

Greenwich's
NEW MAGAZINE

FAMILY LIVING IN GREENWICH

Serendipity

The Ultimate Guide for Greenwich

- * Balanced editorial for maximum advertising exposure
- * Inspiring, informative resource is a must read
- * Network of local experts draws extensive buying audience

Serendipity reinvents the family magazine in Greenwich

FOR MORE INFORMATION CONTACT 203-588-1363 | advertising@ungerpublishing.com

WWW.SERENDIPITYGREENWICH.COM

Mission Statement

Serendipity, **FAMILY LIVING IN GREENWICH**, is a lifestyle magazine celebrating family discoveries & unexpected moments, large and small, that together weave the tapestry that is “Serendipity”.

All the key ingredients – relationships, goodwill, health, food, style, travel & more – are embraced through honest, smart, humorous editorials. Each issue will lend refreshing, inspiring ideas to make family living easier and a whole lot more fun.

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founder@serendipitygreenwich.com

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Features Editor

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Food Editor

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Fashion & Beauty Editor

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RYAN GILDERSLEEVE (*Money*)

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**Published at One Dock Street,
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One Dock Street, Stamford, CT 06902.**

US Subscriptions: \$24.95 for one year. To subscribe, renew or change your address, please use our website: serendipitygreenwich.com or write to Unger Publishing, LLC, One Dock Street, Stamford, CT 06902. For subscription customer service, call 203-588-1363.

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Serendipity is not responsible for the return or loss of, or for damage or any other injury to, unsolicited manuscripts, unsolicited artwork (including, not limited to, drawings, photographs and transparencies) or any other unsolicited material. Those submitting manuscripts, photographs, artwork or other materials for consideration should not send originals unless specifically requested to do so by Unger Publishing, LLC, in writing. Manuscripts, photographs and other material submitted must be accompanied by a self-addressed stamped envelope.

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Who We Are

Serendipity is an upscale, modern magazine that provides a balanced mix of smart and stylish local content. Focusing on family life in Greenwich, we have assembled a group of Greenwich experts to contribute to the following editorial sections: Greenwich Living, Family & Relationships, Health, Food, Fashion, Home, Travel, and Money.

This magazine was started in an effort to support and give back to the community we love. Each issue will highlight a local charity that will receive a percentage of sales.

CONTACT US

ADVERTISING & EVENT SPONSORSHIP

advertising@ungerpublishing.com

PRODUCTION & TECHNICAL QUESTIONS

production@ungerpublishing.com

EDITORIAL SUBMISSIONS

editorial@ungerpublishing.com

DISTRIBUTION REQUESTS

distribution@ungerpublishing.com

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Target Market & Distribution

TARGET MARKET

Serendipity Magazine attracts readers who spare no expense when it comes to their families. Advertisers will have an opportunity to access this select group of individuals who are constantly on the hunt for quality goods and services for their families.

DEMOGRAPHICS

- Modern & Active Families
- Median Age 25-55
- Median House Hold Income \$150K

DISTRIBUTION

- Frequency: **6x per year**
- Distribution: **10,000**
- Target Readership: **25,000**
- **Subscriptions**

Distribution Locations: Subscribers, Elite Retailers, Medical Practices, Day Care Centers, Supermarkets, Pharmacies, Spas, Salons, Private Schools

Specific Locations listed on the Serendipity website

www.serendipitygreenwich.com

Marketing Strategies: Mailers, Charities, Family Festivals, Fashion Shows, Launch Parties, Special Events

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Greenwich Demographic Profile

POTENTIAL AUDIENCE

Total Audience	62,700
Male	29,363 (47.5%)
Female	32,574 (52.6%)
Median Age	40.2
Percentage of Family Households	69.9%
Average Household Size	2.6 people
Family Purchasing Power (annual, cost of living adjusted)	\$40,903
Education	
High School	91.1%
Bachelor's Degree or higher	58.8%
Graduate or Professional Degree	27.3%
Median House Hold Income	\$157,232
Median home value	\$1,449,500
Mean travel to work	19.1 minutes
Amount Spent on Vacations (annual)	\$9,321

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Editorial Calendar 2010

February / March Matters of the Heart
Our Favorite Cupcakes, highlighting local bakers
Spring Fashion Preview
Romantic Evenings, Restaurants

