

# Media Kit

**O68**  
M A G A Z I N E

**70,000+**

Readers and Growing!

**20,000+**

Copies

**\$875,000**

Average Home Value

**\$275,000**

Average Household Income

**Covering**

Ridgefield, Wilton, Redding,  
and more in the O68 zip code

**6x a Year**

Published

# Editorial Mix

HISTORY  
PEOPLE  
ARTS  
CULTURE  
BUSINESS  
FOOD



## Brand Mission

Welcome to 068 Magazine, a new and proud part of the best areas in CT for arts and cultural experiences. Through captivating editorial content that focuses on our Ridgefield and Wilton roots, we highlight the strengths of our area and continually curate our content to include a larger focus on the people and events throughout our towns. Our stories 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.

We strive for an engaging balance between advertising and editorial with the goal of keeping engagement with your ad as high as possible. 068 Magazine will bring new readers and new opportunities to expand your reach, giving more power to your advertising dollars.

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@ColabellaMedia



## 2022/2023 Publishing Schedule

Issue	Reserve	Materials	Publish
SEPTEMBER/OCTOBER	7.15.22	7.25.22	*SEPT 1
NOVEMBER/DECEMBER	9.15.22	9.25.22	*NOV 1
JANUARY/FEBRUARY	11.15.22	11.25.22	*JAN 1
MARCH/APRIL	1.16.23	1.25.23	*MARCH 1
MAY/JUNE	3.15.23	3.24.23	*MAY 1
JULY/AUGUST	5.15.23	5.25.23	*JULY 1
SEPTEMBER/OCTOBER	7.14.23	7.25.23	*SEPT 1
NOVEMBER/DECEMBER	9.15.23	9.25.23	*NOV 1

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



# RATE CARD

SIZE	1x	3x	6x
SPREAD	\$4,350	\$3,400	\$2,950
FULL PAGE	\$2,640	\$2,150	\$1,850
TWO THIRDS	\$2,180	\$1,750	\$1,500
ONE HALF	\$1,750	\$1,540	\$1,320
ONE THIRD	\$1,430	\$1,210	\$1,050
ONE QUARTER	\$1,100	\$880	\$720
ONE SIXTH	\$660	\$525	\$450
INSIDE FRONT	\$4,050	-	-
INSIDE BACK	\$3,850	-	-
BACK	\$5,200	-	-

## ADVERTORIAL +\$500

### Marketplace:

**\$605 for single issues**

**\$500 for 6x issue**

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.

### Graphic Design Services Available

## PUBLICATION SPECS

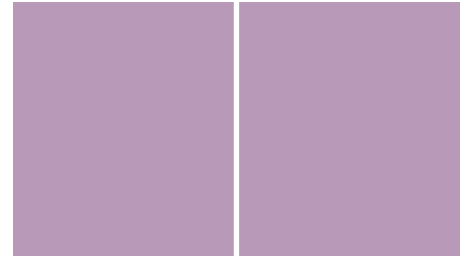
Preferred Format:

**High Quality Adobe PDF (300 dpi)**

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

- embed all fonts
- 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**
- allow 3/8" (.375) on all sides for live matter not intended to bleed on full page ads
- no bleeds for fractional ads
- allow 3/8" gutter safety for a spread

## Dimensions



### SPREAD

Trim: 18 x 10.875 (Bleed: 18.375 x 11.25)  
Bleed is 3/8 (.375) on all four sides



### 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@068magazine.com](mailto:ads@068magazine.com)