

# SERENDIPITY

2020 DIGITAL MEDIA KIT



# SERENDIPITY



## PREMIUM CONTENT

Geared towards the well-traveled, philanthropic and stylish, we offer our audience a daily destination to discover what's next in lifestyle trends, luxury products and the area's most sought after events.

**600,000+**

TOTAL UNIQUE VISITORS

**2.1 MILLION+**

TOTAL YEARLY PAGE VIEWS

**175,000+**

AVERAGE MONTHLY PAGE VIEWS

**3.5**

AVERAGE PAGES VISITED PER SESSION

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For custom advertising and marketing solutions: Contact your *Serendipity* sales representative or Margot Brady, SVP, at [MargotBrady@ungerpublishing.com](mailto:MargotBrady@ungerpublishing.com)

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## DIGITAL AUDIENCE PROFILE

WOMEN	<b>65%</b>
MEN	<b>35%</b>
MEDIAN AGE	<b>42</b>
25-34 YEARS	<b>26%</b>
35-44 YEARS	<b>21%</b>
45-54 YEARS	<b>21%</b>
55-64 YEARS	<b>17%</b>
GRADUATED COLLEGE	<b>86%</b>
MARRIED	<b>88%</b>
CHILDREN IN HH	<b>66%</b>
MEDIAN HHI	<b>\$600K+</b>
EST. NET WORTH	<b>\$1.8MM</b>
OWNS HOME	<b>87%</b>

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## 2020 DIGITAL EDITORIAL CALENDAR