April / May Home Improvements
Buying Your Perfect Home, realtors weigh in
Garden Design
Summer Fashion

June / July Travel
The Best Car For You, dealers advise
Packed Food To Go, discover the local eateries
Beach Wear

August / September School Days
Classes, infants to adults
Back to School Supplies
Fall Fashion

October / November Stress Free Living
Local caterers, inspirational party planning
Restaurants
Spa & Fitness
Health & Beauty

December / January Toasting the Season
Gifts & Electronics
Holiday Styling
Festive Decor
Jewelry

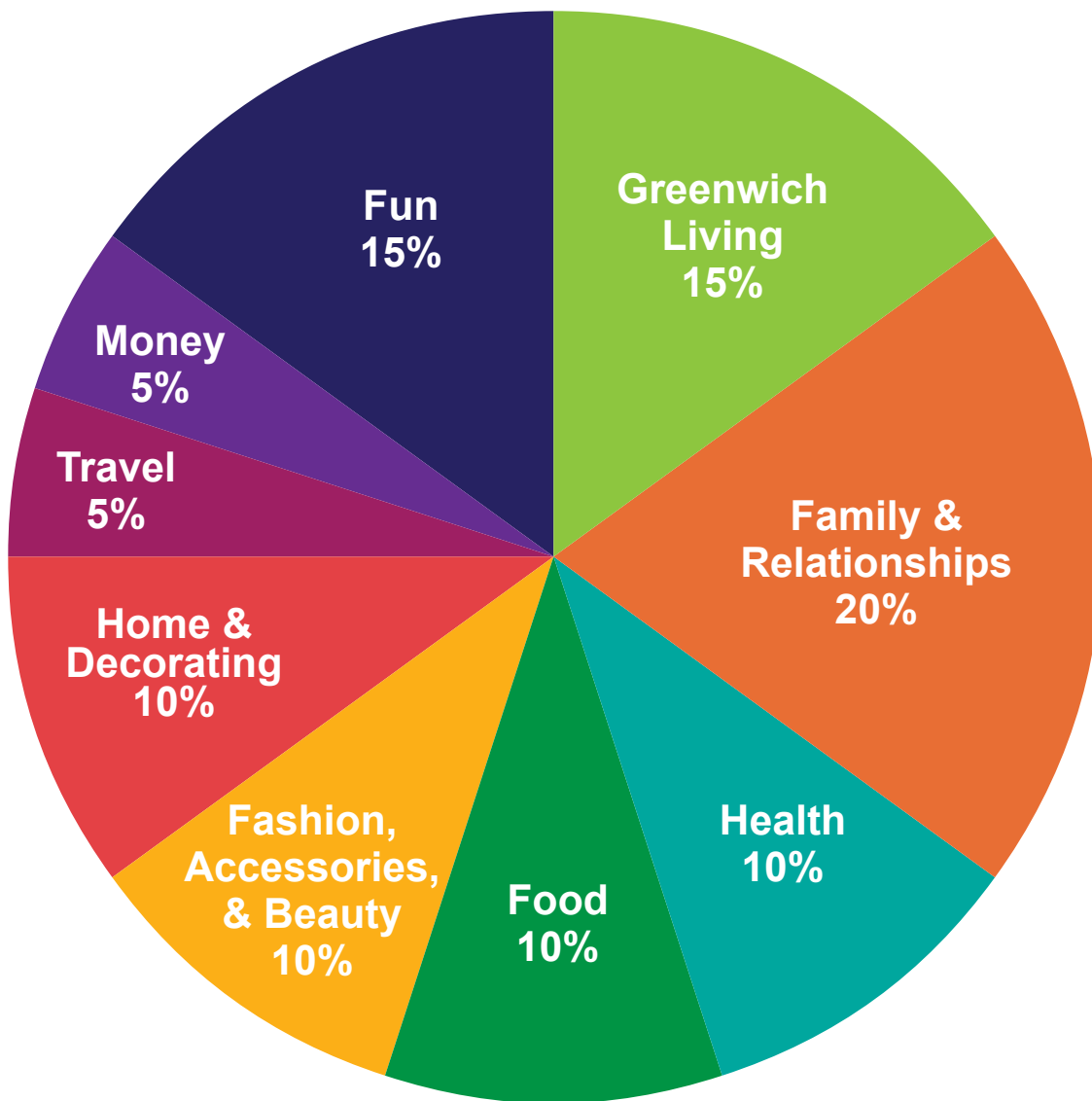
* SUBJECT TO CHANGE

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Delivering a Balanced Editorial Mix



