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.

MISSION STATEMENT

For custom advertising and marketing solutions: Contact your Serendipity sales representative or Margot Brady, SVP, at MargotBrady@ungerpublishing.com
When I started Serendipity 10 years ago, I had a passion to create a resource that captures the essence of what makes this area so special—that highlights local non-profit organizations, as well as companies and people in our area that are doing exceptional things.

Each issue we create proves following your heart can lead to amazing things. I know it did for me.

SUNI UNGER
Founder & CEO, Unger Media

We search for the most inspiring, luxurious and bespoke experiences throughout New England and across the globe that speaks to our audience’s endless passion for living their best life.

LISA KENNEDY
Editor & SVP, Serendipity

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<table>
<thead>
<tr>
<th>Month</th>
<th>Theme</th>
<th>Materials Due</th>
<th>On Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH/APRIL</td>
<td>Spring Home &amp; Fashion &lt;br&gt;Spring Trend Preview &lt;br&gt;Home Design &lt;br&gt;Indoor/Outdoor Living</td>
<td>1/28/20</td>
<td>3/1/20</td>
</tr>
<tr>
<td>MAY/JUNE</td>
<td>Entertaining &amp; Business &lt;br&gt;2020 DMD Honorees &lt;br&gt;Spring Real Estate Trends &lt;br&gt;Profiles on Industry Experts &amp; Projects</td>
<td>4/1/20</td>
<td>5/1/20</td>
</tr>
<tr>
<td>JULY/AUGUST</td>
<td>Your Perfect Summer &lt;br&gt;Summer Recipes &lt;br&gt;Ultimate Beach Reads &lt;br&gt;Easy Summer Style</td>
<td>6/4/20</td>
<td>7/1/20</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Fall Fashion &amp; Back to Routine &lt;br&gt;2020 Graduation Photos</td>
<td>7/28/20</td>
<td>9/1/20</td>
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<tr>
<td>OCTOBER/NOVEMBER</td>
<td>Greenwich Wine + Food 10th Anniversary Issue &lt;br&gt;Celebrity &amp; Local Chefs Recipes &lt;br&gt;Innovative Chef Awards Health &amp; Wellness Insert</td>
<td>9/7/20</td>
<td>10/1/20</td>
</tr>
<tr>
<td>WINTER (DEC – FEB)</td>
<td>Holidays &amp; Winter Travel &lt;br&gt;Ultimate Gift Guide &lt;br&gt;Holiday Style &amp; Entertaining &lt;br&gt;Luxury Travel Trends</td>
<td>10/30/20</td>
<td>12/1/20</td>
</tr>
</tbody>
</table>

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## AUDIENCE PROFILE

<table>
<thead>
<tr>
<th></th>
<th>DIGITAL</th>
<th>PRINT</th>
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<tbody>
<tr>
<td>WOMEN</td>
<td>65%</td>
<td>73%</td>
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<tr>
<td>MEN</td>
<td>35%</td>
<td>27%</td>
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<td>MEDIAN AGE</td>
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<tr>
<td>25-34 YEARS</td>
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<td>35-44 YEARS</td>
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<tr>
<td>45-54 YEARS</td>
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<td>55-64 YEARS</td>
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<td>GRADUATED COLLEGE</td>
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<td>MARRIED</td>
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<td>CHILDREN IN HH</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>MEDIAN HHI</td>
<td>$600K+</td>
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<tr>
<td>EST. NET WORTH</td>
<td>$1.8MM</td>
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</tr>
<tr>
<td>OWNS HOME</td>
<td>87%</td>
<td></td>
</tr>
</tbody>
</table>

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SERENDIPITY

MAKE AN IMPRESSION

927,500+ TOTAL BRAND IMPRESSIONS

SERENDIPITY

TOTAL AUDIENCE

200,000

SUBSCRIPTION AND ISSUES AT NEWSSTAND & SELECT LOCATIONS

24,000

ISSUES DISTRIBUTED AT NON-PROFIT GALAS/EVENTS, & SERENDIPITY SIGNATURE EVENTS

12,000

REGIONS: FAIRFIELD & WESTCHESTER COUNTIES, NYC, THE HAMPTONS, MARTHA’S VINEYARDS AND NANTUCKET

SERENDIPITYSOCIAL.COM

TOTAL UNIQUE VISITORS

600,000

AVG. MONTHLY PAGE VIEWS

175,000

AVE. PAGES VISITED PER SESSION

3.5

OPT-IN E-NEWSLETTER SUBSCRIBERS

56,000

SOCIAL MEDIA FOLLOWERS

SERENDIPITY FACEBOOK

35,000

SERENDIPITY INSTAGRAM

7,500

GREENWICH WINE + FOOD FACEBOOK

22,000

GREENWICH WINE + FOOD INSTAGRAM

7,000

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FEBRUARY
Serendipity Fashion Night Out!
Curated Fashion Show
Celebrity Host
Cocktail Reception & Shopping
Social Influencers, Philanthropists, and Community Leaders
Custom Brand Activations

