

An aerial photograph of a wide river, likely the Connecticut River, flowing through a lush, green forested landscape. The river is surrounded by dense trees and some open fields. In the background, rolling hills are visible under a clear sky. The word "estuary" is overlaid in large white letters, and "Life of the Connecticut River" is written in smaller white letters below it.

# estuary

Life of the Connecticut River



# estuary

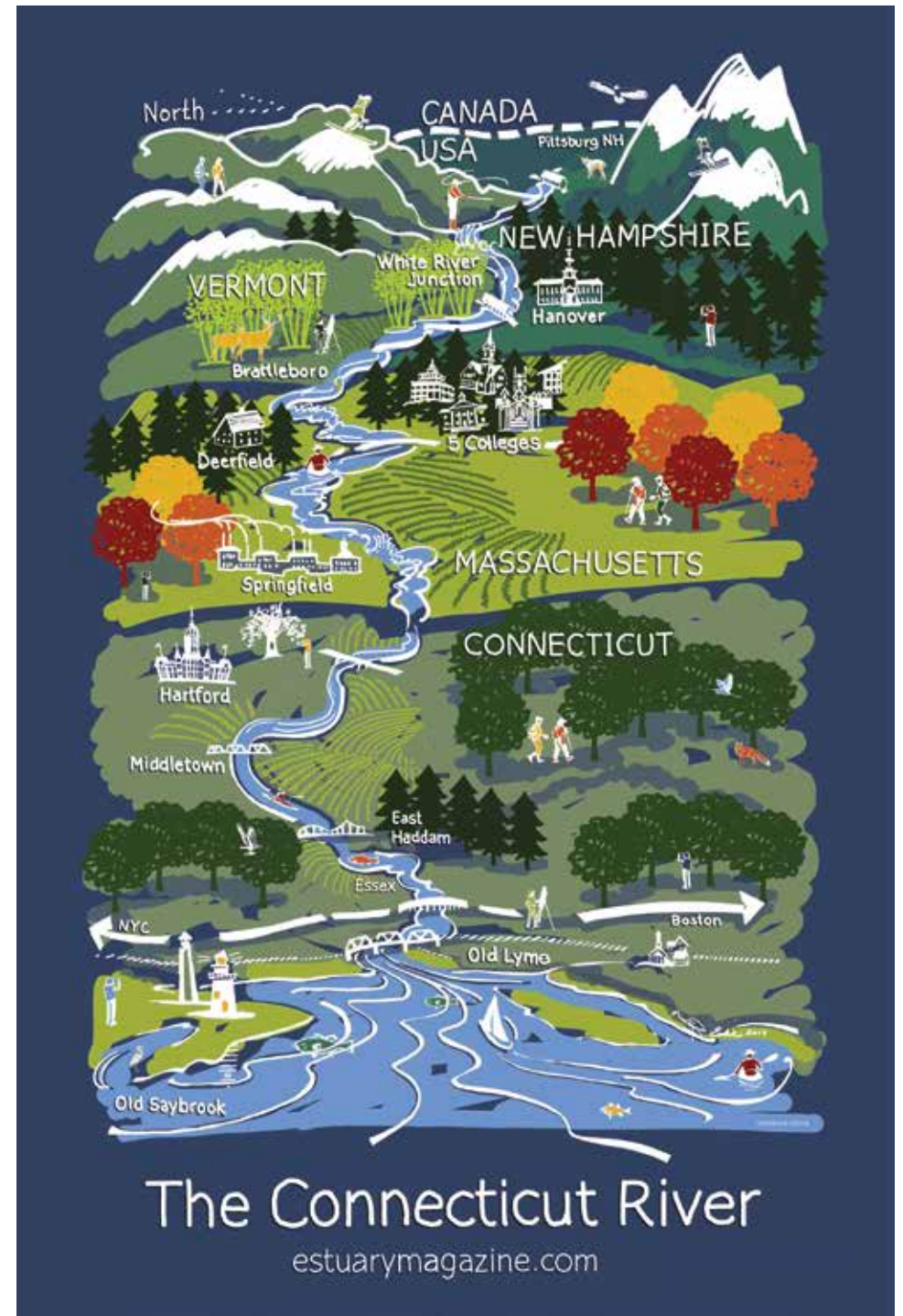
- is a river
- is a magazine
- A community of 2 million like-minded people in its watershed

