

# Unlocking Litchfield

All things food, fashion, fitness, and fun in Litchfield County, Connecticut

*Unlocking Litchfield* tells the stories of local businesses and the people behind them. This is *the* place to find out all about cool and interesting things to do in Litchfield County plus exciting getaway spots around the globe!

[www.unlockinglitchfield.com](http://www.unlockinglitchfield.com)  
hello@unlockinglitchfield.com  
860 480-5974



## Meet the Photographer

Lora is an accomplished celebrity, events, and portrait photographer. She thinks laughter and a positive attitude is the key to happiness and success, and she has a great eye for taking fabulous photos. See more of her work at [www.lorakaram.com](http://www.lorakaram.com).

## Meet the Writer

Beverley brings a diverse background in the arts, leisure, and fitness. She loves discovering new places, things, and ideas and is always ready to take on the challenge of trying new experiences on behalf of our readers. She loves sharing the fun stories of our adventures and encounters.

Take Lora's incredible photography skills, add Bev's love of telling a humorous yet informative story, and mix in their shared social media addiction—these two were made for each other in Blogging Heaven!

## AUDIENCE STATISTICS

### Gender

Female **71%**  
Male **29%**

### Age

18-24 **7%**  
25-34 **19%**  
35-44 **19%**  
45-54 **23%**  
55-64 **22%**  
65+ **10%**

### Visitors

Since we launched in April 2015:  
we've had **45,000+** unique  
visitors

**30%** of those visitors have come  
back for more

We have on average **3,000** visitors  
per month

And our monthly newsletter has an  
open rate of **47.4%**

### Location

BY STATE

Connecticut **59%**  
New York **17%**

BY METRO

Hartford & New Haven **48%**  
(includes Litchfield, New Haven,  
Hartford counties)

New York **28%**  
(includes Fairfield and Westchester  
County and New York City)

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*Unlocking Litchfield* can help you promote your local business. We offer a range of affordable options to allow you to get the most out of your feature article.

## ADVERTISE WITH US

### Advertising

We offer affordable advertising on our website and in our monthly newsletter.

**Website ad—standard: \$75/month**  
(spot may be shared by up to four businesses)

**Newsletter banner ad: \$50/month**  
(reach our subscribers by placing an ad in our monthly newsletter, only one available per month)

Website ad  
**290 x 210 px**

Newsletter banner ad  
**530 x 100 px**

**Ad order deadline:** on or before the **15th** of the month

**Ad artwork deadline:** on or before the **20th** of the month

**Artwork delivery:** please email your artwork to [hello@unlockinglitchfield.com](mailto:hello@unlockinglitchfield.com) and include in your email the web address where your ad should link

**Artwork requirements:** artwork should be prepared in RGB at 300 dpi as a JPG or PDF

**Artwork assistance:** If you need us to develop an ad for you we can for an additional fee. If you just need existing art resized (logo or other image), we can prepare the ad for \$10. If you don't have a logo or art to start from, we can design an ad for \$50.

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## PROMOTE YOUR BUSINESS

### Photos

Love the photos we took during our visit and wish you could use them? You're in luck, the images we take are available for purchase.

#### Promotional use

(for use on websites, brochures, newsletters)

**\$35/image** 1-2 images

**\$30/image** 3-5 images

**\$25/image** 6+ images

#### Commercial use

(for use on merchandise or any item you might sell)

#### Ask for a quote

We can also do additional custom photoshoots, just let us know what you have in mind, and we'll put together a quote.

### Videos

Add a video to your feature! Contact us for custom pricing.

### Feature article distribution

Want to share our feature article with your mailing list? We can prepare a custom ecard of the feature article that we can send to your mailing list on your behalf for **\$50**.

We'll never use your mailing list without your authorization.

## WHAT PEOPLE SAY

"This is so great! And the photos are beautiful. The team is really happy about how it came out."

~ Vanessa Santos, *Senior Account Executive*  
Michelle Lehmann Communications, PR for White Hart Inn

"You gals are great...truly, you are fun loving and real."

~ Ann Nyberg, *WTNH & Network Connecticut*

"We love our piece! Thanks so much for coming over. The coverage was great, and we love the way you portrayed our family and story."

~ Kenneth C. Natori, *President, The Natori Company*

"It really is a PERFECT piece... You both are great! And this blog is going places!!!!"

~ Bartley Johnstone, *B. Johnstone & Co.*

"You are the stars of the film. What outstanding professional coverage of Arethusa! It shows that you have a unique style of telling a story. Love your class!"

~ Tony Yurgaitis, *VP of Manolo Blahnik*

"This is wonderful, you are the best!! I just love it and I can't thank you enough!! I hope you will come back soon."

~ Robert Couturier, *International architect and designer*