MISSION STATEMENT

Serendipity is a luxury lifestyle magazine celebrating the best of life in the Northeast—specifically Fairfield & Westchester Counties, NYC, the Hamptons, Martha's Vineyard and Nantucket. We are the ultimate source for finding the very finest trends in food, home, travel, style and much more. Each story is informative, entertaining and inspiring. This rich content is complemented by a commitment to giving back to the community we live in through non-profit partnerships and our signature events: Greenwich Wine + Food (Serendipity Golf Classic, Serendipity Fun Run and Festival Weekend), Serendipity Fashion Night Out and Design Market Symposiums.
EDITORIAL CALENDAR

MARCH/APRIL
Spring Home & Fashion
The season’s latest fashion trends. Tips on design, decorating, furniture, textiles and more. The best of indoor/outdoor living: inspirational gardens, intimate terraces and fine furnishings for both.

SPRING SPECIAL ISSUE
Design Market Digest
A resource guide for all home enthusiasts, this special issue will include exclusive profiles on design experts and showcase the latest trends in the field. Inspiration from architects, landscape designers, interior designers and more.

MAY/JUNE
Entertaining & Business
All things entertaining, including signature party trends and ideas from national and local renowned event experts. Plus: the dynamic, innovative people behind the coolest places to work and the most successful business ventures in the area.

JULY/AUGUST
Summer Hot List!
Kick off the summer season with the places you’ll want to travel, books you’ll want to read and all you’ll want to do, buy and see this season.

SEPTEMBER
Fall Fashion
The latest trends for the season including clothing, accessories and beauty, making this your “go-to shopping resource” for fall. Area graduation photos and special back-to-school tips, recipes and more.

OCTOBER/NOVEMBER
Wine + Food
Recipes from renowned celebrity & local chefs of the 2019 Greenwich Wine + Food Festival. Special features on holiday entertaining ideas and expertise (with focus on Thanksgiving).

FALL SPECIAL ISSUE
Design Market Digest
A home resource guide for the entire year, this special issue will highlight projects and tips from experts in the design field, from architects to designers to builders.

DECEMBER-FEBRUARY
Winter & Travel
Fashion, entertaining, shopping and decorating tips to help make all of your holidays perfect, including our ultimate gift guide. Plus: New Year’s inspiration, from spas to healthy advice to travel ideas for the whole year.

IN EVERY ISSUE: Home, food, style, travel and unique profiles on area people and businesses.
SPONSORED CONTENT

DESIGN MARKET DIGEST
On stands starting April 15
Our Seventh Annual Spring Design Market Digest is a Serendipity reader favorite, providing an interesting look into the foremost interior designers, architects, builders, landscape designers and all home industry businesses. This special home edition will feature the design industry’s expert advice with insightful profiles of the areas style-setters.

On stands starting November 1
A special home issue of the Design Market Digest exhibiting make-over/redesign projects by leading interior designers, builders, architects, landscape designers and all home industries. Profiles will shine a spotlight on your business and projects.

BUSINESSES GIVING BACK
May/June
This special promotional section will feature successful area businesses and the valuable charities they support. Each profile will shine a light on their dedication to the community and these incredible causes.

TOP MEDICAL CENTERS AND DOCTORS
July/August
A guide to the area's top Medical Facilities and leading individual practices. Each profile consists of original content to help our readers get to know your specialty and medical facility better.

BEST AREA SCHOOLS
July/August-October
A popular resource for all school and educational facilities in the region. Each profile contains valuable information about what makes each institution unique.

ULTIMATE GIFT GUIDE
Winter Issue
The resource for gift giving all year long. Be the first to see the latest trends in gift ideas for every person on their list and the area businesses where they can be found.

CUSTOM SPONSORED
Any Issue
In all issues Serendipity offers the opportunity for businesses to run a special sponsored profile of your business. Contact our sales team for more details at advertising@ungerpublishing.com.
AUDIENCE & DISTRIBUTION

AUDIENCE
Median Age: 42
73% Female
88% Married
66% Children at Home
Annual Household Income $600K+

DISTRIBUTION
6x per year + 1 special issue

REGION
Fairfield County, Westchester County and New York City,
the Hamptons, Martha’s Vineyard and Nantucket

SUBSCRIPTIONS, NEWSSTAND & SELECT LOCATIONS
24,000

READERSHIP
125,000

NON-PROFIT EVENTS
Average 2,000+ per issue
**DIGITAL**

*serendipitysocial.com*

is a daily destination offering our readers additional touch points to find the newest products, recent events and the latest lifestyle trends. Geared towards the well-traveled, philanthropic and stylish, the site offers editorial stories to engage each user with original content.