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Advertising Calendar 2010

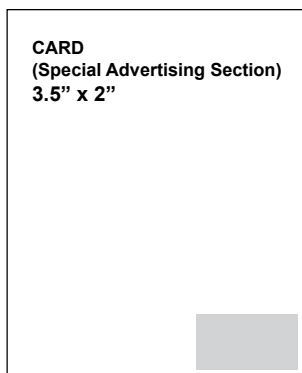
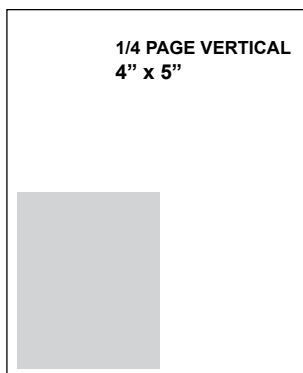
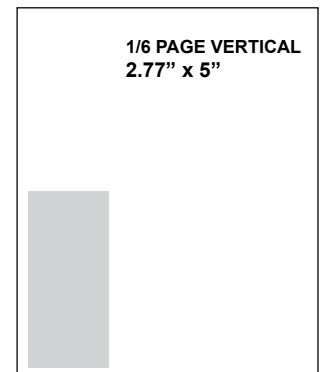
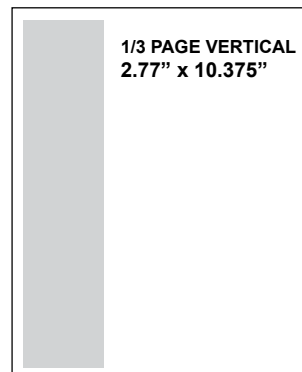
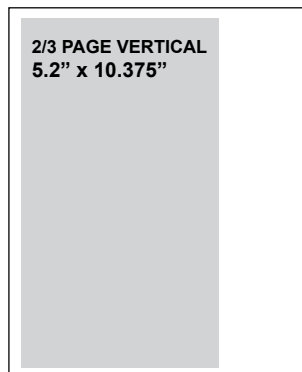
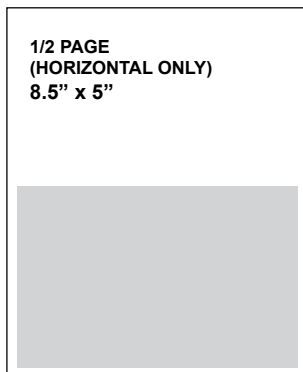
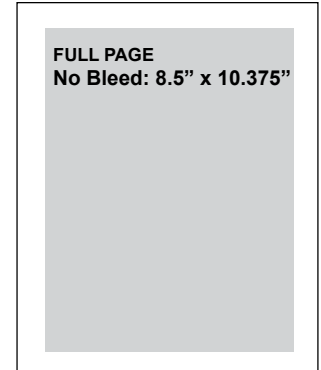
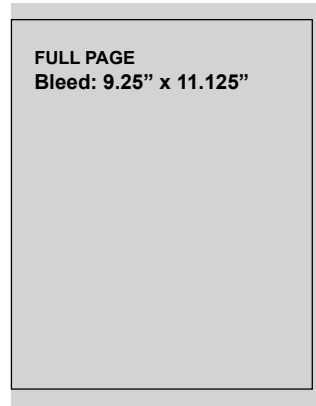
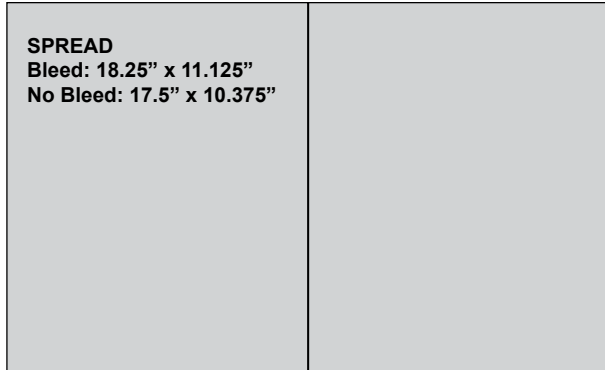
Issue	Advertising Close	On Shelf
FEBRUARY/MARCH	January 5	January 22
APRIL / MAY	February 26	April 1
JUNE / JULY	May 7	June 1
AUGUST / SEPTEMBER	July 2	August 3
OCTOBER / NOVEMBER	September 3	September 28
DECEMBER / JANUARY	November 3	November 30



