market reach and demographics

Like you, we are a small business dedicated to serving local customers.

We began our business with one newspaper in 1998. Since then, we’ve evolved to cover hyper-local news in sixteen towns from East Haven to Old Saybrook.

Our free papers are delivered to every home and business in our market every Thursday.

Our audited readership is impressive at 79.6%, and 74.8% say they frequently purchase products or services from ads seen in the paper.

Our Zip06 website boasts two million pageviews per year and continues to grow.

Our award-winning élan magazine is the only magazine of its kind — mailed directly to 13,000 top income homes and distributed at local coffee houses, inns, and real estate offices.

Our seasonal glossies provide fresh, seasonal content and a huge calendar of local events four times a year.

We support more than 50 community non-profits every year and are active participants in our local Chambers of Commerce.

We run the Beacon Awards to recognize 15 volunteers each year who go above and beyond to serve our communities.

We live, shop, work, and play here. We are ... Your Neighbors. Your news.

Shore
THE SOURCE
Madison, CT 06443 5,647
Killingworth, CT 06419 2,141
Street copies 370
Total Circulation 8,158

GUILFORD COURIER
Guilford, CT 06437 6,913
Street copies 495
Total Circulation 7,408

HARBOR NEWS
Clinton, CT 06413 4,015
Westbrook, CT 06498 2,295
Old Saybrook, CT 06475 3,834
Street copies 495
Total Circulation 10,449

VALLEY COURIER
Essex, CT 06426 1,181
Ledyard, CT 06339 877
Centerbrook, CT 06409 257
Chester, CT 06412 1,185
Deep River, CT 06417 1,437
Street copies 495
Total Circulation 5,357

THE SOUND
 Branford, CT 06405 7,798
 North Branford, CT 06471 1,908
 Old Saybrook, CT 06475 1,881
 Street copies 495
 Total Circulation 12,082

EAST HAVEN COURIER
East Haven, CT 06512, 06513 8,130
Street copies 470
Total Circulation 8,600

NORTH HAVEN COURIER
North Haven, CT 06473 7,317
Street copies 470
Total Circulation 7,787

TOTAL SHORE: 59,841

Times
THE LYME TIMES
Niantic, CT 06357 5,727
East Lyme, CT 06333 2,784
Salem, CT 06420 1,689
Old Lyme / Lyme, CT 06371 4,515
South Lyme, 06376 61
Street copies 210
Total Circulation 14,986

THE WATERFORD TIMES
Waterford, CT 06385 7,190
Quaker Hill, CT 06375 1,376
Street copies 110
Total Circulation: 8,686

THE NEW LONDON TIMES
New London, CT 06320 11,234
Street copies 250
Total Circulation: 11,484

THE GROTON TIMES
Groton, CT 06340 11,996
Street copies 185
Total Circulation: 12,181

THE MYSTIC TIMES
Mystic, CT 06355 5,607
Old Mystic, CT 06372 135
West Mystic, CT 06388 102
Groton Long Point, CT 06340 985
Street copies 340
Total Circulation: 7,173

THE STONINGTON TIMES
Stonington, CT 06378 2,627
North Stonington, CT 06359 1,775
Pawcatuck, CT 06379 4,007
Street copies 105
Total Circulation: 8,314

THE MONTVILLE TIMES
Oakdale, CT 06370 2,787
Uncasville, CT 06382 4,245
Street copies 110
Total Circulation: 7,142

THE THAMES RIVER TIMES
Gales Ferry, CT 06335 2,567
Ledyard, CT 06339 3,180
Preston, CT 06375 1,953
Street copies 110
Total Circulation: 7,810

TOTAL TIMES: 77,966

Total circulation of 137,807

Circulation numbers updated yearly.
The workshop—the first was held Nov. 19 and 24—Hand from Lyons identifying a future use of the school as shuttered in 2019 as the Old Lyme Office | PO Box 509/86 Halls Road Coldwell Banker logo are registered service marks owned by Coldwell Banker Real Estate LLC. principles of the Fair Housing Act and the Equal Opportunity Act. Operated by a subsidiary of NRT LLC. Coldwell Banker® and the Absolutely elegant! This private Signal Hill, Madison Meig Walz Newcomb 203-996-7209 Meig Walz Newcomb 203-996-7209 Lorey Walz 203-619-4029