JANUARY

### Ring In the New Year

Healthy Living  
New Winter Favorites  
Summer Camp Planning



FEBRUARY

### Valentine's

Gifts & Couples Escapes  
Fashion Night Out  
Super Bowl Season



MARCH

### Spring Forward

Luxury Properties  
Women's Health  
Refresh Your Home for Spring



APRIL

### Easter & Real Estate

Garden & Home Design  
Real Estate Update  
Spring Travel



MAY

### Celebrations

Graduations  
Businesses Giving Back  
Mother's Day



JUNE

### Gearing for Summer

Get Moving  
Road Trips  
Health & Wellness



JULY

### July 4<sup>th</sup> & Outdoor Fun

Outdoor Events and Decor  
Advocate for Your Health  
Summer Beauty & Wellness



AUGUST

### Last Days of Summer

Summer Reading  
Top Area Schools  
Get Ready for Fall



SEPTEMBER

### Fall Favorites

Shop Talk  
School Open Houses  
Back to Routine Tips



OCTOBER

### 10 Year GWF Celebration

GWF Chef Recipes  
Medical Specialists  
Noteworthy Restaurants



NOVEMBER

### Holiday Guide

Thanksgiving Recipes  
Local Entertaining Guide  
Gifts for the Host



DECEMBER

### Gifts & Gatherings

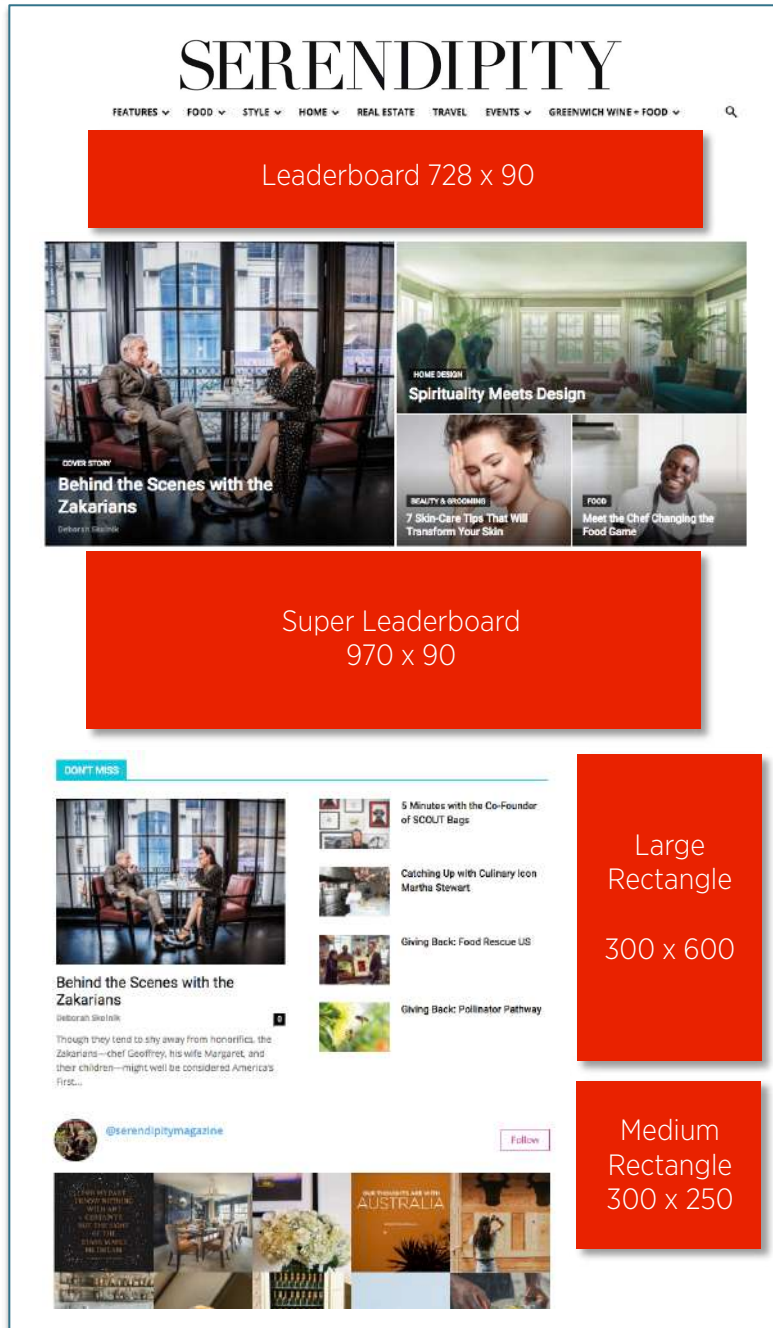
Ultimate Gift Guide  
Winter Skin Update  
Holiday Indulgences

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\*Editorial subject to change

# SERENDIPITY

SERENDIPITYSOCIAL.COM



\*Desktop view mockup for illustration purposes only.

## PREMIUM CONTENT

Serendipitysocial.com delivers the best life has to offer from around the world. Daily original content uncovers the finest trends in food, home, travel, style, health and much more.

Whether through video, photo gallery or article format, our informative, entertaining and inspiring content is designed to live across devices, and is easily shareable.

## EDITORIAL CONTENT

- Real Estate
- Health
- Home
- Style
- Food
- Health
- Special Features
- Events
- Greenwich Wine + Food

## ADVERTISING OPPORTUNITIES

- MEDIUM RECTANGLE (300 X 250)
- LARGE RECTANGLE (300 X 600)
- LEADERBOARD (728 X 90)
- SUPER LEADERBOARD (970 X 90)
- BLOW IN (Max 1400 wide)
- PUSHDOWN (970 X 90 > 970 X 415)

Additional digital ad opportunities available upon request.

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## E-NEWSLETTER PLATFORMS

Featuring a variety of dynamic editorial content, *Serendipity* newsletters are an opt-in extension of the magazine that offers brands with immediate access to over 56,000+ highly responsive, affluent consumers.

