**MISSION STATEMENT**

*Serendipity* brings readers information that is relevant, useful, entertaining and inspirational.

With an emphasis on every aspect of interest for the modern Fairfield/Westchester County resident, *Serendipity* provides editorial content on fashion, food, health, home, business and travel. Our stories capture the active educated essence of the Northeast and attracts an audience beyond its geography.

*Serendipity’s* affluent and cultured readers have an incredibly strong tie to local and national charities. Serendipity has made non-profit work a major part of our role as a media company.
EDITORIAL CONTENT

Our experts’ insider knowledge, passion and endless commitment to keeping on top of the latest trends yields original content that resonates with consumers.

Our wide variety of editorial content offers advertisers the ability to align themselves with relevant edit for maximum impact.
## 2015 Editorial Calendar

### January/February
**2015 Ultimate Travel**
**Serendipity Top 100 - Special Edition**
From romantic snowy retreats to fabulous beachside getaways, this is spring’s ultimate travel guide. Nominated by the community, awarded by industry experts and contributing editors, this collection of Serendipity Top 100 businesses, stores and services creates the ultimate 2014 guide for every household.

**Special Advertorial: Top Regional Business Giving Back**

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### March
**Spring Fashion**
This season’s hottest looks from top designers highlighting the latest trends and must-have accessories;

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### April
**Home & Garden Issue**
Top trends and tips on decorating, furniture design, textiles and more. The best of indoor/outdoor living: inspirational gardens, intimate terraces and perfect furnishings for both.

**Special Advertorial: Home Design**

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### May
**Entertaining & Celebrations Issue**
All things entertaining including signature party trends and ideas from national and local renowned event coordinators. A peek at the area’s most phenomenal events and how they were brought to life.

**Special Insert: Third Annual Design Market Digest**

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### June
**Most Creative People In Business/Entrepreneurs of the Year Issue**
The dynamic, innovative people behind the coolest places to work and the most successful new and established business ventures.

**Serendipity Best of Summer** The warm-weather companion to our annual Best issue highlights the must have, do, buy and see of summer.

**Special Advertorial: Women in Business**

**EVENT: Fourth Annual Serendipity Horsing Around For Charity, Greenwich Polo Club, Greenwich, CT, Date TBD**
July/August
Northeast Summer Travel Issue
Serendipity Locally Made Awards
Exceptional people that are changing the way we look at the world.
This “Summertime series” covers dream towns with valuable insider information about food, music, art and lifestyle.
Special Advertorial Section: Doctors & Hospitals
Special Advertorial Section: Schools

September
Fall Fashion / Back to School Issue
All things stylish from the latest trends and accessories to the hottest shopping and beauty tips. Serendipity has become the “go to resource” for the area’s sophisticated and budding fashionistas.
Special Advertorial Section: Schools

October
Food & Wine Issue
Recipes from renowned Celebrity & Local Chefs of the Greenwich 2014 Wine + Food Festival. Thanksgiving & Holiday entertaining.
Special Advertising Section: Schools

November
Makeover Issue
From beauty, fashion, fitness, finance, home and health, Serendipity presents countless ways to update, improve and makeover your life.
Special Advertising Section: Home Design Projects
EVENTS: Sixth Annual Serendipity Girls Night Out, Location TBA

December
Holiday Issue
From fashion, entertaining, shopping and decorating to help make your holiday a perfect one.
Holiday Gift Guide
*Editorial Calendar subject to change
DEMOGRAPHICS

Modern & Active Audience:
Median Age: 42
73% Female
88% Married
66% Children at Home
Annual Household Income $800K+

PSYCHOGRAPHICS

Serendipity attracts readers who want the very best and spare no expense when it comes to their homes and families.

Serendipity’s audience is investing in:

→ Homes: purchasing primary/secondary homes, building, renovating and decorating
→ Families: regional activities, day trips and vacations
→ Fashion: beauty, apparel, accessories, jewelry
→ Lifestyle: entertaining, fine dining, cooking and wines, health and fitness
CIRCULATION

Frequency: 10x per year
Region: Fairfield County, Westchester County and New York City
Distribution: 19,000 and counting
Readership: 95,000
Subscriptions: 9,500+
Newsstand: 76% sell-through rate
Non-profit Events and Grassroots Movements: 2,000+

Serendipity is the “Go-To” resource for Fairfield & Westchester Counties and into New York City.

DISTRIBUTION GROWTH:

- 2010: 5,000
- 2014: 19,000
19,000 copies per issue from Hartford, CT, to New York City and New Jersey.

Newsstands at CVS, Whole Foods Market, Barnes & Noble, Stop & Shop, ShopRite, The Metro North Line, Grand Central Station, Balducci’s Market, Duane Reade, Rite Aid, Mrs. Green’s and other national accounts.

Plus, more than 600 independent stores, subscribers and distribution at partnered non-profit events (2,000+ issues annually).
Serendipity’s staff, advisors and contributors are dialed into communities, schools and non-profits throughout Fairfield & Westchester Counties.

Serendipity was founded to support and give back to the community we love. Each issue highlights a local charity that will receive $1 for every new subscription.
Serendipity offers a unique 360° marketing approach

In Book:
→ Custom-designed promotional pages for your business, product or event
→ Event promotion in our Calendar pages
→ Happenings coverage in our Entertainment section
→ Sponsorship opportunities for utmost exposure (custom inserts, pullouts, poly bagging, etc.)