Vol. XXIV   Iss. 47

By Pam Johnson and Zoning Commission (PZC) meeting to deny without prejudice a regulations

Photo by Susan Lambert/The Sound

See TOWN CONSIDERS OPTIONS page 18

Dan their Hands-On-Stage Company production of Canterbury Tales

Director Joy Grabow gives notes after the first place someone might see. Colin McCabe scored a TD in the final seconds to lift the Hand football team.

Colin McCabe scored a TD in the final seconds to lift the Hand football team. Comcast NBCUniversal, who works at a local library or bookstore for a book club if you know, the new friends for the first time.

Looking for some fun and a way to Reading for the book club ........................................ 15

Next Session Starts February 6, 2020

TOTAL 7 DAYS

OPEN 7 DAYS CALL 203.848.0496 or EMAIL medicalcodingac@aol.com

Approved by the Connecticut Office of Higher Education

T o request further information zip06.com.

Next Session Starts February 6, 2020

Excellent Income

In-Demand Profession

Career fields today!

For the Love of Reading

Looking for some fun and a way to Reading for the book club ........................................ 24

Paint the Paper

Show support for breast cancer support & research by “painting” your ad pink or including a pink ribbon. Shore Publishing will donate 10% of proceeds, and you’ll receive 10% off!

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Paints the Paper

Published October 8

Deadline 12 noon on Sept. 30

Deadline 12 noon on Sept. 30

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Rates For Spring, Fall & Holidays
TOTAL CIRCULATION: 60,000
Back Cover $3,425
Inside Covers $2,524
Page 3 $2,225
Full Page $1,924
Double Truck $3,125
Half Page $1,124
Quarter Page $674
Six Page $424
(Includes 30,000 distributed to visitor centers, hotels, and high traffic areas along I-95, I-91, and I-395.)

Rates For Summer
TOTAL CIRCULATION: 90,000
Back Cover $4,925
Inside Covers $3,525
Page 3 $3,025
Full Page $2,424
Double Truck $4,125
Half Page $1,424
Quarter Page $824
Eight Page $524

Discounts*
*Discounts may not be applied to flan magazine or town guides.

spotlight on local
Special supplements to share your content with our entire readership.

Rates for Gifts on the Shoreline
TOTAL CIRCULATION: 60,000
9 SPOTS PER PAGE
1 SPOT $225
3 SPOTS $510
5 SPOTS $750
Published 12/3
Deadline 10/23

Rates for Shore Life
TOTAL CIRCULATION: 60,000
Back Cover $3,425
Inside Covers $2,524
Page 3 $2,225
Full Page $1,924
Double Truck $3,125
Half Page $1,124
Quarter Page $674
Eight Page $424
Published 5/7
Deadline 3/13
Published 12/31
Deadline 11/6

All magazines include a search-optimized digital version of the ad to run online.

Shore Publishing, LLC, PO Box 1010, Madison, CT 06443 | P 203-245-1877 | F 203-245-9773 | www.zip06.com | advertising@shorepublishing.com
## RATES

<table>
<thead>
<tr>
<th>Publication</th>
<th>Circulation</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPRING</td>
<td>Quarter</td>
<td>$600</td>
</tr>
<tr>
<td>SUMMER</td>
<td>Quarter</td>
<td>$600</td>
</tr>
<tr>
<td>FALL</td>
<td>Quarter</td>
<td>$600</td>
</tr>
<tr>
<td>WINTER</td>
<td>Quarter</td>
<td>$600</td>
</tr>
<tr>
<td></td>
<td>Half</td>
<td>$874</td>
</tr>
<tr>
<td></td>
<td>Full</td>
<td>$1,574</td>
</tr>
<tr>
<td></td>
<td>Inside Cover</td>
<td>$2,275</td>
</tr>
<tr>
<td></td>
<td>Back Cover</td>
<td>$2,275</td>
</tr>
<tr>
<td></td>
<td>Double Truck</td>
<td>$2,674</td>
</tr>
</tbody>
</table>

TOTAL CIRCULATION: 15,000

## elan magazine*

Reach upscale homes across the shoreline with this direct-mailed glossy magazine, focused on trends and living well on the shoreline.