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Advertising Artwork Specs



MAGAZINE SIZE: 9"x10.875"

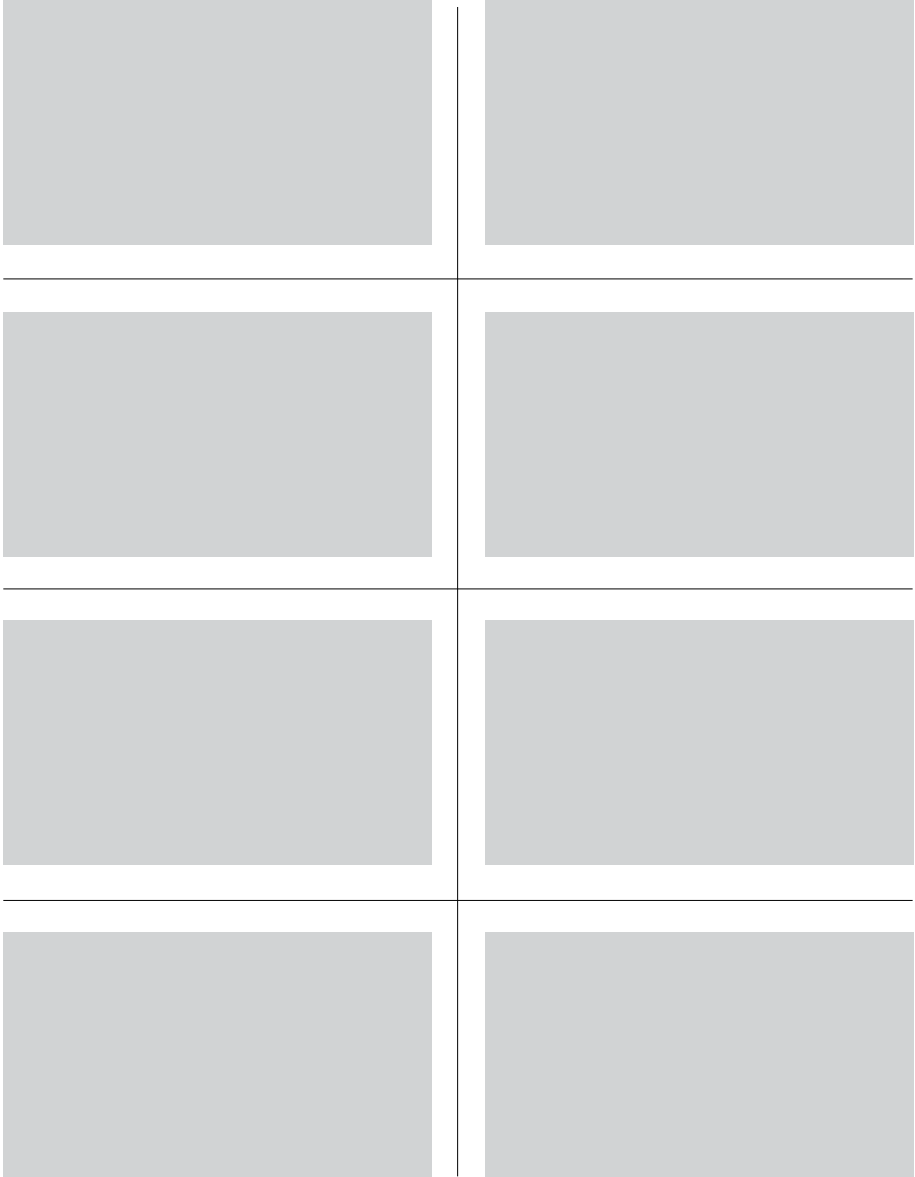
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Advertising Artwork Specs