Online: Web
→ Events and sales promotion on Serendipity’s virtual calendar
→ Happenings coverage in our Entertainment section

Online: Social Networking
→ Promotional Email Newsletter “The Scoop” to Serendipity’s extensive contact list (20k+)
→ Facebook, Twitter, LinkedIn, Serendipity iPad (coming soon)
Custom-Designed and Serendipity-Sponsored Events

→ Our local non-profit and charity partners increase exposure for your business within the community.
→ Event-planning assistance (location, food and beverage, etc.)
→ Your business showcased on event-marketing materials (posters, email newsletters, invitations, flyers, Facebook and Twitter) with Serendipity’s extensive contact lists.
→ Access to our industry professionals and networking opportunities.
→ Serendipity photographers to cover your event.
→ Live video coverage of your event to view on Serendipity’s website.
Other Media Publicity
*Serendipity* has partnered with local newspapers and radio stations (Greenwich Time, Stamford Advocate, 1400 WGCH, WEBE 108 and others) in order to offer our clients greater cross-promotional exposure.

Publishing Support
We’ll design and print journals, flyers, mailers and event invitations to promote your business and its related events.

Promotional Materials
We’ll help you create and produce posters, t-shirts, hats, canvas bags and more!
JUST SOME OF OUR ADVERTISING PARTNERS

ATLANTIC RESIDENTIAL MORTGAGE
BETTERIDGE
BRAYS ISLAND PLANTATION
CHelsea PiERS
CHRISTOPHER NOLAND SALON & BEAUTy SPA
CUMmINGS & LOCKWooD llC
CPG ARCHITECTS
DAVID OGiLy & ASSOCIATES
DEIAMAR
DOuRO
EmpIRE CITY
EQUINOX
Food Design
GRANOFF ARCHITECTS
HouLIHaN LAWRENCE
Henry E. Reid & Son
Joie
JoHN'S island
John's Island Real Estate Company
LE SUIT
letarte
MANFREDI
Maje
McArDLe's
MILLER motoRCARS
Mitchell Gold + Bob Williams
Mons
RALPH LAUREN
RAND INSURANCE
RouND HiLL PArTNERs
Saks fifth Avenue
SHORELINE POOLS
SIDNEY THOMAS JEWELERS
Sperry Tents
VINCE.
WADIA ASSOCIATES
WESTY SELF STORAGE
WHOLE HARVEST
YalE-NEW HAVEN HOSPITAL
“I was always under the impression that my business grew solely on word of mouth, until I was introduced to an ad sales rep from Serendipity. She convinced me that by placing an ad I would reach a part of the community that I wasn't tapping into. She was right! I placed an ad and started getting phone calls from everyone! Not only did I gain seven new clients, but the ad led to other networking opportunities.” - Katrina Bischoff, owner of A-Dress the Issue, Advertiser

“We wanted to check in to let you know that we have had a couple rental requests from families in the Darien and Greenwich neighborhoods following the Sandy Lane article that ran in Serendipity! And we are excited to welcome a family from New Canaan next week! We truly appreciate it!” - Dan Nathanson, Owner, Sandy Lane Estate, Costa Rica, sandylaneestate.com

“We are so excited. We had a customer come to us who has never been to Splurge Kids. She read the Serendipity “Best of Everything in Fairfield and Westchester” issue and learned about our goody bag services. Her daughter’s birthday was a week away and she had not figured out her party favors yet. We whipped up eight great bags that day...We were thankful to have been recognized by Serendipity readers in this issue! - Sonia Sotire Malloy, owner of Splurge, Advertiser, splursegifts.com

“We just got a booking from a client that saw the Simply Serving write-up in your “Best of Everything in Fairfield and Westchester” edition. We cannot thank you enough for your endorsement!” - Barbara and Tara, Owners of Simply Serving, setuptocleanup.com

“Everyone was right about Serendipity... You guys are the best!” - John Castagnetti, Partner, Christopher Noland Salon, Advertiser, christophernoland.com

“Thank you so much for all your support of Greenwich’s Fashion Night Out! I’m so happy Serendipity Founder Suni Unger was a part of the show as our emcee too! I’ve received only the most positive feedback about the event. I am looking forward to Serendipity’s partnership and planning it bigger and better next year!” - Geri Corrigan, director of marketing, Saks Fifth Avenue Greenwich, Advertiser, saksfifthavenue.com

Thanks for the invite to participate in Girls Night Out. We enjoyed the experience working with the fun, talented and devoted staff at Serendipity. You have a great team.” - Joni Fischer, owner of Christopher Fischer Cashmere, Sponsor, christopherfischer.com

“Last night, (at Girls Night Out) was not only incredibly well organized but also highly energetic. Hats off to Serendipity and you! Great, great night.” - Rowayton resident

“What a wonderful event the Greenwich Food+Wine Festival was! We ate so much delicious food and tasted a lot of great wine! We can't wait to have dinner at some of the restaurants featured. The Serendipity team did a great job in organizing and running such a large event. Your team’s hard work was evident.” - Bedford resident
### 2015 Advertising Calendar

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<tr>
<th>ISSUE</th>
<th>SPACE CLOSE + MATERIALS TO BE DESIGN DUE</th>
<th>MATERIALS DUE</th>
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<tr>
<td>January/February</td>
<td>11/25/14</td>
<td>12/2/14</td>
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<td>March</td>
<td>1/27/15</td>
<td>2/3/15</td>
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<td>April</td>
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<td>June</td>
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<td>July/August</td>
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<td>September</td>
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**On-Sales dates may differ from independent newsstands to national newsstands.
• Artwork can be delivered as an email or posted on our ftp site.

• We prefer that all ads be submitted in PDF format. PDF’s 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 300dpi.

• 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.

Please send all final artwork or questions to production@ungerpublishing.com
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 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 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 liable for delays in delivery or non-delivery in the event of an Act of God, action by any governmental or quasigovernmental 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 any advertising copy which is unethical, misleading, extravagant, challenging, questionable in character, in bad taste, 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 writ-ten 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, PHOTO, 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 in 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 can not 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. Publisher 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 sale 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.