The screenshot displays a newsletter layout with several key elements:

- Leaderboard 728 x 90:** A red banner at the top with the text "Leaderboard 728 x 90".
- SERENDIPITY SCOOP:** The main header in a serif font, with "SCOOP" in red.
- 3 Things We're Loving this Week!:** A sub-header in a smaller font.
- Image:** A photograph of a smiling woman with her hand to her face.
- New Year, Better Skin:** A section header followed by a short paragraph and a "Read More..." link.
- Large Rectangle 300 x 600:** A red box next to a photograph of a vehicle splashing through water in a desert landscape.
- Medium Rectangle 300 x 250:** A red box next to an advertisement for Rago Auctions featuring images of jewelry.

**SCOOP:** A weekly update on what's new to do, eat, drink and shop in our area and around the world.

**REAL ESTATE:** From the latest homes on the market to industry trends and expert advice, we offer home readers engaging content on a bi-weekly basis.

**SERENDIPITY GETS SOCIAL:** Insider access to must- attend events in the area, and calendar of the most talked about seasonal events.

**TO THE TRADE:** Serendipity editors can work with your brand to create compelling content to specific trades for targeted impact.

### ADVERTISING OPPORTUNITIES

- **Leaderboard** (728x90, 72 dpi)
- **Large Rectangle** (300x600, 72 dpi)
- **Medium Rectangle** (300x250, 72 dpi)
- **Sponsored Post Highlight\***: Dedicated area for your custom marketing message, including image and URL link. Advertiser to provide up to 50 words of promotional copy, up to 12 words for header and JPEG image (72dpi, max 1200px, under 200K).

Opportunities are secured on a first-come, first-served basis. Timing based on availability. \*Subject to editorial approval.

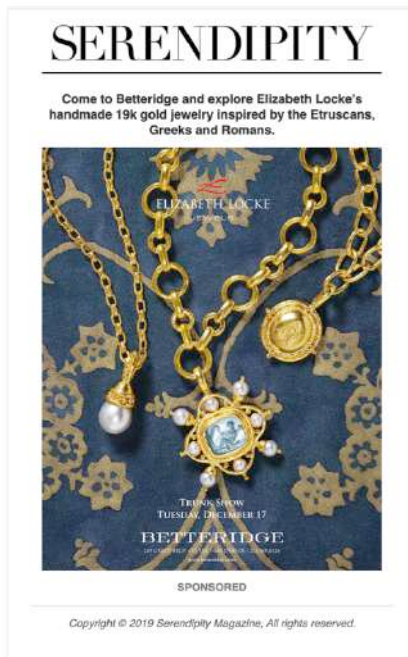
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# SERENDIPITY

## A CAPTURED AUDIENCE

Get your message directly in front of your core target with an exclusive e-mail deployed to consumers actively searching for new ideas, events and products.

## DEDICATED E-MAIL



Showcase your marketing message in an exclusive email featuring your designed promotion and custom message.

Elements include:

- **Opt-In Audience:** Over 56,000+ affluent consumers
- **Custom Content:** Simply provide your ad creative, or *Serendipity* editors can work with your brand to create compelling copy that speaks to the interests and passions of our audience, using your copy points and marketing goals.
- **URL Link:** Your message can direct consumers to your web site, social media pages or sign up page
- **Timing:** Available daily



### MATERIALS

- Up to 100 words of copy points
- Subject line and preview text (text under subject)
- URL link
- JPEG image (72dpi, 800x1000 under 1 MB)

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# SERENDIPITY

## SPONSORED SOCIAL MEDIA POST

With an active social footprint across two key brands, *Serendipity* engages our audience with curated content designed to live across devices and is easily shareable.

SERENDIPITY  
**41,000+ FOLLOWERS**

GREENWICH WINE + FOOD  
**29,000+ FOLLOWERS**

SERENDIPITY & GWF  
**71,500+ FOLLOWERS**



### Opportunity

- Your brand and/or product are tagged in posts
- Custom content written by our Editors to resonate with our audience
- All posts are tagged #sponsored

### Facebook:

- Sponsored Native Post
- Lives and searchable on our Newsfeed
- Link to your URL, video or custom serendipitysocial.com sponsored content landing page
- Opportunity to boost your post
- Tagged Paid Partnership

### Instagram:

- Sponsored Native Post
- Lives on our feed
- Opportunity to embed pre-approved video
- Opportunity to boost your post

### Sponsor to Provide:

- Copy points and brand/product tags
- At least five (5) web ready image options
- Approval of *Serendipity* and/or GWF as business partner in branded content tool

Commitment: Please allow at least 1 week turnaround. Timing based on availability.