Serendipity Special Advertising Section



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Advertising Rates

Frequency	1x	3x	6x
Discount	9%	14%	

Premium Positions

Back Cover	\$4,500	\$4,095	\$3,870
Cover 2 - Inside Front Cover	\$4,100	\$3,730	\$3,525
Cover 3 - Inside Back Cover	\$4,000	\$3,640	\$3,440
Custom Projects	(with project specifications)		

Four Color

Two Page Spread	\$4,400	\$4,005	\$3,785
Full Page	\$2,900	\$2,640	\$2,495
Two-thirds	\$2,300	\$2,090	\$1,980
Half (horizontal only)	\$1,900	\$1,730	\$1,635
One-Third	\$1,350	\$1,230	\$1,160
One-Quarter	\$1,025	\$930	\$880
One-Sixth	\$700	\$635	\$600
Card	\$375	\$340	\$320

Black & White

Full Page	\$2,200	\$2,000	\$1,890
Two-thirds	\$1,600	\$1,455	\$1,375
Half (horizontal only)	\$1,220	\$1,110	\$1,050
One-Third	\$845	\$770	\$725
One-Quarter	\$655	\$600	\$565
One-Sixth	\$470	\$430	\$400
Card	\$280	\$255	\$240

Preferred Position +15%

NOTES

- All rates are net and per insertion.
- Prepayment is required of all advertisers.
- Payment is due in full 30 days from publication date.
- Prices subject to change based on distribution.



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Advertising Artwork Specs

- Artwork can be delivered on a CD or email with a color proof. Files for ads may be sent to the email address below
- We prefer that all ads be submitted in PDF format. PDFs should be distilled with no color management and all fonts embedded.
- We can also accept JPEG, TIFF and EPS file types. All TIFF and EPS files should be flattened with fonts converted to outlines.
- All artwork must be actual size at 300 dpi.
- The magazine is produced using CMYK process color. Spot colors are converted to process for printing.
- Some color variance is usual and should be expected.
- Images for special advertising sections should be CMYK, 300 dpi, 3.5" x 2" in size.

Please send all final artwork or questions to production@ungerpublishing.com.

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Terms and Conditions

1. BILLING AND PAYMENT

Unless otherwise specified by the Agreement, Publisher will bill for advertising and related production services in accordance with the current rate card. Agreement includes all applicable federal, state and local taxes as required by law. Unless otherwise approved by Publisher, payment is due upon submittal of advertising copy. With approved credit, payment is due within thirty (30) days of the invoice date. If payment is not received within thirty (30) days after receipt of invoices for any charges, the Publisher may, at its discretion, cancel Advertiser's future advertising, and charges for all prior advertising used by the Advertiser will become immediately due and payable, in addition to other charges or legal costs provided herein. For any past due amounts, Advertiser agrees to pay late charges of 1.5% per month. Nothing in the Agreement shall authorize the charging of collection of interest or late charges in excess of the highest rate allowed by law, which is currently 18% per annum. Advertiser agrees that if this account is given to the Publisher's collection agency, all costs of collection, including court costs and attorney's fees totaling 40% of the principal balance presented shall be paid by Advertiser.

2. RETURNED CHECKS

In the event of a returned check, Advertiser agrees to reimburse Publisher the amount of the check plus all costs incurred up to but not to exceed the maximum amount

allowable by law.

3. FREQUENCY DISCOUNTS

Advertiser acknowledges that all frequency discounts are based on the Advertiser's commitment to fulfilling the frequency indicated above. If, for any reason, this frequency is not met by the time of expiration or cancellation of the Agreement, Advertiser agrees to pay a short rate charge on all advertisements published under the Agreement. The original term of the Agreement shall not exceed a period of 12 months from the first issue insertion date.

4. MODIFICATIONS

Any modifications to the printed terms of the Agreement must be approved in writing by Publisher's Operations Manager to be binding on Publisher. No waiver of any of the conditions set forth herein shall be binding on the Publisher unless said changes shall be in writing and signed by Publisher.

5. CANCELLATION

If Advertiser chooses to cancel prior to the expiration of the Term, Advertiser is responsible to submit written notice of cancellation to the Publisher's local office thirty (30) days prior to the applicable deadline date and will be responsible for any short rate changes as detailed in the Agreement and Rate Card.