### elan magazine RATES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPRING</td>
<td>31/1/21</td>
</tr>
<tr>
<td>SUMMER</td>
<td>1/24</td>
</tr>
<tr>
<td>FALL</td>
<td>7/24</td>
</tr>
<tr>
<td>WINTER</td>
<td>10/16</td>
</tr>
</tbody>
</table>

## town guides*

Get involved with our vibrant local communities with annual town guides. See your marketing representative for rates.

### town guides RATES

<table>
<thead>
<tr>
<th>Chamber</th>
<th>Published</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madison Chamber</td>
<td>2/27</td>
<td>1/17</td>
</tr>
<tr>
<td>East Haven Chamber</td>
<td>2/27</td>
<td>1/24</td>
</tr>
<tr>
<td>CT River Valley Guide</td>
<td>5/14</td>
<td>4/3</td>
</tr>
<tr>
<td>Clinton Chamber</td>
<td>7/9</td>
<td>5/29</td>
</tr>
<tr>
<td>Shoreline Chamber</td>
<td>10/29</td>
<td>9/18</td>
</tr>
</tbody>
</table>

## local events

Show your community support by being a part of annual event guides. See your marketing representative for rates.

### local events RATES

<table>
<thead>
<tr>
<th>Event</th>
<th>Published</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branford Festival</td>
<td>6/11</td>
<td>5/1</td>
</tr>
<tr>
<td>Potato &amp; Corn Festival</td>
<td>7/23</td>
<td>6/19</td>
</tr>
<tr>
<td>Guilford Fair</td>
<td>8/27</td>
<td>7/17</td>
</tr>
<tr>
<td>East Haven Fall Festival</td>
<td>9/3</td>
<td>7/31</td>
</tr>
<tr>
<td>Beacon Awards</td>
<td>Event Date TBD</td>
<td>8/28</td>
</tr>
</tbody>
</table>

All magazines include a search-optimized digital version of the ad to run online.
digital marketing

Between our own Zip06.com and our partner ad networks, you have the ability to reach your customers online wherever they are.

Zip06.com

Two million page views per year and 60,000 users per month and growing!

Run Of Site & Geo-Targeted
Let us design your digital ad to run throughout all pages of zip06, $12 cpm.

Exclusive Fixed Sponsorships 100% SOV
- Trending Headlines: $500/week
- Navigation Bar: $500/month
- Home Page Takeover: $150/day (regional)
- Real Estate Sponsorship: $350/month

Newsletter Marketing:
Place your marketing message within our weekly emailed newsletter.
- Wednesdays: $100 (town-specific)
- Fridays: $150 (regional)

Digital Ad Targeting on the Web

Types of Display Programs, $14 cpm:

Search Targeting: Targeting users as they perform searches across the web. Based on the keywords they have searched. We show your ad to those who have performed searches relevant to your products and services.

Contextual Targeting: As users browse the web, consuming content, we collect data associated with the content and show your ad to those who are reading about topics relevant to your products and services.

Geo-Fencing: Ability to target potential clients via mobile apps that are located in an area as small as 100 yards. This gives you the ability to display ads to anyone who enters a location that you have created a “fence” around, i.e., competitors, stadiums, parking lots or neighborhoods.

Mobile Targeting: Target clients via their mobile devices based on demographics that you choose.

Site Retargeting: Retargeting users that have visited your website. 97% of site visitors will leave your website without taking action. We show them your ad as they browse the internet to entice them to come back.

Dashboard Analytics available 24 hours a day!

