

media kit



the day

M A G A Z I N E

DMG
DAYMEDIAGROUP

The Day Magazine is a monthly magazine bringing you the best of the Connecticut River Valley, southeastern Connecticut, northeastern Connecticut and southern Rhode Island. Look for it in home delivery editions of *The Day* newspaper the first Sunday of every month. The magazine highlights seasonal stories of interest, as well as locally sourced features. Don't miss your chance to be included in this glossy, full-color publication.

PLANNED* MONTHLY THEMES INCLUDE:

January 1, 2023

Health and wellness / travel

EDITORIAL CONTENT DUE November 7, 2022

AD RESERVATIONS AND COPY DUE November 16, 2022

FINAL AD APPROVAL DUE December 2, 2022

February 5, 2023

Technology

EDITORIAL CONTENT DUE December 23, 2022

AD RESERVATIONS AND COPY DUE December 27, 2022

FINAL AD APPROVAL DUE January 11, 2023

March 5, 2023

Weddings

EDITORIAL CONTENT DUE January 16, 2022

AD RESERVATIONS AND COPY DUE January 23, 2022

FINAL AD APPROVAL DUE February 6, 2023

April 2, 2023

Environment and outdoors

EDITORIAL CONTENT DUE February 13, 2022

AD RESERVATIONS AND COPY DUE February 20, 2022

FINAL AD APPROVAL DUE March 6, 2023

May 7, 2023

Food

EDITORIAL CONTENT DUE March 20, 2022

AD RESERVATIONS AND COPY DUE March 27, 2022

FINAL AD APPROVAL DUE April 10, 2023

June 4, 2023

Summer outdoor adventures

EDITORIAL CONTENT DUE APRIL 17, 2022

AD RESERVATIONS AND COPY DUE APRIL 24, 2022

FINAL AD APPROVAL DUE May 8, 2023

July 2, 2023

Life planning

EDITORIAL CONTENT DUE May 15, 2022

AD RESERVATIONS AND COPY DUE May 22, 2022

FINAL AD APPROVAL DUE June 5, 2023

August 6, 2023

Best of the Best

EDITORIAL CONTENT DUE June 12, 2022

AD RESERVATIONS AND COPY DUE June 19, 2022

FINAL AD APPROVAL DUE July 3, 2023

September 3, 2023

Animals and wildlife / mental health

EDITORIAL CONTENT DUE July 17, 2022

AD RESERVATIONS AND COPY DUE July 24, 2022

FINAL AD APPROVAL DUE August 7, 2023

October 1, 2023

Arts and entertainment / fall

EDITORIAL CONTENT DUE August 14, 2022

AD RESERVATIONS AND COPY DUE August 21, 2022

FINAL AD APPROVAL DUE September 5, 2023

November 5, 2023

Winter outdoor adventures

EDITORIAL CONTENT DUE September 18, 2022

AD RESERVATIONS AND COPY DUE September 25, 2022

FINAL AD APPROVAL DUE October 9, 2023

December 3, 2023

Holidays

EDITORIAL CONTENT DUE October 13, 2022

AD RESERVATIONS AND COPY DUE October 20, 2022

FINAL AD APPROVAL DUE November 3, 2023

**Themes and features may change throughout the year*

Each issue of *The Day Magazine* covers a wide variety of locally relevant topics, from events to business profiles, recipes to must-read books, travel tips to health advice and more. You can find the articles you want to read organized by topic for easy access to your particular interests.