**AUDIENCE:**
$600,000+ average household income
$1,800,000+ average net worth
87% own a home
85% college graduates
35-44 average age of readers
64.8% female readers

**WEBSITE:**
*Average monthly traffic to serendipitysocial.com*
45,561 unique visitors
3.43 pages viewed per visitor
4.29 average session duration
360,000 page views

**E-NEWSLETTER:**
56,212+ readers

*Serendipity* offers weekly and daily updates in readers inbox on what’s new and what to do, eat, drink and shop in Fairfield and Westchester counties, NYC and nationwide!

**SOCIAL MEDIA:**
*Serendipity’s* active social media footprint connects with our readers in meaningful ways, with over 40,000 fans across our platforms.
The sixth-annual cocktail party will gather the premier décor and building experts featured in our Design Market Digest. The event celebrates the area’s must-have guide for anyone looking to buy, build, renovate or decorate a home.

**Plus:** we host two Design Symposia throughout the year.

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**NOTE:** Each of our signature events gives back to a featured area charity.

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The ninth-annual Greenwich WINE + FOOD Festival presented by Pepsico is the Northeast’s premier foodie festival with celebrity and award-winning local chefs, cooking demonstrations and tastings, live music and more. Thousands of people tour the 6.2-acre event, learning about new restaurants, products, local farms, spirits producers and services, while talking all things food with culinary experts from Westchester and Fairfield counties and beyond.

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This fifth-annual invitational fundraiser will bring local celebrities and industry leaders together for a wonderful day on a world-renowned course. Following the tournament there is a cocktail party and dinner.

This second-annual family-friendly fundraiser will bring area residents, local celebrities and industry leaders together for a friendly and competitive 5K run through Old Greenwich. Following the race there are games, food trucks and more.

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Guests from all over Fairfield & Westchester counties will love this night! Wine, great food and fashion come together under the same roof at this eighth-annual fabulous shopping event that benefits featured charities. We turn to the area’s most well-known philanthropic men and women to walk the runway in a 30-minute fashion show in looks from top local stores. Eat, drink, shop and meet the people who produce and promote your favorite brands.

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AD CALENDAR

MARCH/APRIL
Space Commitment: 1/25/2019 • Materials Due Date: 2/1/2019
On Sale Date: 3/1/2019

SPRING SPECIAL ISSUE
Space Commitment: 2/28/2019 • Materials Due Date: 3/8/2019
On Sale Date: 4/15/19

MAY/JUNE
Space Commitment: 3/22/2019 • Materials Due Date: 3/28/2019
On Sale Date: 5/1/2019

JULY/AUGUST
Space Commitment: 5/24/2019 • Materials Due Date: 5/31/2019
On Sale Date: 7/1/2019

SEPTEMBER
Space Commitment: 7/26/2019 • Materials Due Date: 8/1/2019
On Sale Date: 9/1/2019

OCTOBER/NOVEMBER
Space Commitment: 8/23/2019 • Materials Due Date: 8/30/2019
On Sale Date: 10/1/2019

FALL SPECIAL ISSUE
Space Commitment: 9/27/2019 • Materials Due Date: 10/1/2019
On Sale Date: 11/1/2019

DECEMBER-FEBRUARY
Space Commitment: 10/31/2019 • Materials Due Date: 11/7/2019
On Sale Date: 12/1/2019
SERENDIPITY

2019 MEDIA KIT
MAGAZINE
SPECS
MAGAZINE SPECs

MAGAZINE SIZE: 9" X 10.875", perfect bound
Safety from Trim: .25" on all sides
Bleed: .125" on all sides
Binding Method: Perfect

AD SIZES
Spread: Non-Bleed: 17.5"w x 10.375"h
   Bleed: 20"w x 11.25"h. NOTE: Live matter (text and images) must be 3/8" from the trim. Gutter safety is 5/16". For spreads, please allow 5/16" for text on BOTH sides of gutter.
Full Page: Non-Bleed: 8.5"w x 10.375"h
   Bleed: 9.25"w x 11.25"h
Half Page Horizontal: 8.5"w x 5"h
Half Page Vertical: 4"w x 10.375"h
One-Third Page: 2.77"w x 10.375"h
Quarter Page: 4"w x 5"h

PRINT FILE TYPES/INSTRUCTIONS
We prefer that all ads be submitted in PDF format at the actual size (300dpi). CMYK with no color management and all fonts embedded. Some color variance 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’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 before being published. 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 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 other 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 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, 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. Advertis-