## 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.

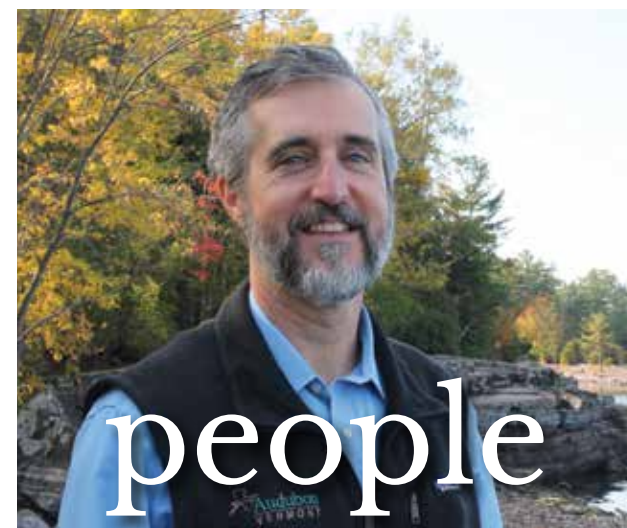
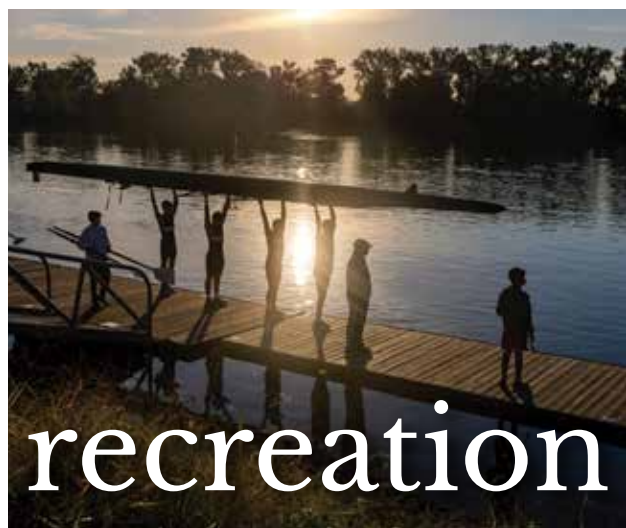
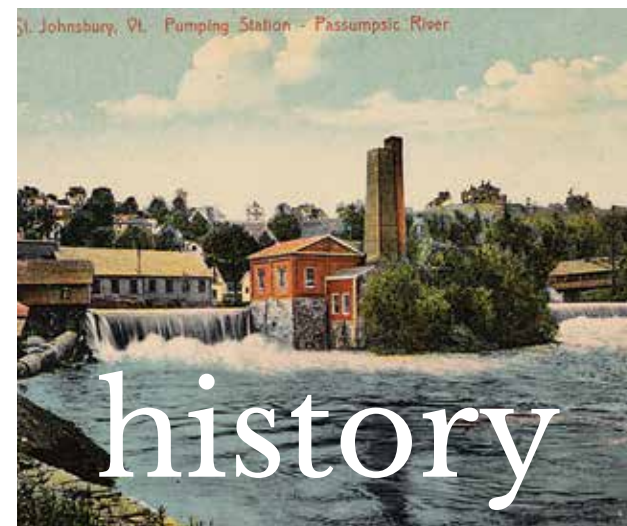
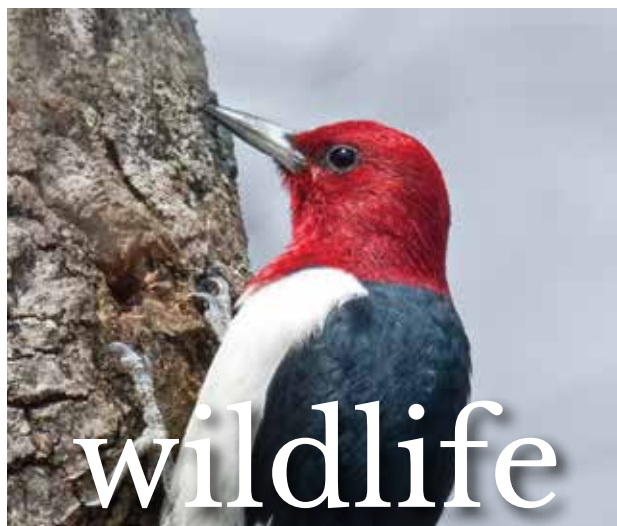
*Estuary* is the first magazine dedicated to the Connecticut River, the only National Blueway in America, a federal program designed to “protect and popularize the country’s rivers by taking a holistic approach to conservation.” Stories range from recreation and history and art and culture to science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

