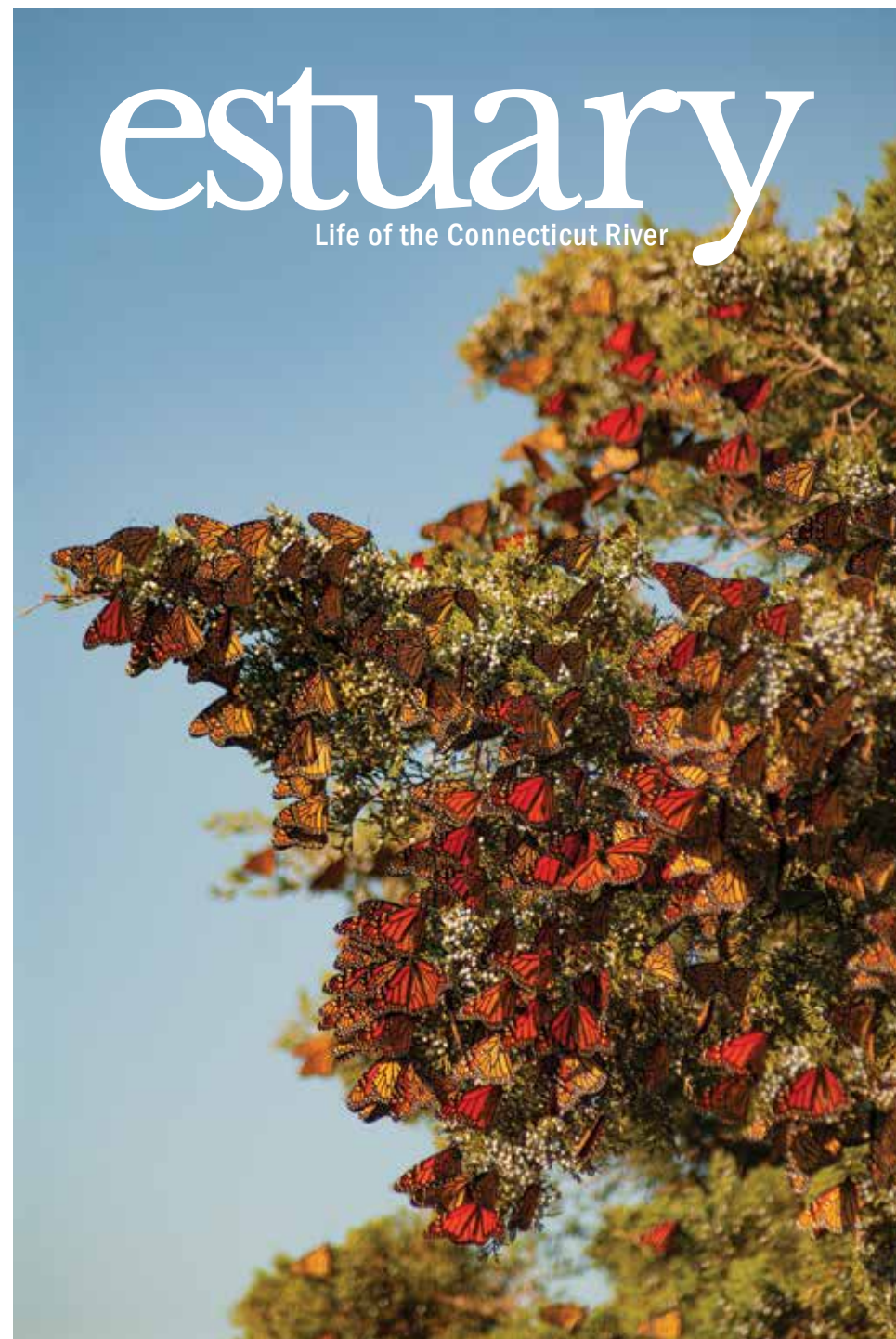
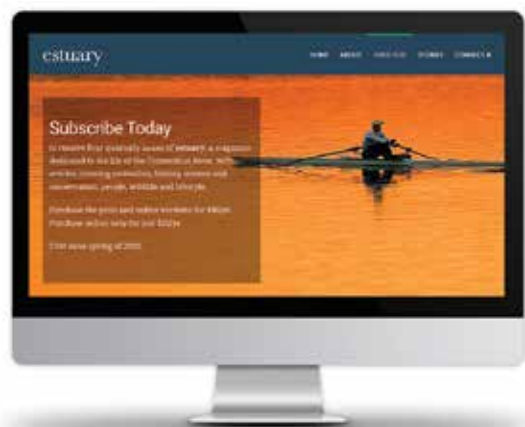
Digital

EstuaryMagazine.com

Our flagship print magazine is supported by a robust digital platform combining a content-rich website, monthly e-newsletter, and active social media.

Subscribers have access to a complete interactive edition of the current issue and a searchable archive of full articles from past issues.

Our social media and monthly e-newsletters drive traffic to the website to find out more about the current issue, subscribe, renew, and purchase gift subscriptions.



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"
1/4 Vertical	3.6875" x 4.6875"	N/A
1/4 Horizontal	7.5625" x 2.25"	N/A

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

Disclaimer: *Estuary* magazine strives to give you the best ad reproduction. Please follow our guidelines carefully to ensure that your ad meets required specifications. We are not responsible for materials that are not delivered at our listed specifications.