TOPICS MAY INCLUDE:

CORRESPONDENCE Editor's letter, messages from readers, and general catching-up from previous issues

IN THE SPOTLIGHT *The Day Magazine* shines the light on local performances, museum exhibits and culturally diverse events, including stories about people worth noting in the arts community

PEOPLE & PLACES Business and people profiles, financial advice and new commercial openings

TASTE A deep dive into all things food and drink; featuring local restaurants, locally sourced produce, recipes and more

HOME & GARDEN Current real estate trends, home and garden tips and advice, shopping for home goods & decor, inspiration, DIY, and more for your home, inside and out

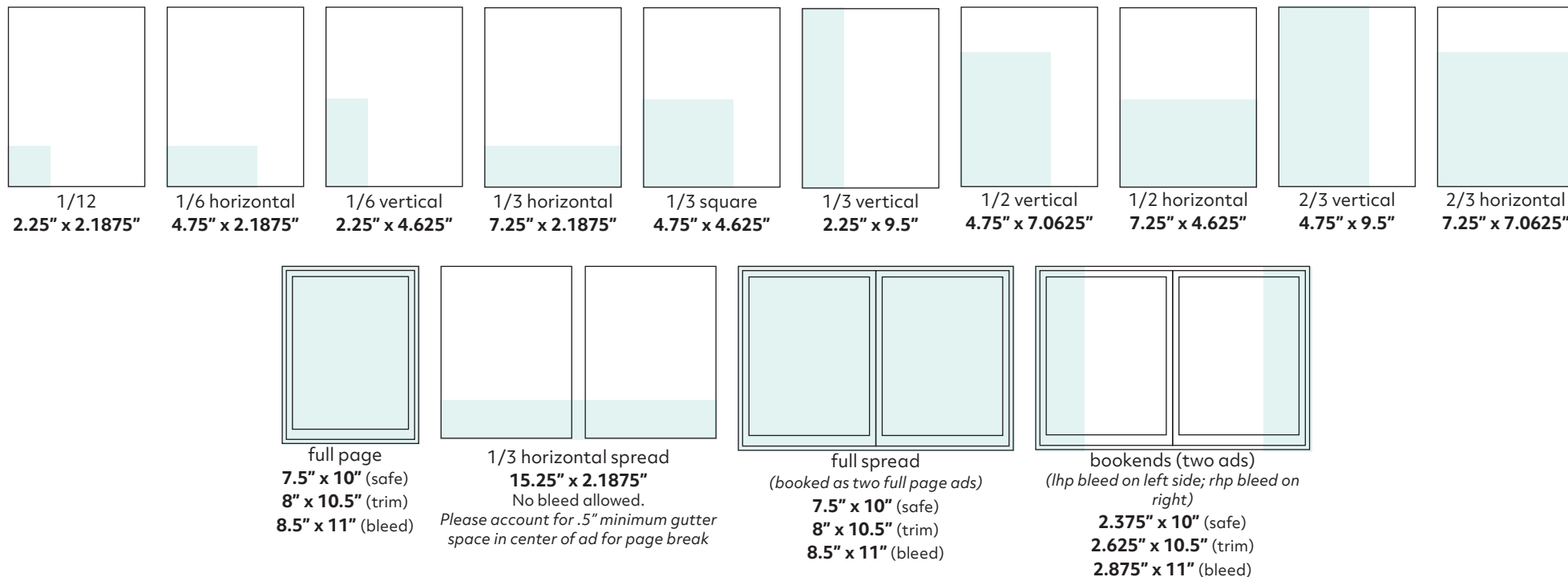
LOOKING BACK Features highlighting the past, present and future of our region

TRENDING A segment highlighting local shopping treasures, fashion and beauty advice, books and movies to check out, technological advancements and a guide to local shopping

LIFE CYCLES All stages of life advice – parenting, pets, new college grads, retirement and more

EXPLORATIONS Information about day trips and exotic travel complete with captivating images

INTERVIEW Get to know a notable local through a series of questions



MAGAZINE SPECS:

- Trim: 8" x 10.5"
- Safe Area: .25" from trim
- Bleed: add .25" to trim
- Web offset; saddle-stitched

PRINT-READY SUBMISSIONS:

- PDF/X-1a, PDF/X-3, PDF/X-4 accepted with embedded and 100% subsetted fonts
- JPG accepted at 300 dpi, CMYK color space
- INDD, PSD native files with all fonts and artwork included
- Files must be compatible with Adobe CC 2020 and earlier
- Send all print-ready files to your Multimedia Consultant

MATERIAL REQUIREMENTS:

Photos

- Resolution must be 300 dpi
- Accepted file types are JPG, TIFF

Line art

- Resolution must be 1200 dpi
- Accepted file types are JPG, AI, EPS, or TIFF

Colors

- SWOP standards apply (Specs for Web Offset Publications)
- Colors must be CMYK
- All spot colors will be converted
- TAC (Total Area Coverage) should not exceed 300%

Use of rich black

- Black type, rules, and borders should use 100% K
- Rich black is not permitted for type, rules, and borders

AD PRODUCTION:

The Day offers complimentary, professional creative talent and production services. Contact your Multimedia Consultant for more information.

COPY RESTRICTIONS:

The publisher reserves the right, at its absolute discretion and at any time, to reject advertising materials that do not adhere to our standards or might be considered offensive. Advertisements that simulate editorial content must be clearly labeled "PAID ADVERTISEMENT". If file provider does not label properly, The Day Magazine will do so.

Advertisers are solely responsible for the content of their advertisements. The Day Magazine accepts no responsibility for typographical errors on print-ready ads or client-approved ads

REGULAR RATES

AD SIZE	1X	3X	6X	12X
Spread (2 ads)	\$2695	\$2415	\$2300	\$1875
Full Page	\$1325	\$1195	\$1130	\$925
2/3 Page	\$1050	\$950	\$850	\$715
1/2 Page	\$750	\$655	\$615	\$495
1/3 Page	\$500	\$450	\$425	\$350
1/6 Page	\$285	\$250	\$230	\$175
1/12 Page	\$310	\$235	\$185	\$135

SPECIAL SIZES

AD SIZE	1X	3X	6X	12X
L-Shape	\$850	\$760	\$630	\$480
Flex	\$730	\$655	\$610	\$495
1/3 Spread	\$1050	\$950	\$850	\$715
Bookends	\$1050	\$950	\$850	\$715

ADJACENCIES

AD SIZE	1X	3X	6X	12X
L-Shape	6 or 12 mo. commitment required		\$760	\$580
Flex	6 or 12 mo. commitment required		\$730	\$550

PREMIUM POSITIONS

AD SIZE	1X	3X	6X	12X
Back Cover	12 mo. commitment required			\$1650
Inside Front	\$1425	\$1295	\$1260	\$1145
Inside Back	\$1425	\$1295	\$1260	\$1145
Page 3	\$1555	\$1425	\$1260	\$1145
Page 5	\$1425	\$1295	\$1170	\$975
2/3 Index (2/3 V)	\$1260	\$1140	\$1020	\$858
Index (1/3 H)	\$715	\$630	\$595	\$475

LISTINGS (SEE PAGE 7 FOR DETAILS)

AD SIZE	1X	3X	6X	12X
Basic	6 or 12 mo. commitment required		\$75	\$55
Enhanced	6 or 12 mo. commitment required		\$110	\$80

LOCAL FINDS (SEE PAGE 7 FOR DETAILS)

AD SIZE	1X	3X	6X	12X
1 Product	\$295	\$295	\$240	\$240

PROFILES (SEE PAGE 7 FOR DETAILS)

AD SIZE	1X	3X	6X	12X
1 Profile	\$375	\$375	\$315	\$315

SPONSORED CONTENT (SEE PAGE 8 FOR DETAILS)

PAGES	DETAILS	1X
1 page	350 word maximum plus photos	\$945
2 pages	400-800 words plus photos	\$1575
3 pages	800-1000 words plus photos	\$2205

Receive a 20% discount on your sponsored content with the purchase of an ad in the same month

RATE DETAILS

- All rates are per ad
- All rates include color
- All full page and bookend ads must have bleed

