

# Unlocking Fairfield

All things food, fashion, fitness, and fun in Fairfield County, Connecticut

*Unlocking Fairfield* tells the stories of local businesses and the people behind them. Bev & Lora bring their own brand of excitement to discovering the best that Fairfield County has to offer!

[www.unlockingfairfield.com](http://www.unlockingfairfield.com)  
hello@unlockingfairfield.com  
860 480-5974



## Meet the Photographer

Lora is an accomplished celebrity, events, and portrait photographer. She thinks laughter and a positive attitude is the key to happiness and success, and she has a great eye for taking fabulous photos. See more of her work at [www.lorakaram.com](http://www.lorakaram.com).

## Meet the Writer

Beverley brings a diverse background in the arts, leisure, and fitness. She loves discovering new places, things, and ideas and is always ready to take on the challenge of trying new experiences on behalf of our readers. She loves sharing the fun stories of their adventures and encounters.

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

### *unlockinglitchfield.com*

is our sister site and while [unlockingfairfield.com](http://www.unlockingfairfield.com) is starting up, we offer those stats so you can see the audiences our content reaches

Since we launched [unlockinglitchfield](http://www.unlockinglitchfield.com) in April 2015: we've had **52,500+** unique visitors

### *Gender*

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

### *Age*

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

### *Location*

#### BY STATE

Connecticut **57%**  
New York **16%**

#### BY METRO

New York **26%**  
(includes Fairfield and Westchester County and New York City)

Hartford & New Haven **47%**  
(includes Litchfield, New Haven, Hartford counties)



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

## ADVERTISE WITH US

### Advertising

We offer affordable advertising on our website and in our monthly newsletter.

**Website ad—standard: \$75/month**  
(spot may be shared by up to four businesses)

**Newsletter banner ad: \$50/month**  
(reach our subscribers by placing an ad in our monthly newsletter, only one available per month)

Website ad  
**290 x 210 px**

Newsletter banner ad  
**530 x 100 px**

**Ad order deadline:** on or before the **15th** of the month

**Ad artwork deadline:** on or before the **20th** of the month

**Artwork delivery:** please email your artwork to [hello@unlockingfairfield.com](mailto:hello@unlockingfairfield.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

**Artwork assistance:** If you need us to develop an ad for you we can for an additional fee. If you just need existing art resized (logo or other image), we can prepare the ad for \$10. If you don't have a logo or art to start from, we can design an ad starting at \$50.

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## PROMOTE YOUR BUSINESS

### Photos

Love the photos we took during our visit and wish you could use them? You're in luck, the images we take are available for purchase.

#### Promotional use

(for use on websites, brochures, newsletters)

**\$35/image** 1-2 images

**\$30/image** 3-5 images

**\$25/image** 6+ images

#### Commercial use

(for use on merchandise or any item you might sell)

#### 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.

### Videos

Add a video to your feature! Contact us for custom pricing.

### Feature article distribution

Want to share our feature article with your mailing list? We can prepare a custom ecard of the feature article that we can send to your mailing list on your behalf for **\$50**.

We'll never use your mailing list without your authorization.

## WHAT PEOPLE SAY

"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*

"Unlocking Fairfield is a fresh sophisticated point of view presented in a beautiful format with stunning photography. Perfect when you want to sit back and relax. I love it!"

~ Adam Broderick, *Adam Broderick Salon & Spa*

"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, *VP of Manolo Blahnik*

"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*

"You are amazing! Your shots are beautiful, so clear, graphic, tactile, emotional....the story hit on so many points that are important to us. You really told our story!"

~ Jed Krascella, *Creative Director, JED*