MOFFLY MEDIA
2019 MEDIA KIT


Moffly Media supports Fairfield County businesses through our award-winning print, digital, social media, philanthropy involvement, experiential events and targeted display platforms. We are the connector of local businesses and our community. We are a content-driven company that delivers awareness of your brands though the power of our media assets.

We are fierce innovators who collaborate to help our business partners thrive.
360° MARKETING
Moffly Media’s Multi-Platform Offerings

Through our extensive marketing programs and services, Moffly Media will help you reach your prime audience and optimize your marketing investment with a fully-integrated and comprehensive advertising plan.

PRINT
- Advertorials
- Digital Subscriptions
- High-impact Units
  - Belly Bands
  - French Door Cover
  - Inserts
  - Cover Flap
  - Post-its

DIGITAL OFFERINGS
- Targeted Display
- Branded Content
- Native Content
- Display Advertising
- Targeted Email
- Social Media
- Directories
- Video
- Influencer Marketing

EXPERIENTIAL
- Custom Events
- Signature Events
  - A-list Awards
  - Best of Greenwich
  - Best of the Gold Coast
  - Best Bartender Darien
  - Best Bartender Stamford
  - Greenwich Restaurant Week
  - Light a Fire Awards

MARKETING SERVICES
- Branding
- Strategy
- Collateral Material
- Big Picture Photography

PARTNERSHIPS
- Non-Profit Events

CUSTOM MEDIA
- Magazines
- Books

OUR BRANDS:
- athome magazine
  athomefc.com
- Fairfield Living magazine
  fairfieldlivingmag.com
- Greenwich magazine
  greenwichmag.com
- New Canaan-Darien magazine
  newcanaandarienmag.com
- Stamford magazine
  stamfordmag.com
- Westport magazine
  westportmag.com
- ilovefc.com

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WE ARE INFLUENCERS

ATHOME
Rate Base 20,000 • Readership 112,000
Avg. Net Worth • $3,608,000
Avg. Household Income • $605,600
Age Range, 25–44 • 59%

FAIRFIELD LIVING
Rate Base 8,250 • Readership 46,200
Avg. Net Worth • $2,348,000
Avg. Household Income • $414,200
Age Range, 25–44 • 71%

GREENWICH
Rate Base 11,000 • Readership 61,600
Avg. Net Worth • $4,875,000
Avg. Household Income • $965,600
Age Range, 25–44 • 61%

NEW CANAAN-DARIEN
Rate Base 6,600 • Readership 36,960
Avg. Net Worth • $4,418,000
Avg. Household Income • $781,000
Age Range, 25–44 • 73%

STAMFORD
Rate Base 11,000 • Readership 61,600
Avg. Net Worth • $1,433,000
Avg. Household Income • $306,100
Age Range, 25–44 • 68%

WESTPORT
Rate Base 7,150 • Readership 40,040
Avg. Net Worth • $4,458,000
Avg. Household Income • $813,900
Age Range, 25–44 • 74%

Source: Ipsos Mendelsohn Subscriber Study
## EDIT CALENDAR

**GREENWICH • 12 ISSUES PER YEAR**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Date Close</th>
<th>Date Materials</th>
<th>Date On-Sale</th>
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</thead>
<tbody>
<tr>
<td><strong>JANUARY</strong> WELLNESS ISSUE</td>
<td>12.5.18</td>
<td>12.7.18</td>
<td>1.1.19</td>
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<tr>
<td><strong>FEBRUARY</strong> POWER ISSUE</td>
<td>1.4.19</td>
<td>1.8.19</td>
<td>2.1.19</td>
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<tr>
<td><strong>MARCH</strong> GARDEN &amp; LANDSCAPE ISSUE</td>
<td>1.30.19</td>
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<td>3.1.19</td>
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<tr>
<td><strong>APRIL</strong> REAL ESTATE ISSUE</td>
<td>3.4.19</td>
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<td>4.1.19</td>
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<tr>
<td><strong>MAY</strong> BEST OF THE GOLD COAST ISSUE</td>
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<td>5.19</td>
<td>5.1.19</td>
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<tr>
<td><strong>JUNE</strong> INTERIOR DESIGN ISSUE</td>
<td>5.3.19</td>
<td>5.7.19</td>
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<tr>
<td><strong>JULY</strong> INSIDER’S GUIDE ISSUE</td>
<td>6.6.19</td>
<td>6.10.19</td>
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<tr>
<td><strong>AUGUST</strong> ENTREPRENEUR ISSUE</td>
<td>7.5.19</td>
<td>7.9.19</td>
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<tr>
<td><strong>SEPTEMBER</strong> FAMILY &amp; TEENS ISSUE</td>
<td>8.1.19</td>
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<td>9.1.19</td>
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<tr>
<td><strong>OCTOBER</strong> FOOD ISSUE</td>
<td>9.4.19</td>
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<tr>
<td><strong>NOVEMBER</strong> PHILANTHROPY ISSUE</td>
<td>10.3.19</td>
<td>10.7.19</td>
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<tr>
<td><strong>DECEMBER</strong> THE HOLIDAY ISSUE</td>
<td>10.31.19</td>
<td>11.4.19</td>
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</tbody>
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EDIT CALENDAR