CANCELLATION

Cancellations accepted with written notice if received no later than 3 business days after reservation deadline. Cancellations received more than 4 days after reservation deadline will be billed at the full rate

SPECIAL AD SHAPES



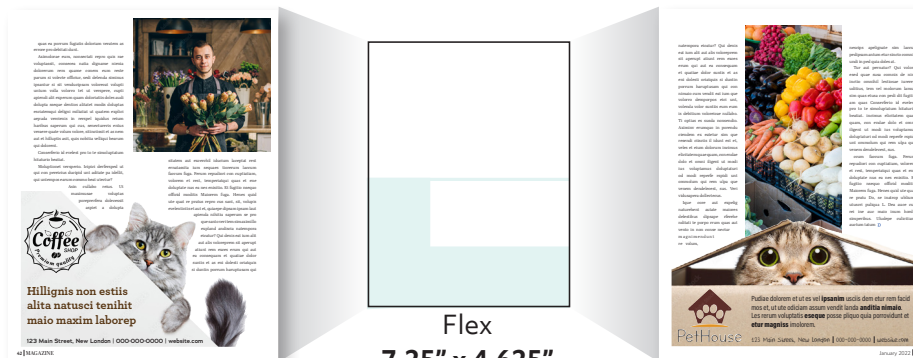
L-Shape
7.25" x 9.5"

50% usable space;
must be in L shape



Reverse L
7.25" x 9.5"

50% usable
space; must be in
backwards L shape



Flex
7.25" x 4.625"
70% usable space

RESTAURANT LISTINGS

Basic


Includes category, business name, hours, address, phone, web, amenities icons

Enhanced

Includes basic listing plus 30 word description and photo

AMERICAN
CHARLIE'S PLACE RESTAURANT
Open Tuesday–Sunday 11 a.m.–8 p.m.
26 West Main Street, Niantic; 860-739-2975;
charliesplacerestaurant.com
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JAPANESE
SAMURAI NOODLE



Authentic Japanese ramen noodle soup, Asian barbecue and sushi in downtown Mystic. Noodles are made fresh daily on site. Happy hour 4–6 every day.
Open Monday–Friday 11:30 a.m.–9 p.m.; Saturday–Sunday 12–10 p.m.
27 West Main Street, Mystic
860-415-9317; samurainoodlemystic.com
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- Only one (1) restaurant per listing
- Listings appear alphabetical by category and then by restaurant name
- 30 word limit for enhanced listing descriptions. Text subject to editing or trimming, and to review and approval by editorial staff
- No logos permitted instead of a photo
- Photos must be 300dpi and a minimum of 4" wide
- Square or vertical oriented images preferred
- Image must contain food or interior/exterior of restaurant
- Photos subject to review and approval by editorial staff
- All copy and photos are due by ad copy deadline
- Proofs will not be provided unless deemed necessary by editorial staff

LOCAL FINDS

Includes:

Item name, description, price, business name, address, phone, website

trending | LOCAL

Shop unique. Shop local.

Local holiday gift ideas perfect for December!

Current findings @ thedaymagazine.com feature your products.

1. **FRIDA KAHLO CUFF**
Elegant collection of jewelry, art, and jewelry is handmade in Connecticut and reflects the rich tradition and culture of the artist. The cuff is made of sterling silver and is adorned with a stunning image of Frida Kahlo's self-portrait with a cat. \$25.00
Mia's Jewelry, 110 Highland Ave., Guilford, CT 06430; miajewelry.com

2. **THE AUTHENTICITY PROJECT: A NOVEL**
The Authenticity Project is a novel by Clare Pooley. It is a story about a young woman who is struggling to find her own voice and identity in a world that is constantly changing. \$14.99
Book Square Books, 2100 Main Street, Niantic, CT 06350; booksquarebooks.com

3. **CHRISTMAS SEED BLEND**
This seasonal blend of seeds is a delicious and healthy snack. It is made with a variety of seeds, including sunflower, pumpkin, and flax. \$14.99
Mia's Jewelry, 110 Highland Ave., Guilford, CT 06430; miajewelry.com