6. LIMITATION OF LIABILITY

The Publisher's liability for any error will not exceed the cost of the space occupied by the error. Credit for errors is limited to the first insertion. The Publisher is not lia-

ble for delays in delivery or nondelivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher and impacting production or delivery of Publication in any manner.

7. ADVERTISER'S REPRESENTATIONS AND INDEMNIFICATION

All advertising copy is accepted and published by the Publisher on the representation that the Advertiser is properly authorized to publish the entire contents and subject matter thereof. When advertising copy containing the names, pictures or testimonial of living or famous persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the Advertiser that they have obtained the written consent to use in the advertising copy such name, picture or testimonial of any living person, which is contained therein. Advertiser agrees to indemnify and hold Publisher harmless from and against any and all liabilities, claims, or demands for libel, violation of rights to privacy, plagiarism, copyright infringement and any and all other liabilities, claims or demands arising out of or connected with Advertiser's advertising in the Publication.

8. RESERVATION OF RIGHTS

Publisher reserves the right to refuse

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Terms and Conditions

any advertising copy which is unethical, misleading, extravagant, challenging, questionable in character, in bad taste, detrimental to public health or interest, otherwise inappropriate or incompatible with the character of the Publication, or that does not meet with the approval of the Federal Trade Commission; whether or not the same has already been accepted or published. In the event of such cancellation or rejection by the Publisher, Advertiser will remain liable for any advertising copy which has been published by Publisher.

9. ADVERTISING MATERIAL

Publisher cannot guarantee: a) color fidelity (however, colors will be reproduced to within industry standards) or b) the publication on changes/corrections or advertising material received after the applicable production deadline date. Publisher will not return and may destroy any advertising material except that Publisher will return original artwork such as logos, renderings and airbrushes if Advertiser makes a written request for return at the same time of submittal.

10. ADDITIONAL CHARGES

The Publisher reserves the right to make an additional charge for advertising copy containing difficult compositions. All advertising copy ordered set and not used will be charged for composition.

11. USE OF LOGOS, PHOTOS, ETC

Advertiser hereby grants permission to Publisher for Publisher to take from any

other of Advertiser's promotional sources (including but not limited to print and the Internet), logos, photos, and/or any other components for use in their advertising. Advertiser warrants that any and all rights in and to such logos, photos and other components are the property of the Advertiser and that Advertiser has the full right and authority to grant such permission.

12. ADVERTISING COPY

When new advertising copy is not received by the applicable deadline date, Publisher will repeat the advertising copy which ran in the previous Issue. Publisher cannot guarantee color fidelity or changes. Corrections on material received after the applicable deadline date. The Publisher will use reasonable caution to protect all advertising copy supplied by Advertiser but will not be liable for loss or damage. Publisher will not return such advertising copy and may destroy same unless Advertiser requests the return of same at the time it is submitted to Publisher.

13. CLERICAL ERRORS

Failure to correctly correspond the cost on the reverse side or otherwise with the then current rate schedule is regarded only as a clerical error and Advertiser will be charged in accord with such current rate card without further notice.

14. PROMOTIONAL USE AND OWNERSHIP

Publisher may use any advertisement published in the Publication for its own promotional purposes in any media. Pub-

lisher shall remain sole owner of all art, design and photographic work produced. Publisher's written permission is required to duplicate such work.

15. ACCEPTANCE

Acceptance of all advertising by any employee of the Publisher is subject to review and approval by the Publisher's management in its sole discretion.

16. APPLICABLE LAW

The Agreement and all actions contemplated hereby shall be interpreted and construed in accordance with the laws of the Commonwealth of Connecticut applicable to contracts made and to be performed entirely within the Commonwealth of Connecticut and without giving effect to its rules or principles regarding conflict of laws.

17. TERM

a) Either Party may terminate the Agreement by giving written notice to the other Party no less than thirty (30) days before the first or any subsequent anniversary of the effective date of the Agreement; such termination will be effective as of the anniversary date following such notice. b) The Agreement shall automatically terminate at such time as Publisher shall cease operation of Serendipity c) Either Party may terminate the Agreement at any time following thirty (30) days written notice in the event the Party concludes that continuation of the relationship will have a material adverse effect on the Party's core business.

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