SERENDIPITY

FACEBOOK: **35,000+**

INSTAGRAM: **7,500+**

GREENWICH  
WINE+FOOD

FACEBOOK: **22,000+**

INSTAGRAM: **7,000+**

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# SERENDIPITY

## TURN-KEY DIGITAL SOLUTIONS

Immediately connect with your target audience with special priced packages that maximize your presence among affluent consumers.

### DIGITAL PACKAGE OPPORTUNITIES

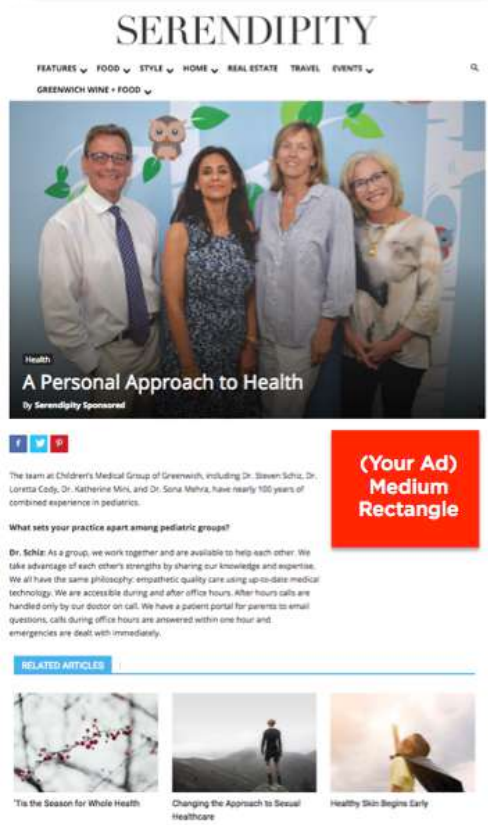


#### Promotional Boost Bundle

Created to boost awareness of your sale, seasonal message, new launch or other time sensitive message across our most visible digital positions.

- Blow-in static ad on Home page (1 week)
- Run of Site Top Leaderboard Ad on serendipitysocial.com (25,000 impressions)
- Dedicated *Serendipity* email to 56,000+ opt-in consumers
- Sponsored *Serendipity* Native Facebook post
- Sponsored *Serendipity* Native Instagram post

**Investment:** \$2,450



#### Brand Trust & Authority Builder

Position your brand as the leader in your industry, while staying top of mind with your core consumer with these smart marketing tools.

- Custom Sponsored Page: A *Serendipity* editor will create content for your brand to capture the attention of our audience. Your page will live within a specific channel on our web site
- Related Articles Sponsorship: Your custom sponsored page will also feature suggested related articles, based on the topic or theme of your content. These articles will be "presented by" your brand (4 weeks)
- Medium Rectangle or Leaderboard Ad on serendipitysocial.com (25,000 impressions)
- Sponsored content on one (1) *Serendipity* eNewsletter to 56,000+ opt-in consumers with link to your custom sponsored page
- Sponsored *Serendipity* Native Facebook post
- Sponsored *Serendipity* Native Instagram post

**Investment:** \$3,000

Commitment: Please allow at least 3-4 weeks turnaround. Timing based on availability.

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## TURN-KEY DIGITAL SOLUTIONS

Immediately connect with your target audience with special priced packages that maximize your presence among affluent consumers.

### DIGITAL PACKAGE OPPORTUNITIES



#### House of the Week Platform

Generate buzz around your real estate property or recent interior design project with a powerful showcase and platform.