4. **FOUR CORNER BAG AND HANDLE KIT**
The Four Corner Bag and Handle Kit is a versatile and stylish accessory. It is made of high-quality materials and is perfect for carrying your books, papers, or other essentials. \$44.99
Book Square Books, 2100 Main Street, Niantic, CT 06350; booksquarebooks.com

5. **PRODIGE CRYSTALLINE SHIP WOODEN MODEL KIT**
The Prodigy Crystalline Ship Wooden Model Kit is a beautiful and intricate model of a ship. It is made of high-quality wood and is perfect for collectors or as a gift. \$29.99
Book Square Books, 2100 Main Street, Niantic, CT 06350; booksquarebooks.com

6. **CARDINAL KEYSAKE BELLS**
These cute and colorful bells are perfect for hanging on your Christmas tree. They are made of high-quality materials and are perfect for adding a touch of holiday cheer. \$14.99
Mia's Jewelry, 110 Highland Ave., Guilford, CT 06430; miajewelry.com

7. **COZY SLIPPERS BY LEMON**
These cozy and comfortable slippers are perfect for keeping your feet warm during the holiday season. They are made of high-quality materials and are perfect for anyone who loves a good pair of slippers. \$29.99
Mia's Jewelry, 110 Highland Ave., Guilford, CT 06430; miajewelry.com

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- Only one (1) item or set (e.g. earrings & bracelet) per find
- The order in which finds appear is random and based on photo shape and composition.
- No position requests will be accepted
- Finds should change each month to highlight a new product. Products can be rerun once every six months if desired
- 50 word limit for item description. Text subject to editing or trimming, and to review and approval by editorial staff
- No logos permitted instead of a product photo
- Photos must be 300dpi and a minimum of 6" wide
- Products must be able to be isolated from the background of the image or taken on a white background
- Images must contain one (1) product or set of products
- Photos subject to review and approval by editorial staff
- All copy and photos are due by ad copy deadline
- Proofs will not be provided unless deemed necessary by editorial staff

PROFILES

Includes:


Name, writeup, headshot, logo, business name, business details (hours, license #, etc.), address, phone, website

PAID ADVERTISEMENT

Dr. Raja Fattaleh, MD

Dr. Fattaleh has been practicing family medicine for approximately 28 years. He sees patients of all ages and performs dermatological office procedures as well as routine gynecological preventative medicine. He has a passion for treating ADHD, diabetes, migraines, mental health disorders and a wide variety of medical issues. At the Diabetes and Weight Loss Center of Northeast CT, LLC Dr. Fattaleh offers a cutting-edge treatment for weight loss and muscle gain via the Emsculpt NEO system. During a 30-minute treatment, patients experience a pain-free muscle stimulation that is the equivalent of 5,000 abdominal sit ups. No special preparation is necessary before treatment and no downtime is needed after treatment. Emsculpt NEO will help patients achieve their health, wellness and weight loss goals. In addition to Emsculpt NEO, Dr. Fattaleh also offers diet and lifestyle counseling and medication management in order to maximize the results of his patients' treatment.

DIABETES AND WEIGHT LOSS CENTER OF NORTHEAST CT, LLC
353 Ponfret Street, Putnam; 860-928-1111; CTWeightLoss.net



- Only one (1) person per profile
- Profiles of the same person can only run once every 6 months, but one business can run multiple profiles of different people
- 150 word limit. Text subject to editing or trimming, and to review and approval by editorial staff
- Shape and size of space varies based on available space, length of copy and size of photo. No profile shall exceed 7.25" x 4.625"
- Logos permitted only in addition to headshot, logo cannot be substituted for headshot
- Photos must be 300dpi and a minimum of 4" wide
- Logos should be vector AI, EPS, or SVG format if possible, otherwise logos must follow photo specs
- Photos subject to review and approval by editorial staff
- All copy and photos are due by ad copy deadline
- Proofs will not be provided unless deemed necessary by editorial staff

