

# CTbites

Your guide to great food in Connecticut



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# Because life is too short for bad food.

To Our Advertisers,

In case you haven't noticed, big things are happening at CTbites.com. 2017 marked the launch of a fully redesigned web site with expanded functionality, mobile optimization, and a clean modern interface. Our targeted search allows users to more quickly access all the latest food news and reviews, and the updated all inclusive Calendar features highlights of Connecticut's hottest food events. What does this mean for our advertisers? CTbites is serving up a powerful demographic on a highly visual platform designed for maximum user engagement.

CTbites continues to be the premiere source for Connecticut food news. Our strategic partnership with HEARST Media has expanded CTbites' digital reach to five new publishing platforms including CTPost, Stamford Advocate and The Hour. We were also proud to publish our second edition of Fairfield County "Top 100 Dining & Drinks Guide" in conjunction with Hearst Media Group.

CTbites is now on the radio! Tune in every Monday morning at 9:15 AM on 95.9 FOX's First Thing Fairfield County. "The CTbites Food Thing," explores the latest culinary food news in Fairfield County with yours truly, Stephanie Webster.

Community and relationships are important to us at CTbites. The open communication between our readers, restaurant owners, chefs and the ever growing CTbites team is critical as we explore the CT food scene. Beyond CTbites.com, our social media platforms expand our online community to offer our readers and advertisers additional opportunities to interact with the brand while engaging an even larger demographic.

Our CTbites Invites program leverages our audience and offers readers unique culinary experiences only found through CTbites. Whether we are foraging for mushrooms with a local chef, sampling a new seasonal restaurant menu before it is released, or learning about bourbon and BBQ, we dream up adventures for our readers and dynamic marketing opportunities for our advertisers.

We are pleased to announce that CTbites has launched a social media presence in Washington DC as well as New Orleans, and our MIAbites web site is in full swing.

Our powerful demographic and our trusted brand are the face of Connecticut's food scene.

Life is too short for bad food. Cheers.

Stephanie Webster

## CTbites Readers

Our readers are educated, wealthy and enjoy spending their disposable income on dining and entertainment. Our readers are loyal with over 50% visiting on a weekly basis and 34% of them visit more than once a week. We average 60,000 uniques and 140,000 page views every month.

- 75% reside in Fairfield County.
- They have disposable income and choose to spend it on dining and entertainment.
- Most of our readers are married, have children, and busy lives, but they still take the time to treat themselves.
- 75% of our readers eat out every week.
- They entertain and cook at home but they are eager to travel for unique experiences or products.
- 71% female/29% male
- 80% married
- 49% have children living at home.
- 78% of our readers make > \$100,000 annually

## Our Stats

- www** 60,000 unique visitors per month
- www** 140,000 average page views per month
-  7,000 Newsletter Subscribers
-  20,000 Instagram Followers
-  10,000 Facebook Followers
-  13,000 Twitter Followers
- 1MM Readers on Hearst

## Loyal Followers

- 50% visit [ctbites.com](http://ctbites.com) weekly
- 40% visit [ctbites.com](http://ctbites.com) daily
- 34% visit [ctbites.com](http://ctbites.com) several times/week

**"I love your newsletter and website. I feel like a curtain has been pulled back on amazing food experiences in our area. Thank you!"**

- Cindy, Westport

**"This site has been really informative for me to find out about new food ideas in FC."**

- Sarah, Fairfield

**"I have been looking for a site just like yours to give me the inside scoop in a colorful way. CTbites is well-written, entertaining, professional, and useful."**

- Jeff, Norwalk

**"I love your site. I never thought there was good food in CT. I use it for all of our local restaurant picks. We've never been disappointed."**

- Carin, Ridgefield

**"I look at hundreds of food sites a day and your's is the only one I read for local restaurant reviews and foodie talk. Your site is concise, bright, chatty without being too wordy. I check it every single day."**

- Corinne, Fairfield

**"Thank-you for creating this wonderful resource for people who love food! I have always found Fairfield County a difficult place to find a great meal. My default was to head to NYC. It is refreshing to have a resource to uncover culinary gems in our backyard. Thank-you! I look forward to every newsletter."**

- Lucy, Wilton

**"We typically think of this area as pretty bland in terms of food and this helps us to find the gems!"**

- Amy, Westport

**"It's actually one of the few sites that I save and refer to."**

- Sophie, Weston

**"CTbites fills a big hole in food reporting in our area."**

- Mark, New Canaan

**"Your site was badly needed in Fairfield County. Thanks!!"**

- Jill, Stamford

**"You've created a site that has become a "must-read" for those who work in the food business as well as people who like to eat, cook and read about food."**