SPRING
6th Annual Spring Design Market Digest
Spring DMD Special Issue
DMD Honoree Reception
Industry Leaders, Design and Real Estate Influencers, and Affluent Consumers
Custom Brand Experiences

JUNE
6th Annual GWF Golf Classic
Gourmet Lunch, Reception and Casino Night
Hole-in-One Sponsorship
Luxury Gift Suite
Custom Brand Activations On & Off the Course

JUNE
3rd Annual GWF Family Fun Run
Health & Wellness Experience
Running & Fitness Enthusiasts
Family Friendly Activities
Pre-Run Stretch
Food Trucks & Festive Environment
Custom Brand Activations

SEPTEMBER
10th Anniversary: Greenwich Wine + Food Festival
3-Day, World-Class Culinary Feast
6,500+ Affluent Foodies
Celebrity & Locally Renown Chef Demos
Concert with Award-Winning Musicians
Friday Master Chef Wine Gala

NOVEMBER
2nd Annual Fall Design Market Digest
Fall DMD Special Issue
Design Innovators Awards
Industry Leaders, Design and Real Estate Influencers, and Affluent Consumers
Custom Brand Experiences

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SERENDIPITY

SPONSORED CONTENT OPPORTUNITIES

DESIGN & REAL ESTATE
• 8th Annual Spring Design Market Digest: Profiles and time-tested advice from top interior designers, architects, builders, landscape designers and home industry experts.
• 3rd Annual Fall Design Market Digest: Innovative makeover/redesign projects by area home industry experts.

HEALTH & WELLNESS
• Advocate for Your Health (July/August): Guide to the area’s top medical facilities, medical practices, specialists and wellness centers.
• Detachable Guide to Health & Wellness (October/November): Focus on medical specialists, their services and unique approach to healthcare.
• Smarter Skin Special Advertising Section (Winter): Profiles on innovative skincare experts, from dermatologists to medical spas.

BUSINESS & RETAIL
• Businesses Giving Back (May/June): Profiles on successful area businesses, focusing on their commitment to community and the valuable charities they support.
• Shop Talk (September): Profiles on designer boutiques and retailers providing exceptional service and trend-setting products.
• Ultimate Gift Guide (Winter): From the holidays to special occasions throughout the year, this shopping guide showcases the latest trends and gift ideas for families, friends, colleagues and clients.

SCHOOLS
Top Area Schools (July/August, September, October/November): Go-to resource for families in search of premier schools and educational facilities, complete with open house calendar.

TRAVEL
• Spring Getaways (March/April): Trends in spring travel from luxury beach resorts to romantic weekends.
• Winter Getaways (Winter): From ski weekends to sunny escapes, we profile the best winter destinations near & far.

LOCAL CULINARY EXPERIENCES
The Guide (July/August, September, October/November, Winter): Must-visit restaurants, bakeries, cafés, bars, food trucks and markets in the region.

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MARKETING OPPORTUNITIES

We create tailored, multi-platform solutions that showcase your products, services and unique experiences to socially-active, high-net-worth consumers.

- Custom multi-media promotions
- Native, branded content solutions for print, digital and social campaigns
- High-impact in-magazine and cover units
- Cover integrations and exclusive cover parties
- Buzz-worthy custom consumer, trade and C-Level events
- Engaging in-store events and retail bounce back activations
- Social, digital, custom video and e-mail/e-newsletter packages

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SERENDIPITY

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
Spread Bleed: 20”w x 11.125”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
Full Page 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.
TERMS & 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 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 to the Publisher 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 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 use the property of the Advertiser in the manner of Publisher’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 respond 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 sale 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.

ASSIGNMENT. This Agreement and the rights and obligations of the parties hereto shall bind and inure to the benefit of any successor or successors of UPL by reorganization, merger, consolidation, sale or transfer of all or a portion of UPL’s business or assets to a third party, or other transfer wise, and any assignee of all or substantially all of its assets, business, obligations and duties, but, neither this Agreement nor any rights or benefits hereunder may be assigned by Sponsor without prior written approval by UPL.