ALL TOWN • 6 ISSUES PER YEAR
FAIRFIELD LIVING | NEW CANAAN-DARIEN | STAMFORD | WESTPORT

JANUARY/FEBRUARY
WELLNESS ISSUE
SPACE CLOSE: 12.5.18
MATERIALS: 12.7.18
ON-SALE: 1.1.19

MARCH/APRIL
HOME ISSUE
SPACE CLOSE: 3.30.19
MATERIALS: 3.1.19
ON-SALE: 4.1.19

MAY/JUNE
BEST OF THE
GOLD COAST ISSUE
SPACE CLOSE: 4.4.19
MATERIALS: 4.8.19
ON-SALE: 5.1.19

JULY/AUGUST
INSIDER’S GUIDE ISSUE
SPACE CLOSE: 6.6.19
MATERIALS: 6.10.19
ON-SALE: 7.1.19

SEPTEMBER/OCTOBER
FAMILY & TEENS ISSUE
SPACE CLOSE: 8.1.19
MATERIALS: 8.5.19
ON-SALE: 9.1.19

NOVEMBER/DECEMBER
HOLIDAY &
PHILANTHROPY ISSUE
SPACE CLOSE: 10.3.19
MATERIALS: 10.7.19
ON-SALE: 11.1.19

EDIT SUBJECT TO CHANGE
EDIT CALENDAR
ATHOME • 6 ISSUES PER YEAR

JANUARY/FEBRUARY
BUILD/RENOVATE
SPACE CLOSING: 12.1.18
MATERIALS DUE: 12.5.18
ON-SALE: 1.1.19

MARCH/APRIL
GARDENS AND OUTDOOR LIVING
SPACE CLOSING: 1.30.19
MATERIALS DUE: 2.1.19
ON-SALE: 3.1.19

MAY/JUNE
THE COLOR ISSUE
SPACE CLOSING: 4.4.19
MATERIALS DUE: 4.8.19
ON-SALE: 5.1.2019

JULY/AUGUST
SUMMER STYLE
SPACE CLOSING: 6.6.19
MATERIALS DUE: 6.10.19
ON-SALE: 7.1.19

SEPTEMBER/OCTOBER
DESIGNERS OWN HOMES
SPACE CLOSING: 8.1.19
MATERIALS DUE: 8.5.19
ON-SALE: 9.1.19

NOVEMBER/DECEMBER
THE A-LIST ISSUE
SPACE CLOSING: 10.3.19
MATERIALS DUE: 10.7.19
ON-SALE: 11.1.19

EDIT SUBJECT TO CHANGE
mofflymedia.com
GET CONNECTED

Are you looking to drive people to your store, promote an upcoming event, build brand awareness or extend your reach? Through our comprehensive media offerings, we are able to create a hyper-targeted media plan that produces the best possible results with your marketing investment.

WEBSITE STATS
Gender: 34% Male / 66% Female
Age Range: 21-44 (62%)
HHI: $150,000+
Total Monthly Page Views* 140,000+
Average Monthly Viewers* 22,000+

MARKETING OPPORTUNITIES
Branded Content
Display Ads
Targeted Email
Social Media
Directories
Table Talk customized for restaurants

SOCIAL FOLLOWERS
Facebook (19,200+)
Instagram (25,600+)
Twitter (12,300+)

* Based on 12 months ending 9/30/18
LET US TELL YOUR STORY

With the continuously evolving media landscape, getting your message across takes creativity and ingenuity. **Branded content** allows us to tell your story in an entertaining, informative format—keeping customers engaged and coming back for more.

Whether you’re opening a new restaurant or promoting your practice, Moffly Media’s team of professional writers and strategic marketers will help you get your message out to the right audience.

Our Branded Content Vehicles include:

- Print
- Online
- Video
- Targeted Media

Tell us your goals, we’ll tell your story!
RIGHT TIME, RIGHT PLACE

We deliver your ads using these 6 tactics

- **Keyword Search Retargeting**
  People who are actively searching for your product or service.
- **Category Contextual Targeting**
  People who are reading content related to your product or service.
- **Keyword Contextual Targeting**
  People who are reading content related to your product or service that contain specific keywords.
- **Event Targeting**
  People attending events.
- **Geo-Fencing**
  People within a very specific location.
- **Site Retargeting**
  People who have been to your website.
MOFFLY EVENTS
Create a Lasting Brand Impression with our Highly-Anticipated Signature Events.

JANUARY
Wellness Event
Attendees: 100

February
Greenwich Restaurant Week Party
Attendees: 450-500

MARCH
Greenwich Restaurant Week
Attendees: 400-500

MAY
Best of Gold Coast Connecticut
Attendees: 750

JUNE
Stamford’s Best Bartender
Attendees: 400-500

Best of Greenwich
Attendees: 450-500

SEPTEMBER
A-list Awards
Attendees: 500-600

Darien’s Best Bartender
Attendees: 250-300

NOVEMBER
Light a Fire
Attendees: 250
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