

Unlocking Connecticut

Adventures • Stories • Experiences

Unlocking Connecticut 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 Connecticut plus exciting getaway spots around the globe!

www.unlockingconnecticut.com
hello@unlockingconnecticut.com
860 480-5974



Meet the Photographer

Lora is an accomplished celebrity, events, and portrait photographer. She's also a goofy, fashion-loving, wine drinker obsessed with capturing the perfect shot. See more of her work at www.lorakaram.com.

Meet the Writer

Bev likes to experience new places and things then write about them in blog posts! She's constantly dreaming up ways to spin a fun, hands-on angle to all of their Unlocking missions. When she's not blogging, she's getting her fitness freak on, binge-watching Netflix, or wishing she could dress more like Iris Apfel.

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%**

Impact

Average monthly page views
9,000+

Social media followers
12,000+

Average weekly Instagram impressions
50,000+

Monthly newsletter subscribers
1,500+

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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LET US HELP PROMOTE YOUR BUSINESS

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

Sponsored post

Want a custom-written blog post including photos, links, and an optional giveaway? That's what we do best! We also include our posts in our monthly newsletter.

Contact us for a quote

Monthly newsletter

Featured business

Be the expert and give tips to our readers by featuring your business in our monthly newsletter, only one available per month.

\$75/month

Item of the month

Let our subscribers know about your product by showcasing it in our monthly newsletter, only one available per month.

\$75/month

Website ad

Advertise in a rotating (290 x 210 px) spot on our website. Spot may be shared by up to four businesses.

\$75/month

Social media campaign

Need help promoting an event or giveaway? We can help by sharing your information on our social media channels.

Starting at \$75

Newsletter deadline: on or before the **15th** of the month

Artwork/content delivery: please email your artwork or content to hello@unlockingconnecticut.com. For website ads be sure to 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

Speaking engagements and brand ambassadors

Looking for someone to host or MC your event? Need a judge for a competition? Want someone to speak about supporting local businesses? Look no further, we are available for speaking engagements, video appearances, and to support just about any kind of local event.

Contact us for a quote

Photos

Love the photos we took during our visit and wish you could have high-res versions of them to use to promote your business? 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.

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WHAT PEOPLE SAY

“You are amazing! Your shots are beautiful, so clear, graphic, tactile, emotional... the story hit on so many points that are important to us. You really told our story!”
~ Jed Krascella, *Creative Director, JED*

“Being included in your blog felt like such a treat with delicious photographs and lovely words. We are so thrilled to see how your well deserved hard work and love for our corner of Connecticut is now expanding State-wide.”
~ Simon Kneen, *Creative Director, Grey New England Grey New York*

“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*

“Unlocking Connecticut is a fresh sophisticated point of view presented in a beautiful format with stunning photography. Perfect when you want to sit back and relax. I love it!”
~ Adam Broderick, *Adam Broderick Salon & Spa*

“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*

“I wanted to let you know that the first 2 sales of the day both mentioned your blog as the reason they came! Thanks for such an amazing job you do everyday!”
~ Darin Ronning, *Owner, Bantam Tileworks*

BRANDS WE'VE COLLABORATED WITH

95.9 the Fox
Cranwell Resort and Spa
Foxwoods Resort and Casino
Iceland Air
J. McLaughlin
JED

Kimpton Hotels
Lime Rock
LL Bean
Lord & Taylor
Manolo Blahnik
MOMIX

Natori Company
Opus One
Pared Eyewear
RMS Companies
Winivan