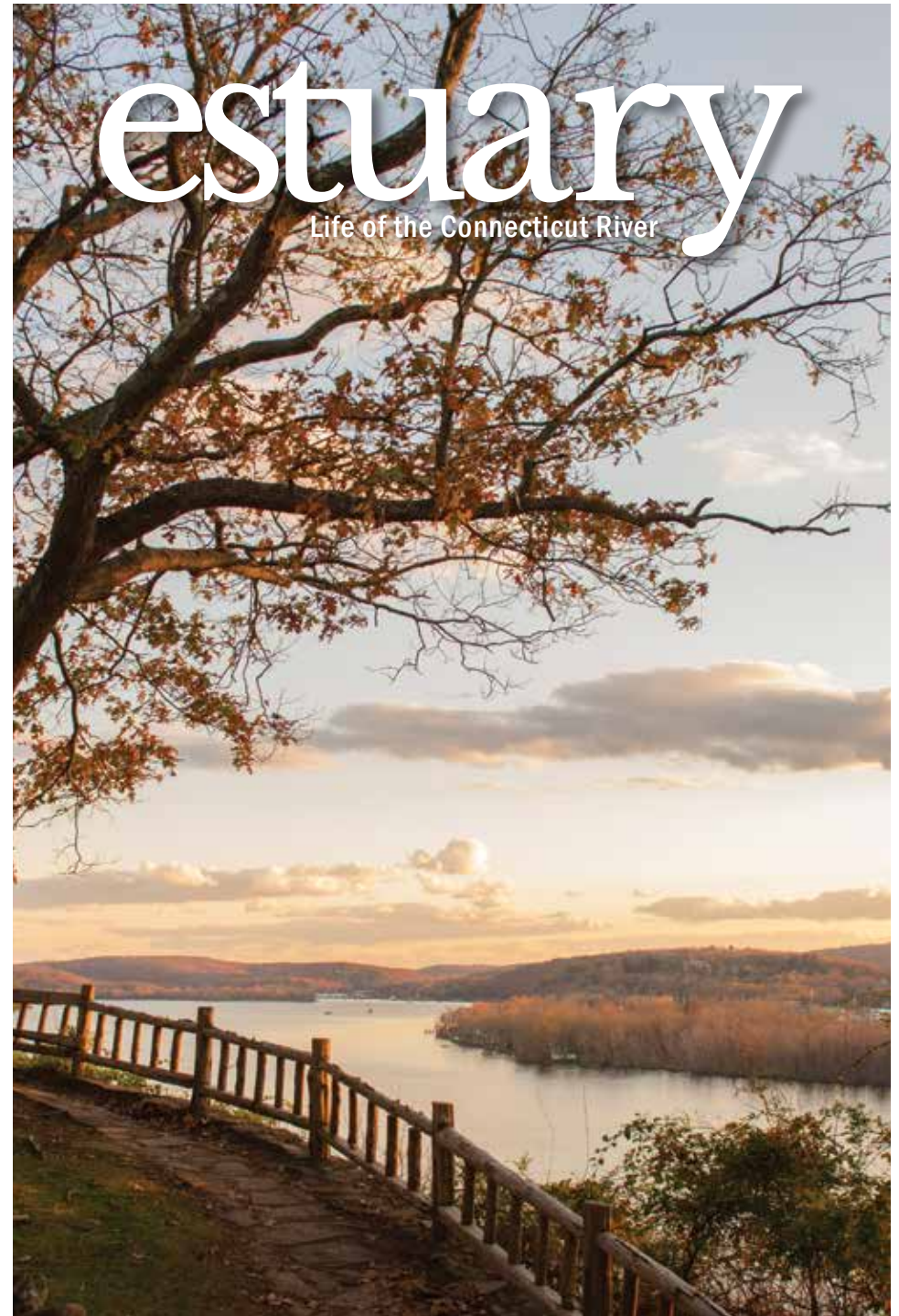
from its geological beginnings, to Indian life and early settlers, its industry, and the environmental impact of the Clean Water Act.

## CHALLENGES

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

## CULTURE

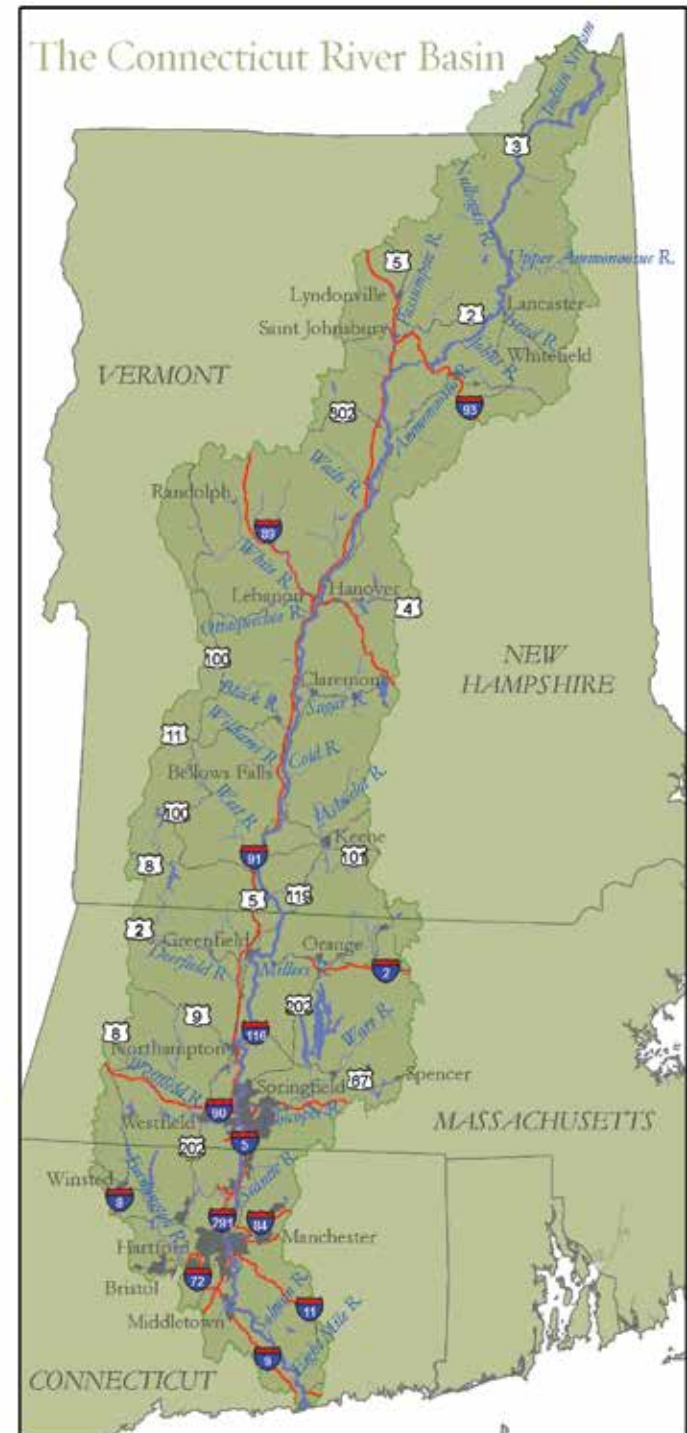
museums, galleries and painters abound along the shores of the River: arts, crafts, and a shared way of life.