Additional Digital Offerings

Website Development and Design
Search Engine Optimization
Email Marketing
Social Media Marketing

Contact us for pricing packages or a Free digital tutorial

Shore Publishing, LLC, PO Box 1010, Madison, CT 06443 | P 203-245-1877 | F 203-245-9773 | www.zip06.com | advertising@shorepublishing.com
Town Considers Options for Island School, Looking for Speedy Resolution

light, with newly elected First Selectman Peggy Lyons identifying a future use of the school as

Oracle K to 8 school serving Madison and Guilford Academy (OLMPA) on a single year basis for

The Canterbury Tales

Director Joy Grabow gives notes after rehearsal of the Daniel Hand High School Hands-On-Stage Company production of Geoffrey Chaucer’s Middle

Looking for some fun and a way to

The Community Foundation for Greater New Haven, also volunteers her time

Contribute to the GCF Annual Appeal

•  All funds raised are from Guilford residents for assisting Guilford residents.

Space Reservation, Pricing, Timelines, and Deadlines

Contact your marketing representative for details.

Ad-Note Rates

Full color 3” x 3” repositionable note placed on front page. 10,000 minimum 25,000 or more ..... $68 per thousand 10,000 or 24,999 ... $78 per thousand Shapes, scratch-off, and perforations available at no additional charge! Run 50,000 within 1 year, RECEIVE 5% OFF Run 100,000 within 1 year, RECEIVE 10% OFF

Insert Rates

(One zip code minimum) $48 per thousand for a piece .5 oz and less $5 per thousand each additional .1 oz Minimum Insert Accepted 5.5” x 8.5” Maximum Insert Accepted 11” x 11” (may be folded)

Printing rates available upon request.

Printing & Direct Mail

In-Store Flyers Coupons Posters Business Cards Menus and so much more!

Ad & Mailer Services

We believe that every message has a story that needs to be told. Our design team can help bring that story to life.

Logo Creation Business Card Design Brochures or Posters Ad Design for other media

$40/HALF HOUR Time is estimated up front and recorded during design.

Design services

Need help designing something that’s not running within our products? No problem! Our design team is here to help.
Shore Publishing’s Story, at a Glance

**MARCH 1996:**
Shore Publishing founders Ryan Duques and James Warner publish the first issue of *The Source* in Madison, CT as a free quarterly paper mailed to every household and business in Madison. In August 1996, it becomes monthly and then in January of 1997, biweekly.

**MARCH 1997:**
*The Sound* publishes its first issue as a subscriber-based paper with a separate office and staff in Branford. Determining that this model isn’t working, the company quickly pivots, closing the Branford office and relaunching *The Sound* several months later under the same total market coverage model of *The Source*.

**MAY 1998:**
*Harbor News* is launched to cover Clinton, Westbrook, and Old Saybrook.

**OCT 1998:**
*Guilford Courier* is launched to cover Guilford.

**AUGUST 2000:**
All four papers are increased to weekly publications. Future publications are all launched as weeklies.

**APRIL 2001:**
*Valley Courier* is launched to cover Essex, Chester, Deep River, Ivoryton, and Centerbrook.

**MARCH 2002:**
*East Haven Courier & North Haven Courier* (the “twins”) are launched.

**JANUARY 2008:**
The Day Publishing Company, a trust company in New London, CT, completes the purchase of Shore Publishing, LLC, and one publisher is named to take over for Duques and Warner, overseeing all Shore Publishing operations for The Day.

**TODAY:**
Nestled in an office overlooking a beautiful courtyard in the heart of downtown Madison, Shore Publishing continues to evolve as a weekly newspaper producer. Beyond its core seven weekly titles of *The Source, The Sound, Guilford Courier, Harbor News, Valley Courier, East Haven Courier*, and *North Haven Courier*, the company also produces many niche and seasonal magazines as well as its website, www.Zip06.com. At Shore, staff members work to bring relevant, local news and features to its residents and business owners, and to provide strong advertising vehicles for local and regional businesses. With a small and dedicated staff, Shore is able to move fast to meet the demands of the area as they pertain to keeping readers educated and informed about all things local.