- One (1) Sponsored #HouseOfTheWeek *Serendipity* Instagram post with your company @tag and #hashtags
- One (1) Sponsored "House of the Week" *Serendipity* Native Facebook post with your company @tag and #hashtags
- Real Estate Channel Leaderboard and Medium Rectangle Ad on serendipitysocial.com (25,000 impressions)
- Ad Takeover of One (1) *Serendipity* Real Estate email featuring your leaderboard and large rectangle (300x600) ads to 56,000+ opt-in consumers

**Investment:** \$1,400

#### In the Spotlight\*

Restaurants, art galleries, theatres, auctions and more. Showcase your newest menu, show, coveted item or custom piece with a special promotions that immediately reach affluent consumers

- Sponsored Post Highlight on *Serendipity* Scoop email to 56,000+ opt-in consumers
- Run of Site Top Leaderboard Ad on serendipitysocial.com (15,000 impressions)
- Sponsored *Serendipity* Native Facebook post
- Sponsored *Serendipity* Native Instagram post

**Investment:** \$1,250

Commitment: Please allow at least 3-4 weeks turnaround. Timing based on availability.

*\*Brand participation based on approval.*

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## DIGITAL SPECS GUIDE

### STANDARD NON-RICH MEDIA AD PLACEMENTS

	AD SIZE	MAX FILE SIZE	DESKTOP	MOBILE	FORMAT	DPI
<b>MEDIUM RECTANGLE</b>	300 X 250	200K	YES	YES	PNG, GIFF, JPEG	72 dpi
<b>LARGE RECTANGLE</b>	300 X 600	200K	YES	300 x 250	PNG, GIFF, JPEG	72 dpi
<b>LEADERBOARD</b>	728 X 90	200K	YES	320 x 50	PNG, GIFF, JPEG	72 dpi
<b>SUPER LEADERBOARD</b>	970 X 90	200K	YES	NO	PNG, GIFF, JPEG	72 dpi
<b>BLOW IN</b>	500 x 500	200K	YES	300 x 250	PNG, GIFF, JPEG	72 dpi

### STANDARD RICH MEDIA AD PLACEMENTS

	AD SIZE	EXPANDABLE DIMENSIONS	INITIAL FILE SIZE	FORMAT	MEDIA
<b>MEDIUM RECTANGLE</b>	300 X 250	Click to expand left and vertical up to 550 x 480	200K	HTML 5, LAYERED PSD	.MOV, .MP4
<b>LARGE RECTANGLE</b>	300 X 600	N/A	200K	HTML 5, LAYERED PSD	MOV, .MP4
<b>BLOW IN</b>	Max 1280 wide	N/A	200K	HTML 5, LAYERED PSD	MOV, .MP4
<b>PUSHDOWN</b>	970 X 90 > 970 X 415	970 X 415 frequency capped at 1x per user, per day, click to re-expand down	200K	HTML 5, LAYERED PSD	MOV, .MP4

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## SOCIAL MEDIA SPECS GUIDE

### STANDARD INSTAGRAM IMAGE PLACEMENTS

	IMAGE SIZE	MAX FILE SIZE	FORMAT	DPI
<b>SQUARE</b>	1080 X 1080	200K	PNG, GIFF, JPEG	72 dpi
<b>LANDSCAPE</b>	1080 X 608	200K	PNG, GIFF, JPEG	72 dpi
<b>STORY FULL</b>	1080 X 1920	200K	PNG, GIFF, JPEG	72 dpi
<b>STORY LANDSCAPE</b>	1080 X 6080	200K	PNG, GIFF, JPEG	72 dpi

### STANDARD FACEBOOK IMAGE PLACEMENTS

	IMAGE SIZE	MAX FILE SIZE	FORMAT	DPI
<b>POST IMAGE</b>	1200 X 628	200K	PNG, GIFF, JPEG	72 dpi

Additional social media promotional opportunities available upon request.

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