

068

M A G A Z I N E

2022
Media Kit

Reaching More Business

Formerly
Ridgefield
MAGAZINE
wilton
MAGAZINE

Redesigned & Rebranded Welcome to 068 Magazine

Brand Mission

For nearly 20 years, Ridgefield + Wilton Magazines have been telling the remarkable stories of the Ridgefield and Wilton, Connecticut communities.

To welcome 2022 we are bringing a new design, a larger format, and an exciting new name.

Welcome to 068 Magazine (formerly Ridgefield + Wilton Magazine). This new and exciting expansion includes captivating editorial content that focuses on our Ridgefield and Wilton roots. Our stories will include community members, new businesses, quirky attractions, arts, music, theater, restaurants, cars, medical services, and real estate, while introducing stories about our neighboring 068 zip codes. 068 Magazine will bring new readers and new opportunities to expand your reach, giving more power to your advertising dollars.

Editorial Mix

CULTURE



PEOPLE



ARTS



OTHER



6x/year
Published

20,000+
Copies

\$875,000
Average Home Price

60,000+
Readers

12,000+ Ridgefield
9,000+ Wilton

\$225,000
Median Household Income

068
MAGAZINE

For more information, contact David Gursky at sales@ridgefieldmagazine.com

www.ridgefieldmagazine.com

Issue	Reserve	Materials	Publish
JANUARY/FEBRUARY	11.12.21	11.22.21	*JAN 1
MARCH/APRIL	1.14.22	1.24.22	*MARCH 1
MAY/JUNE	3.16.22	3.24.22	*MAY 1
JULY/AUGUST	5.16.22	5.24.22	*JULY 1
SEPTEMBER/OCTOBER	7.19.22	7.27.22	*SEPT 1
NOVEMBER/DECEMBER	9.16.22	9.26.22	*NOV 1

*Could vary due to supply chain shortages and COVID related issues at printer.

Contact

David Gursky, Advertising Director
sales@ridgfieldmagazine.com
 914.646.9141

Dylan Miller, Editor in Chief
editor@ridgfieldmagazine.com
 814.853.5796

Greg Mursko, Publisher
publisher@ridgfieldmagazine.com
 475.215.5740

Dee Dee Colabella, Owner
info@ridgfieldmagazine.com
 475.215.5740

Brooke Heinen, Chief Financial Officer
finance@ridgfieldmagazine.com
 203.894.5609



@RidgfieldWiltonMags



Don't have a Graphic Designer? We can help!

We can design your ad! For a small additional fee, one of our graphic designers can work with you to create the perfect advertisement, for our magazine as well as anywhere else you'd like. Send inquiries to, ads@ridgfieldmagazine.com

2022 Rate Card

SIZE	1x	3x	6x
SPREAD	\$3,950	\$3,100	\$2,700
FULL PAGE	\$2,400	\$1,950	\$1,700
TWO THIRDS	\$1,985	\$1,585	\$1,380
ONE HALF	\$1,600	\$1,400	\$1,200
ONE THIRD	\$1,300	\$1,100	\$950
ONE QUARTER	\$1,000	\$800	\$650
ONE SIXTH	\$605	\$485	\$425
*COVERS			
INSIDE FRONT	\$3,680	-	-
INSIDE BACK	\$3,510	-	-
BACK	\$4,600	-	-

ADVERTORIAL +\$500

***Also Available: Inserts, Outserts, Gatefolds, Coverwraps.**

(Seasonal) Holiday Gift Guide: \$750

1 image of your product and a brief 75 word description.

Marketplace: \$605

Department section featuring a panel of 1/6 vertical ads complete with a directory.

Digital Marketing: \$350

2 blog posts on our website and 2 social media post (Instagram and Facebook) per issue.











PUBLICATION SPECS:

Preferred Format: High Quality Adobe PDF (300 dpi)

When exporting your file to a PDF format, be sure to:

- embed all fonts
- flatten transparency
- all files must be CMYK - no spot colors, no RGB files
- place all photos in as 300 dpi CMYK .tif or .jpg files
- no crop marks or color registration bars
- no bleeds for fractional ads
- allow 3/8" on all sides for live matter not intended to bleed
- allow 3/8" gutter safety for a spread

Dimensions

	SPREAD Trim: 18 x 10.875 Bleed: 18.375 x 11.25
	FULL PAGE Trim: 9 x 10.875 Bleed: 9.375 x 11.25
	TWO THIRDS 4.625 x 10
	HALF VERTICAL 4.625 x 7
	HALF HORIZONTAL 7.125 x 5
	ONE THIRD VERTICAL 2.25 x 10
	ONE THIRD SQUARE 4.625 x 5
	QUARTER PAGE 3.5 x 5
	ONE SIXTH VERTICAL 2.25 x 5
	ONE SIXTH HORIZONTAL 4.625 x 2.5

Please email your ad to ads@ridgefieldmagazine.com