SPONSORED CONTENT

people & places

SPONSORED

CONTENT

The changing face of the home heating oil industry in Connecticut

GREENER, CLEANER AND BEING RUN BY WOMEN

BROUGHT TO YOU BY DENSMORE OIL COMPANY, IN CONJUNCTION WITH THE CONNECTICUT ENERGY MARKETERS ASSOCIATION (CEMA)

BY SHELLEY SINOLAND, CHIEF COMMUNICATIONS OFFICER, CEMA

Jamie Denmore is the third-generation owner of Denmore Oil Company in Mystic. Her cozy, salmon pink office building has been a fixture in town for more than 60 years, and is located kitty corner to Mystic Plaza, the nostalgic spot that inspired the iconic 1988 Julia Roberts film.

Not exactly the picture people might imagine when they think of a home heating oil dealer, but people like Denmore are changing the face of the industry. Women, now more than ever, have taken over the reins of their family businesses and are helping to move them in new directions.

"The industry has changed a lot," Denmore said. "I mean, 70 years ago, do you think there would be a woman running an oil company? Probably not, but I see more and more females at our industry summit. It's great to see that we are becoming a more diverse industry, not just with our fuel but with the people running our companies."

Denmore, a young mother with a toddler at home, holds two degrees: a bachelor's in biological science



and a master's in public administration.

"Where this industry is going is very much on track with my school background and what I believe in," Denmore said. "We offer a cleaner, greener fuel and our customers love it."

In fact, the home heating oil industry in Connecticut has made significant strides during the past decade to lower greenhouse gas emissions. Heating oil in Connecticut is now an ultra low sulfur fuel mixed with biodiesel, a renewable green fuel made from discarded

restaurant oil and soybean oil. The brand name is Bioheat® fuel, and it's better for the environment than natural gas.

"It's made right here in the United States which is big for us," Denmore said. "All of our heating systems are also made in the U.S., which is important to us because it helps keep good-paying jobs here at home. It also reduces our dependency on foreign oil."

In fact, the largest biodiesel manufacturer in New England is located in New Haven Harbor, creating jobs and fueling the local economy.

"The narrative is that fossil fuels are just this horrible thing and the place that's missing from that is that the industry in Connecticut—and New England for that matter—has really taken it upon ourselves to move to a greener, cleaner fuel," said Kate Childs, vice president of Tuxis Oil's Fuel based in Meriden.

That's why Childs, Denmore and other home heating oil retailers in Connecticut are urging state regulators not to leave them out of the state's new energy plan, which looks to move homes and businesses away from fossil fuels and toward electric heat as a way to lower greenhouse gas emissions.

"We don't want to have people with no heat in the middle of winter because their electricity went out," Childs said. "Our grid can't handle everything. Hooking up more homes and cars to an already overburdened regional grid will only lead to more problems, and I fear put people in danger."

Not only that, the state's new plan to electrify everything could potentially make utilities the only game in town: no heating oil, no natural gas, no propane.

"I think it's best if consumers have a choice on how they want to heat their homes," said Sue Santopietro, president of Baribault Fuel in Oakville. "If people want

electric heat, they should be able to get electric heat. If people want heating oil, propane or natural gas, they should be able to get that too. The more choices that consumers have, the better it is for prices and services."

Customer service is something Denmore says sets herself apart from those mega monopolies.

"I had a customer who called me yesterday to have me help her set up her new cell phone. Are you going to tell me that a major utility company is going to do that?" Denmore said.

"We also have people who need their batteries changed in their thermostat and we go over there and change them for free," Denmore continued. "We are the first people you call when there is an emergency and a lot of the times it doesn't have anything to do with us. People know that we are the ones who are going to show up. When you call us, you always get a real person; there is no answering service. You're not going to get that with a utility, never in a million years."

