

Unlocking Connecticut[®]

Adventures • Stories • Experiences

Unlocking Connecticut tells the stories of local businesses and the people behind them. This is *the* place to find out all about cool and interesting things to do in Connecticut plus exciting getaway spots around the globe!

www.unlockingconnecticut.com
hello@unlockingconnecticut.com



Meet the Photographer

Lora is an accomplished celebrity, events, and portrait photographer. Besides blogging, she can be found hiking CT trails, listening to true crime podcasts, or decorating her home. See more of her work at www.lorakaram.com and her jewelry design company www.daisywilder.com.

Meet the Writer

Bev likes to experience new places and things then write about them in blog posts! She's constantly dreaming up ways to spin a fun, hands-on angle to all of their Unlocking missions. When she's not blogging, she's renovating a new house, chasing after her Great Dane, or binge-watching Netflix.

Take Lora's incredible photography skills, add Bev's love of telling a humorous yet informative story, and mix in their shared social media addiction—these two were made for each other in Blogging Heaven!

AUDIENCE STATISTICS

Gender

Female **71%**
Male **29%**

Age

18-24 **7%**
25-34 **19%**
35-44 **19%**
45-54 **23%**
55-64 **22%**
65+ **10%**

Impact

Average monthly page views
14k-16k

Social media followers
27k+

Average weekly Instagram impressions
250k+

Monthly newsletter subscribers
5.5k+

Location

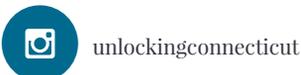
BY STATE

Connecticut **59%**
New York **17%**

BY METRO

Hartford & New Haven **48%**
(includes Litchfield, New Haven, Hartford counties)

New York **28%**
(includes Fairfield and Westchester County and New York City)



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Unlocking Connecticut can help you promote your local business. We offer a range of affordable alternative advertising options to allow you to get the most out of your feature article.

ADVERTISE WITH US

Advertising

We offer affordable advertising to help promote your business.

Feature: contact us for pricing
(we'll come to your business, take professional photos, and write about our experience there)

Website ad: \$100/month
(no contract required; go month to month with an image of your choice)

Social media blasts: \$150/per post
(let us tell our readers about your upcoming event or what you're excited about in a social media blast on our Instagram and Facebook)

Newsletter - item, meal, or event of the month: \$100/each
(let our subscribers know about your product by showcasing it in our monthly newsletter. Only one per category available per month)

Artwork/content delivery: please email your artwork or content to hello@unlockingconnecticut.com and include in your email the web address where your ad should link

Artwork requirements: artwork should be prepared in RGB at 300 dpi as a JPG or PDF

Website ad
450 x 300 px

BRANDS WE'VE COLLABORATED WITH

95.9 the Fox
Litchfield Distillery
Foxwoods Resort and Casino
Iceland Air
J. McLaughlin

Kimpton Hotels
Lime Rock
LL Bean
Lord & Taylor
Manolo Blahnik
MOMIX

Natori Company
Opus One
Pared Eyewear
Auberge Resorts
Winivan

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LET US HELP PROMOTE YOUR BUSINESS

Photos

Love the photos we took during our visit and wish you could have high-res versions of them to use to promote your business? You're in luck, the images we take are available for purchase.

Promotional use

(for use on websites, brochures, newsletters)

\$45/image 1-2 images

\$40/image 3-5 images

\$35/image 6+ images

Ask for a quote

We can also do additional custom photoshoots, just let us know what you have in mind, and we'll put together a quote.

Sponsored post

Want a custom-written blog post including photos, links, and an optional giveaway? That's what we do best! We also include our posts in our monthly newsletter.

Contact us for a quote.

Social media campaign

Need help promoting an event or giveaway? We can help by sharing your information on our social media channels.

Starting at \$150.

Speaking engagements and brand ambassadors

Looking for someone to host or MC your event? Need a judge for a competition? Want someone to speak about supporting local businesses? Look no further, we are available for speaking engagements, video appearances, and to support just about any kind of local event.

Contact us for a quote.

WHAT PEOPLE SAY

"Being included in your blog felt like such a treat with delicious photographs and lovely words. We are so thrilled to see how your well deserved hard work and love for our corner of Connecticut is now expanding State-wide."

~ Simon Kneen, *Creative Director, Grey New England Grey New York*

"You gals are great...truly, you are fun loving and real."

~ Ann Nyberg, *WTNH & Network Connecticut*

"We love our piece! Thanks so much for coming over. The coverage was great, and we love the way you portrayed our family and story."

~ Kenneth C. Natori, *President, The Natori Company*

"I wanted to let you know that the first 2 sales of the day both mentioned your blog as the reason they came! Thanks for such an amazing job you do everyday!"

~ Darin Ronning, *Owner, Bantam Tileworks*

"You are the stars of the film. What outstanding professional coverage of Arethusa! It shows that you have a unique style of telling a story. Love your class!"

~ Tony Yurgaitis, *Arethusa Farm/Arethusa al tavolo*

"This is wonderful, you are the best!! I just love it and I can't thank you enough!! I hope you will come back soon."

~ Robert Couturier, *International architect and designer*