

The Day  
 theday.com  
 In partnership with Yahoo!  
 Zip06.com  
 Home Source  
 Wheels Automotive  
 Welcome Home  
 The Lyme Times  
 The Waterford Times  
 The New London Times  
 The Groton Times  
 The Mystic Times  
 The Stonington Times  
 The Montville Times  
 The Thames River Times  
 The Source  
 The Sound  
 Guilford Courier  
 Harbor News  
 Valley Courier  
 East Haven Courier  
 North Haven Courier  
 Commercial Printing  
 Pre-prints  
 Inserts  
 Tab Ons  
 Full Service Printing  
 Sound & Country  
 Grace Magazine  
 Day Saver Coupon Book  
 Dine In / Dine Out  
 Mystic Country Magazine  
 Chamber Directories  
 Tourism Publications  
 Education Guides  
 Local Event Guides  
 Municipal Guides

# A new decade... A new... grace A MAGAZINE FOR WOMEN

"Women buy or influence the purchase of 85 percent or more of what is sold, making them truly the most powerful consumer of our time." \*\*



- New format; fresh content
- Full gloss throughout
- Brand new Grace website with additional and up-to-date information

## Retail Advertising Rates & Sizes

8" x 10.5" Glossy:	1 issue	3 issues	6 issues
<b>Full Page</b> (7.625" x 9.75") (Full Page with Bleed: Image Area - 7.625" x 10.125"; set bleed to - 8.5" x 11")			
Process Color.....	\$1250	\$1125	\$1062
Black & White .....	\$1050	\$945	\$893
<b>Half Page</b> (7.625" x 4.854" H) (3.75" x 9.75" V)			
Process Color.....	\$750	\$675	\$637
Black & White .....	\$630	\$567	\$535
<b>Quarter Page</b> (3.75" x 4.854")			
Process Color.....	\$450	\$405	\$382
Black & White .....	\$378	\$340	\$321
<b>Eighth Page</b> (3.75" x 2.396" H) (1.813" x 4.854" V)			
Process Color.....	\$270	\$243	\$229
Black & White .....	\$226	\$204	\$192

Premium Positions (includes process color):

<b>Back Cover*</b> (7.625" x 9.75") .....	\$1890	<b>Page 3*</b> (7.625" x 9.75") .....	\$1480
<b>Page 2*</b> (7.625" x 9.75") .....	\$1480	<b>Inside Back*</b> (7.625" x 9.75") .....	\$1480
<b>Index Page</b> (5.688" x 9.75") .....	\$920 <b>SOLD!</b>		

\*Premium positions include exclusive advertising on the NEW Grace Web site.

### Published

Wednesday, February 17, 2010.....	Monday, January 25, 2010
Wednesday, April 7, 2010 .....	Monday, March 15, 2010
Wednesday, June 2, 2010 .....	Monday, May 10, 2010
Wednesday, August 4, 2010.....	Monday, July 12, 2010
Wednesday, October 6, 2010*** .....	Monday, September 13, 2010
Wednesday, December 1, 2010 .....	Monday, November 8, 2010

\*\*\*Special issue, honoring Breast Cancer Awareness and Women In Business Month.

### Advertising Deadline

TO ADVERTISE, CALL YOUR ACCOUNT EXECUTIVE  
 OR BENCE STRICKLAND AT **860-701-4254**

Ask your Account Executive about online advertising specifically targeted to women.

\*\*Source: Mary Lou Quinlan, "Just Ask A Woman: Cracking the Code of What Women Want and How They Buy" (John Wiley & Sons, 2003)