# Our Market is Truly Vertical

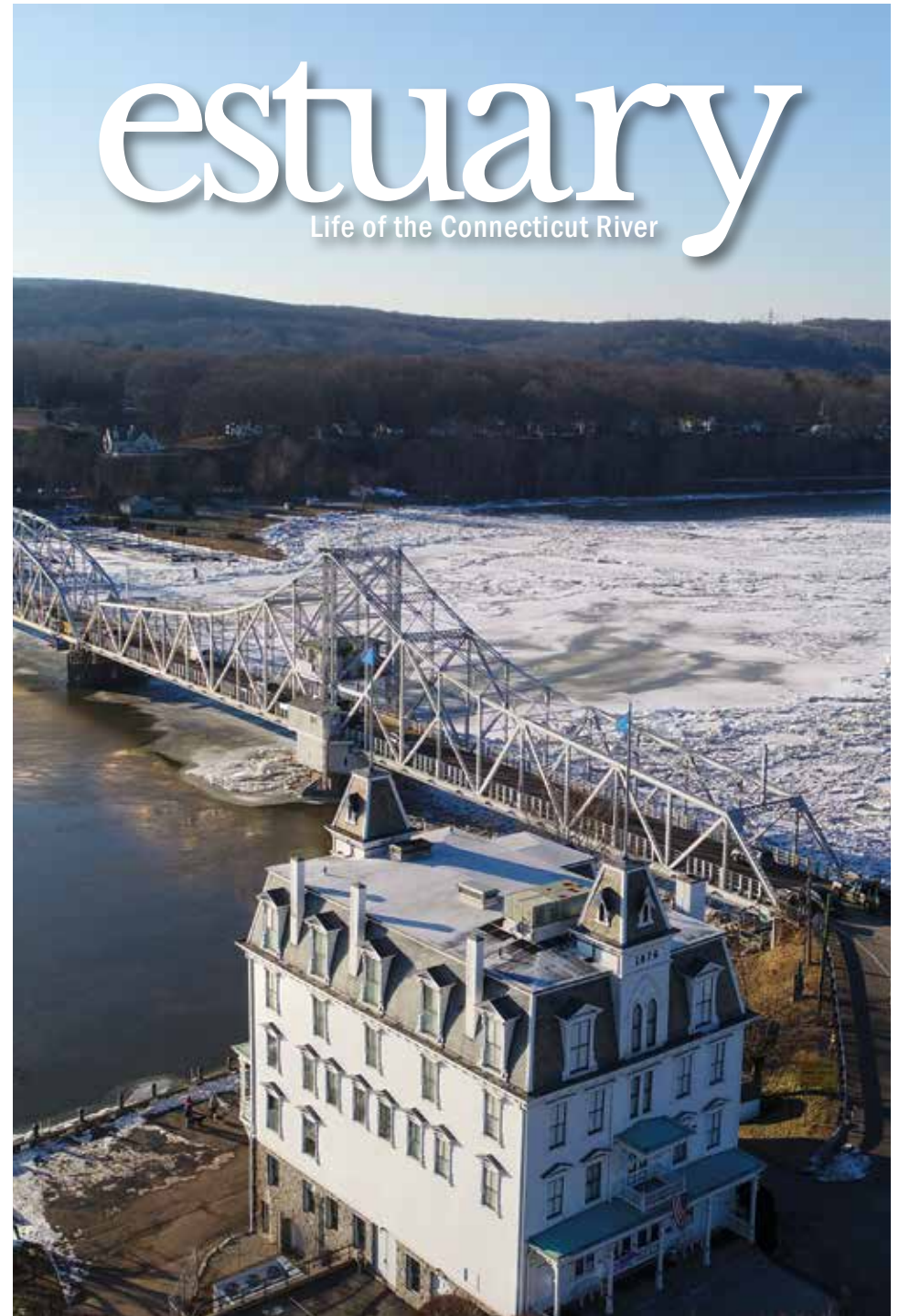
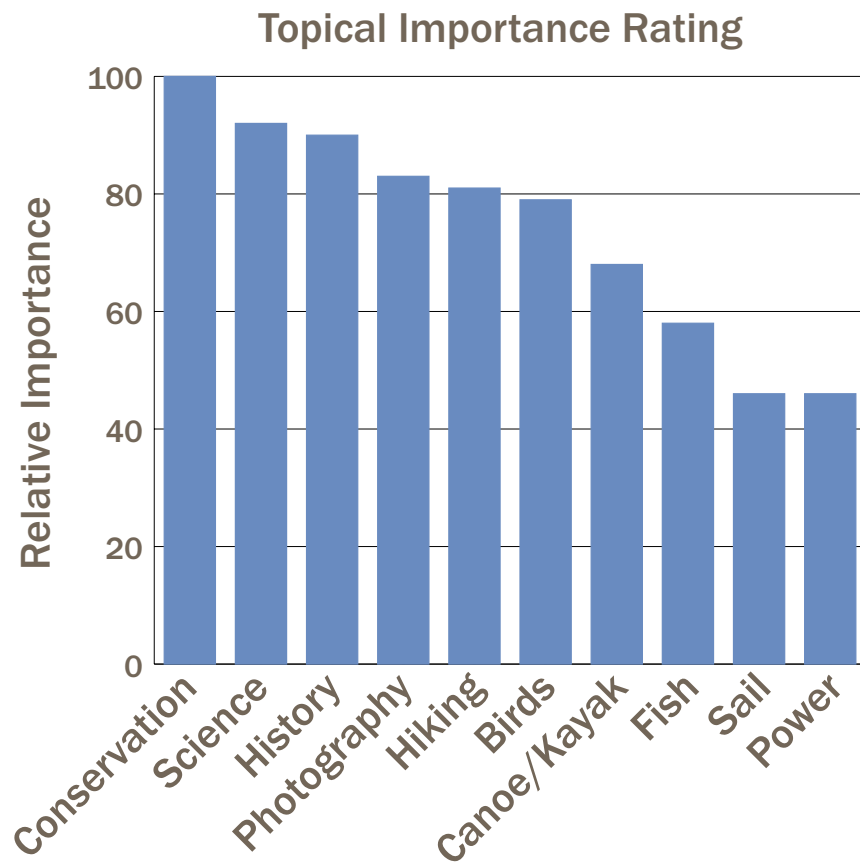
The Connecticut River is 410 miles from Long Island Sound to  
Pittsburg, New Hampshire. It has immense beauty and diversity...  
it passes through 4 New England states, 99 cities and towns, and  
is populated by approximately 2 million people who...