To stop the state's electrification efforts, people are being urged to contact their state lawmakers and tell them to not support the Connecticut Department of Energy and Environmental Protection's Comprehensive Energy Strategy 2022. ☐

LEFT: Jamie Denmore, owner of Denmore Oil Company in Mystic, holds two degrees, including one in biological science.



RIGHT: Denmore Oil delivers home heating oil and exceptional customer service, even going so far as to help their customers with problems unrelated to heating. PHOTO COURTESY OF DENSMORE OIL COMPANY

Brought to you by Denmore Oil Company: 1 Water St., Mystic; 860-636-7527; denmoreoil.com
Open Monday-Friday 8 a.m.-4:30 p.m.; Closed Saturday & Sunday
Factual statements made by Connecticut Energy Marketers Association. For details, contact 860-632-3043 or 1-866-621-4273 or visit cema.com.

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SPONSORED CONTENT

life cycles

A collaborative approach to replacing unwanted dentures



BROUGHT TO YOU BY GRANITEVILLE DENTAL SOLUTIONS

Dentures use to be rigid, "one-size-fits-all" solutions for tooth loss. With modern technology and advancements in dentistry, we now have the capability to provide customized removable dentures and implant-supported dentures.

Over the years our patient, Bill, was developing decay under his crowns, his teeth were breaking, and little by little he was working himself into a full denture. We always try to save teeth, so we began with creating partial dentures for Bill, which were customized to fit around his remaining teeth and fill in the gaps of missing teeth. This particular treatment requires the partial denture to be secured to the remaining teeth by a metal clasp. Decay continued to wreak havoc on Bill's remaining teeth and he was growing tired of taking out his partials to clean them.

We discussed different treatment options and Bill decided to move in the direction of implant-secured dentures. This type of denture is a permanent, long-term solution in which a prosthetic is

customized to fit on top of the patient's jawbone, securing it to dental implants that an expert surgical dentist places.

Working closely with the team at Shoreline Periodontics, we were able to stage Bill's treatment in two parts. Starting with the upper dentition, we removed the remaining teeth, placed six implants, and provided a temporary prosthetic. Upon healing, we were able to place the final prosthetic for Bill, creating a functional and esthetically pleasing result.

Using state-of-the-art technology and collaborating with an expert surgical practice and a first-class laboratory has allowed patients to come into the office with problem teeth and leave with something that is esthetically pleasing and functional. It

allows for accurate diagnosis, precise placement of implants by the surgical specialist, enhanced communication and phenomena results.

Bill was so pleased with the results, he opted for the same treatment for his lower dentition when the time came. ☐



Brought to you by Graniteville Dental Solutions
262 Boston Post Road, Waterford
860-443-0886; granitevilledental.com
Open Monday-Friday 8 a.m.-5 p.m.

About Graniteville Dental Solutions The doctors at Graniteville Dental Solutions (previously Drexel Dental Group) are experts in treating problem teeth with solutions that fit each patient's unique needs. Dr. Drexel, Dr. Kumar, and Dr. John are excited for the next stage in offering advanced treatment in their new, state-of-the-art offices at 262 Boston Post Road, Waterford. They are currently accepting new patients and are in-network with many insurance companies, including Anthem BCBS.

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- All sponsored content/advertorials are subject to approval and editing by the editorial staff
- "Camera ready" articles will not be permitted, as sponsored content must follow design standards of TDM
- Article and photos must be submitted separately no later than the advertising copy due deadline. Stories may be written by TDM staff for an additional fee and all necessary information must be received no later than the editorial content deadline
- Submit as many photos as possible. Photo use will be subject to review by editorial staff and not all photos will be used in all cases. Logos are not permitted
- Proofs will be provided for editorial and photo purposes only. Changes to the layout will not be honored, as sponsored content stories follow the design standards of TDM. Changes and approval must be received by the general ad approval deadline or articles will run as-is