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.
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.
2016 Editorial Calendar

January/February
2016 Ultimate Travel
Serendipity Top 100 - Special Edition
Nominated by the community, awarded by industry experts and contributing editors, this collection of Serendipity Top 100 businesses, stores and services creates the ultimate 2016 guide for every household.

Special Advertorial: Top Regional Businesses Giving Back

March
Spring Fashion
This season’s hottest looks from top designers highlighting the latest trends and must-have accessories;
EVENT: Seventh Annual Serendipity Girl’s Night Out at the Loading Dock in Stamford, CT

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.

May
Entertaining & Celebrations Issue
All things entertaining including signature party trends and ideas from national and local renowned event coordinators.
Special Insert: Fourth Annual Design Market Digest
Spring Gift Guide
EVENT: Third Annual DMD hosted in Greenwich, CT

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.
Serendipity Locally Made Awards
This “Summertime series” covers dream towns with valuable insider information about food, music, art and lifestyle.
Special Advertorial: Women in Business
EVENT: Fifth Annual Serendipity Polo Event at the Greenwich Polo Club, Greenwich, CT
July/August
Northeast Summer Travel Issue
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.

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
Modern & Active Audience:
Median Age: 42
73% Female
88% Married
66% Children at Home
Annual Household Income $800K+
Frequency: 10x per year
Region: Fairfield County, Westchester County and New York City
Distribution: 22,000 and counting
Readership: 120,000
Subscriptions: 11,500+
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:**

<table>
<thead>
<tr>
<th>2010</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000</td>
<td>19,000</td>
</tr>
<tr>
<td>ISSUE</td>
<td>SPACE CLOSE + MATERIALS DUE FOR ADS TO BE DESIGNED</td>
</tr>
<tr>
<td>-----------</td>
<td>-----------------------------------------------------</td>
</tr>
<tr>
<td>March</td>
<td>1/29/16</td>
</tr>
<tr>
<td>April</td>
<td>2/29/16</td>
</tr>
<tr>
<td>May</td>
<td>3/28/16</td>
</tr>
<tr>
<td>June</td>
<td>4/27/16</td>
</tr>
<tr>
<td>July/August</td>
<td>6/1/16</td>
</tr>
<tr>
<td>September</td>
<td>7/27/16</td>
</tr>
<tr>
<td>October</td>
<td>8/26/16</td>
</tr>
<tr>
<td>November</td>
<td>9/28/16</td>
</tr>
<tr>
<td>December</td>
<td>10/28/16</td>
</tr>
</tbody>
</table>

**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 submission 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 charge, the Publisher may, at its discretion, cancel the applicable deadline date and will be responsible for any short rate charges to the Publisher.

5. CANCELLATION
Any changes shall be in writing and signed by Publisher. The Agreement shall not be binding on the Publisher unless said changes are approved in writing by Publisher. A Party may not destroy any advertising material except that Publisher will retain original artwork such as logos, renderings and airbrushes if Publisher makes a write-off request for return at the same time of submission.

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 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. Publisher 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 Advertiser, Publisher 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 Publisher makes a write-off request for return at the same time of submission.

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 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 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 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.