- 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





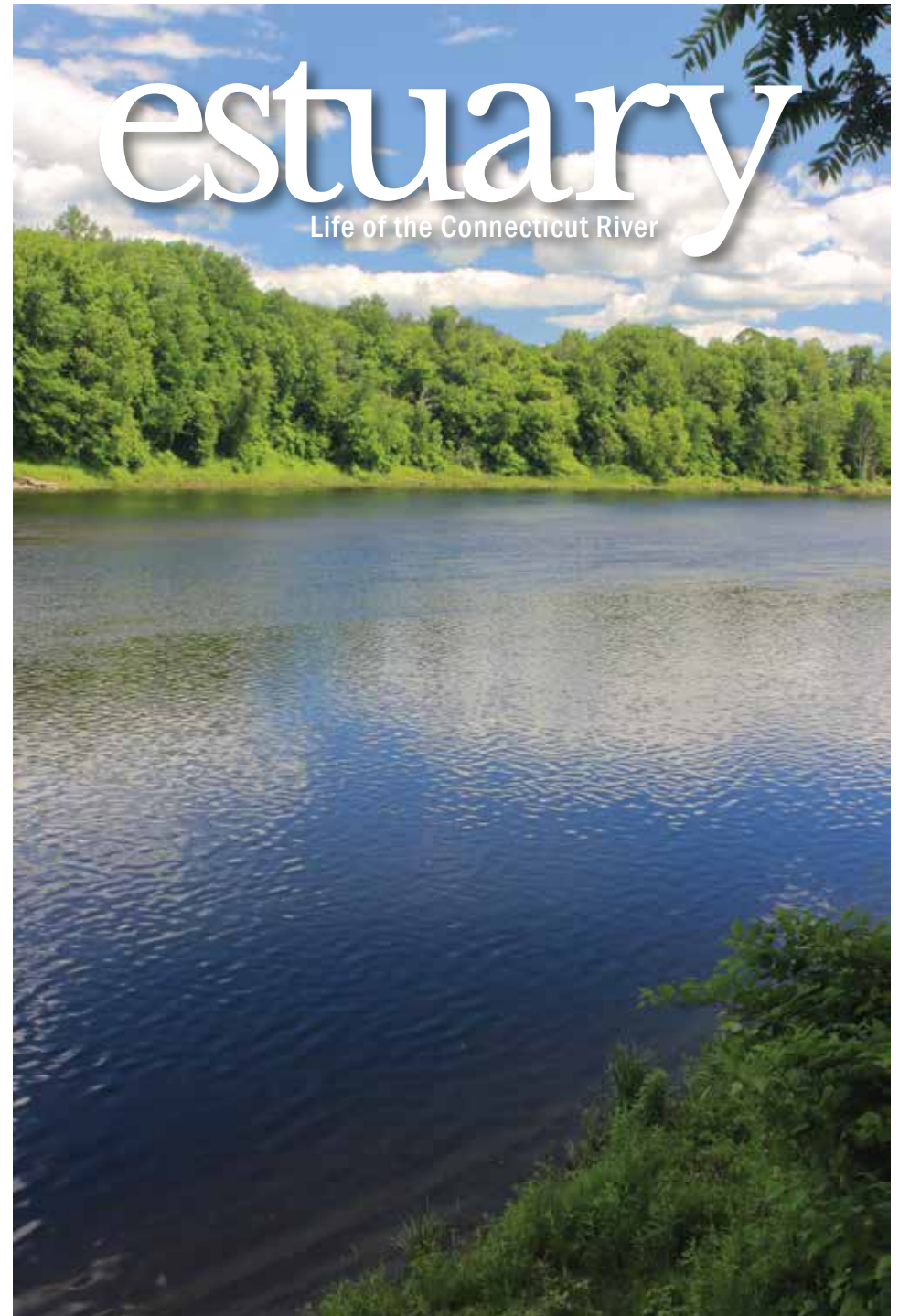
# Market Survey Data



# *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

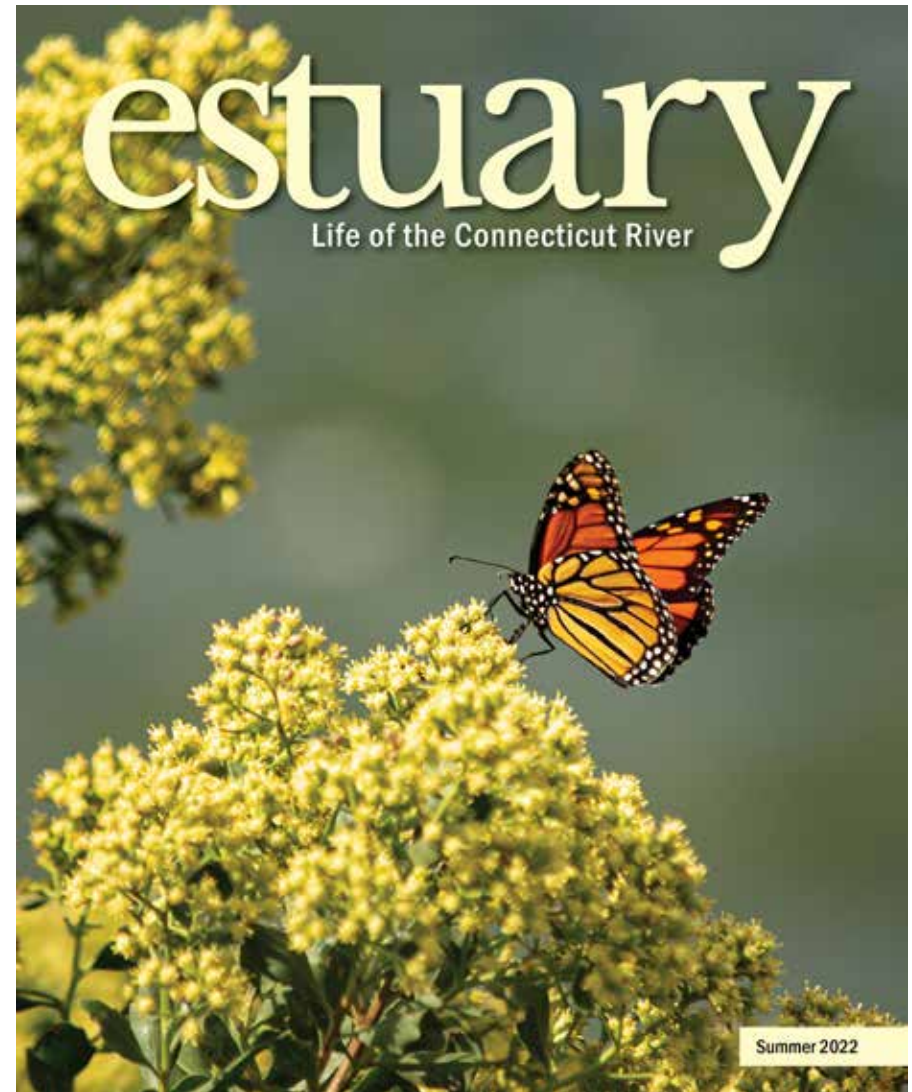
*Estuary* magazine was created to reflect the rich diversity of the River Valley, its people, and its potential.

**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.





# Ad Rates

Estimated Audience  
3,000 per issue

Issue Frequency  
4x

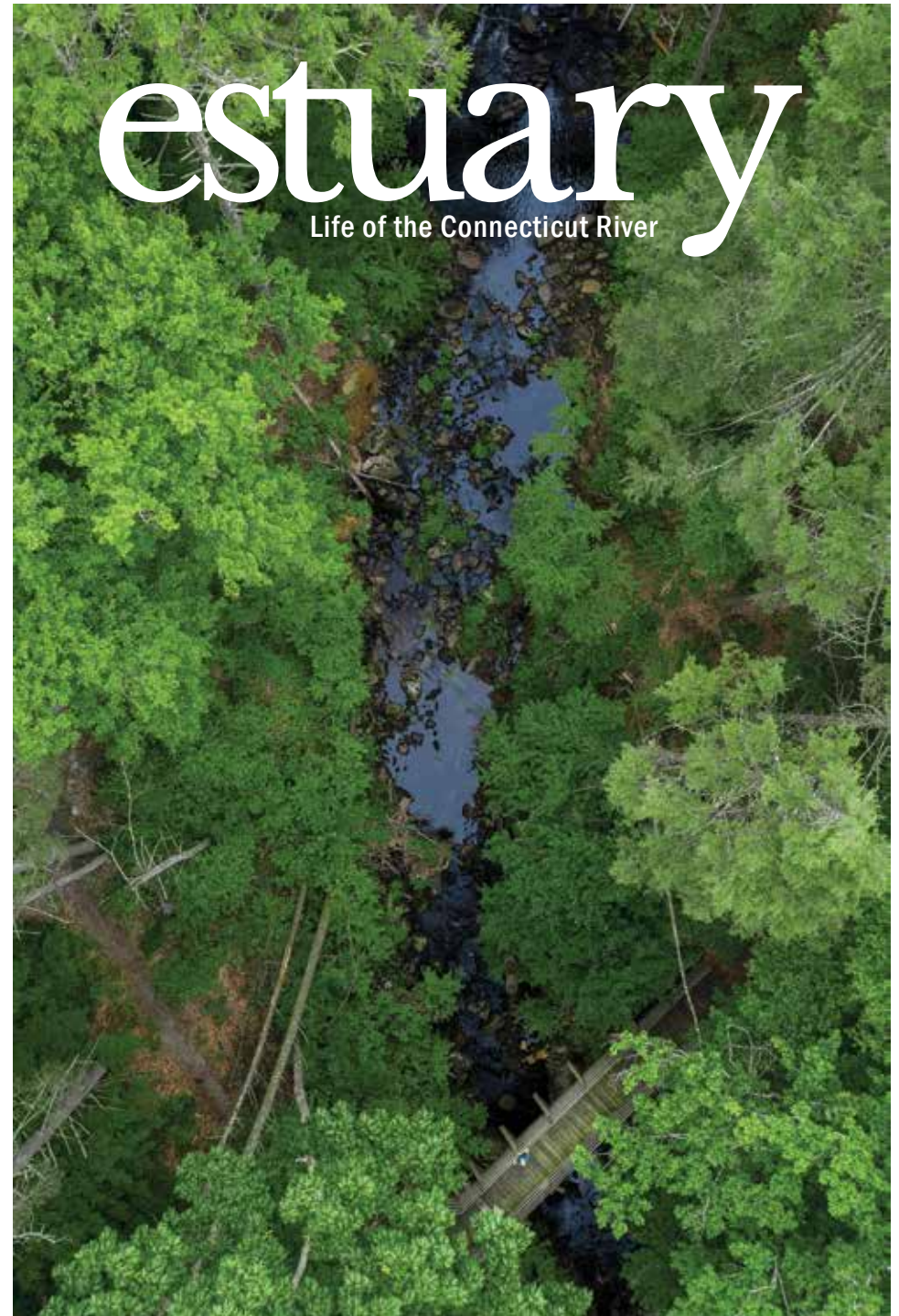
SIZE	1X	2X	4X
Full Page	\$1,000	\$1,900	\$3,600
1/2 Page	\$500	\$950	\$1,800
1/3 Page	\$350	\$675	\$1,300

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](mailto:dick@estuarymagazine.com), 860-474-3556





# Editorial Calendar

## Spring

Reserve by	Jan 1
Art Due	Jan 15
Drop Date	Mar 1

## Summer

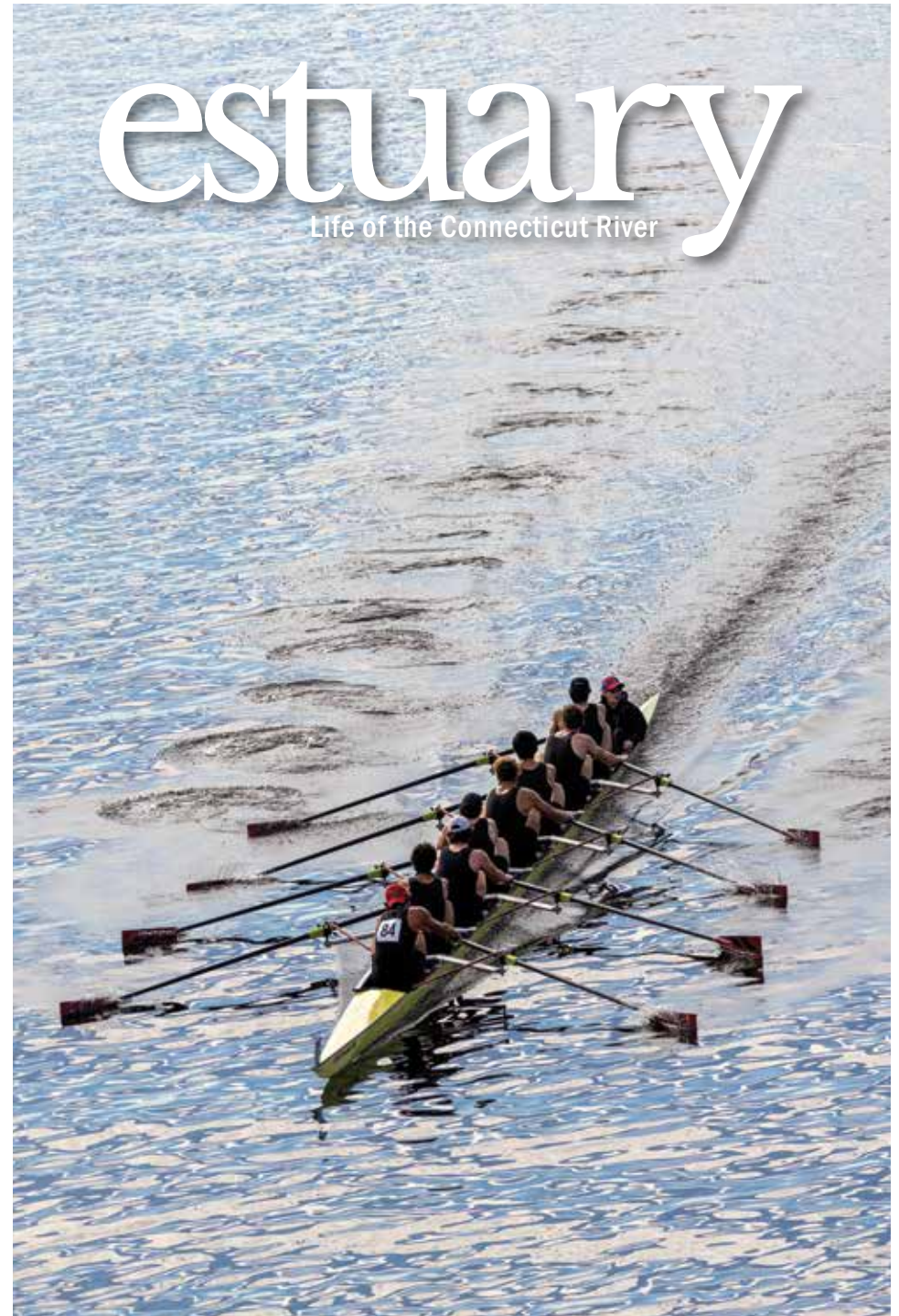
Reserve by	Apr 1
Art Due	Apr 15
Drop Date	Jun 1

## Fall

Reserve by	Jul 1
Art Due	Jul 15
Drop Date	Sep 1

## Winter

Reserve by	Oct 1
Art Due	Oct 15
Drop Date	Dec 1





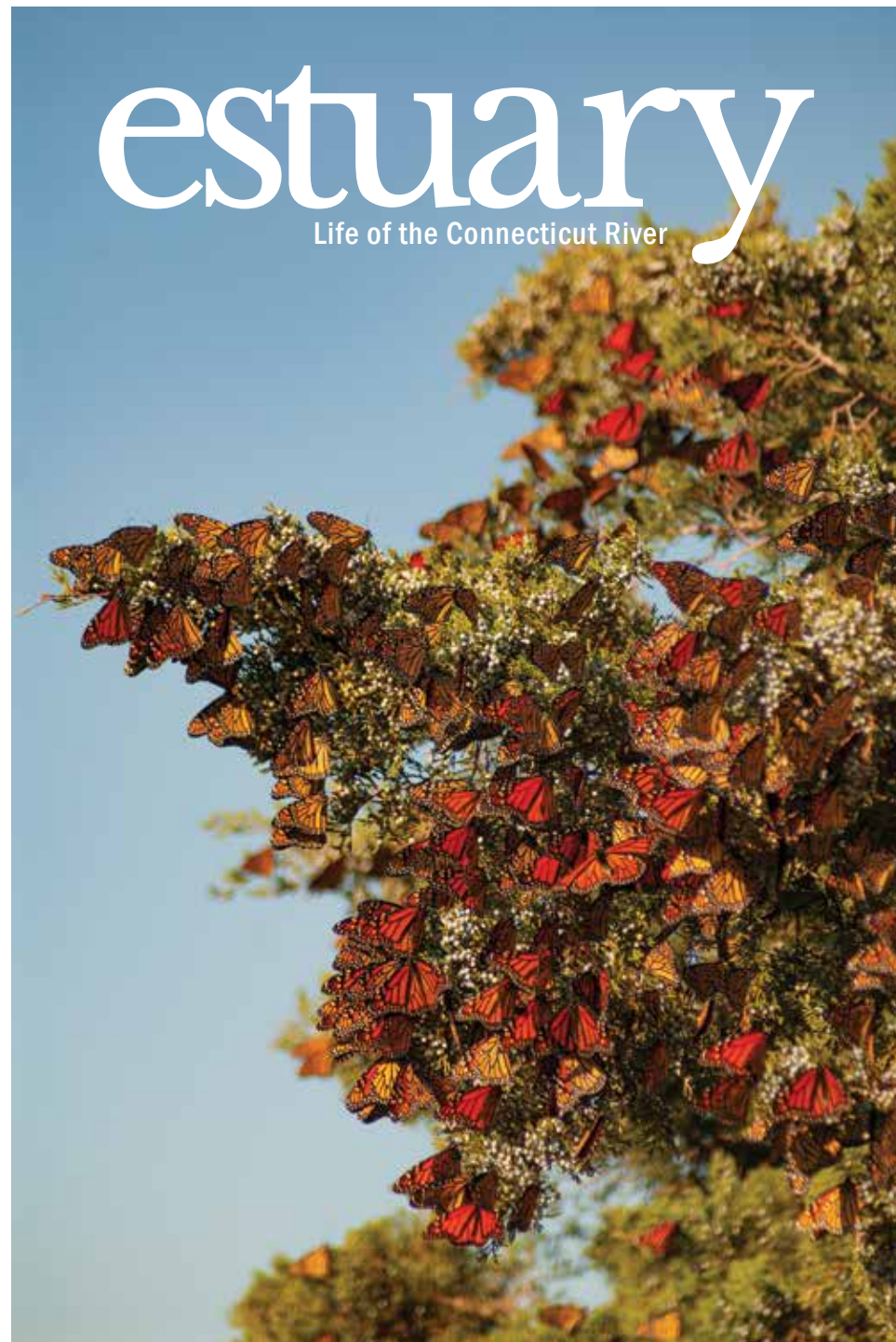
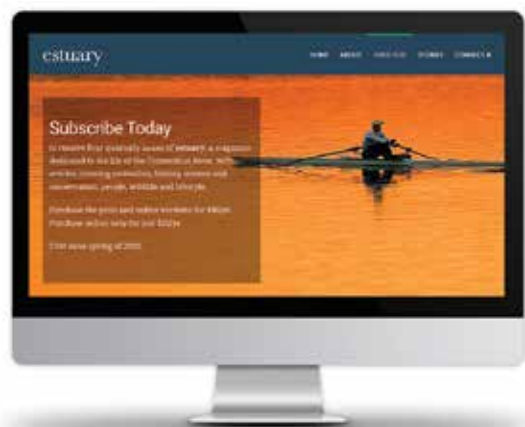
# Digital

## 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](mailto: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  
 Resolution: 300 dpi  
 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](mailto:estuary@marinermedia.com)

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