- Elizabeth, Fairfield

**"We had to rely on Zagats to get a sense of where we would like to eat, but since receiving CT Bites there is a whole range of restaurants I've never heard about. Also, you are up to date, unlike Zagats that comes out yearly."**

- Malia, New Canaan

**"Coverage from CTBites.com had a huge impact on my business. Within 3 weeks of the review being published we had at least 50 first time diners who mentioned they were here because of the review."**

- Robert Troilo, Chef & Owner Nicholas Roberts

**"Stephanie came to an event, wrote us up, and interest spiked immediately. Her site seems to be really connected to people that care about food."**

- Patti Popp, Owner of Sport Hill Farm, Easton

**"We have truly enjoyed all of your suggested dining recommendations, and many we will return to-- though we prefer to try new places based on your recommendations! Fairfield County appreciates your efforts!"**

- Tod, Norwalk

**"What a great website!!! It's sooo needed for our area."**

- Rebecca, Bethel

# Appetizers

## CTbites.com Display Ads

These flat rate ads appear on the homepage and come in two different sizes. They are located in the right-hand column, or as a banner in the footer.

300 x 250 (column)  
\$700/month

728 x 90 (footer)  
\$700/month

## Newsletter Sponsorship

Our newsletter sponsorship gives one advertiser sole visibility once to our dedicated 7,000 subscribers. The weekly CTbites newsletter is sent out Monday morning, kicking off our news cycle and our 45% click through rate speaks to this dedicated reader. If you want premium placement and top billing, this spot is the best option.

468 x 60  
\$200/week

All ad creative is subject to approval by CTbites.  
All ad creative (image files and URLs) must be received 3 days prior to the start of a campaign.  
File type must be in JPEG or GIF format, sized to ad specifications.  
CTbites does not accept script files or ads requiring additional coding.



The image displays the CTbites website and a newsletter preview. The website header includes the CTbites logo and navigation links: Home, Restaurants, Features, Calendar, and a search bar. The main content area features a 'Nibble: CT Food Events for April 24-30' section with images of food. To the right, there are three 'Our Sponsors' sections, each labeled 'Column' with dimensions 300px X 250px. Below these are sections for 'Coffee' and 'Donut Crazy Opening in West Hartford'. The newsletter preview shows a 'What's New This Week on CTbites' section with a featured article titled 'Takumi Sushi, Ramen & Lounge in Branford' by Hope Simmons, dated Apr 22, 2017. The article includes a photo of a sushi roll and a short paragraph of text.

# Appetizers

## Hearst Display Ads

Leverage the powerful Hearst Media demographic with a skyscraper or leaderboard ad spot on CTbites' branded sites within Hearst' digital platforms: CTPost, NewsTimes, StamfordAdvocate, GreenwichTime & TheHour, reaching 1MM annually.

300 x 600 (column)  
\$1,200

728 x 90 (leader board)  
\$900

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File type must be in JPEG or GIF format, sized to ad specifications.  
CTbites does not accept script files or ads requiring additional coding.



blog.ctnews.com

HEARST CT NEWS BLOGS

Local Voices A&E Business Community Life Nature & Science Real Estate Sports Hearst CT News

Leader Board  
728px X 90px

CT BITES

Takumi Sushi, Ramen & Lounge in Branford

By Hope Simmons on April 24, 2017 at 7:00 AM

Photo: ctbites

Column  
300px X 600px

Blog Search

Sponsored Content

# What's in Season @ Walter Stewart's Market

SPONSORED POST

CTbites Team



In an era of big box shopping, Walter Stewart's Market is a breath of fresh (and gourmet) air. A fixture in downtown New Canaan since 1907, this family run grocery features a great selection of everyday needs for your family, as well as the kind of customer service rarely seen these days. But Walter Stewart's offers so much more than your average grocer.

At Walter Stewart's you can find artisanal goods from local producers and farms throughout the store, while hard to find specialty goods can be seen in every aisle. And let's not forget Stewart's Spirits. This is a market where the butcher really does know your name, and sushi chefs are waiting to prepare you the perfect dinner. Enjoy your shopping experience and the season at Walter Stewart's with St. Patty's, Passover, Easter Goods and a whole lot more.



# Entrée

## Advertorial

A CTbites Advertorial is our most popular premium ad option. It is a 500 word "Advertorial" containing up to 5 photos. This is a post that looks and feels like CTbites content, but is marked as an advertisement. This is perfect for new restaurant openings, events and offerings.

\$1,200/month



# Desserts

## Social Media Post

Get liked and shared by our loyal Facebook, Instagram, and Twitter audiences. One image accompanied by a platform-specific description, including relevant link backs, may be shared on one or all of our channels. Use this alone to drive traffic to your site, or pair with an Advertorial to create a complete experience.

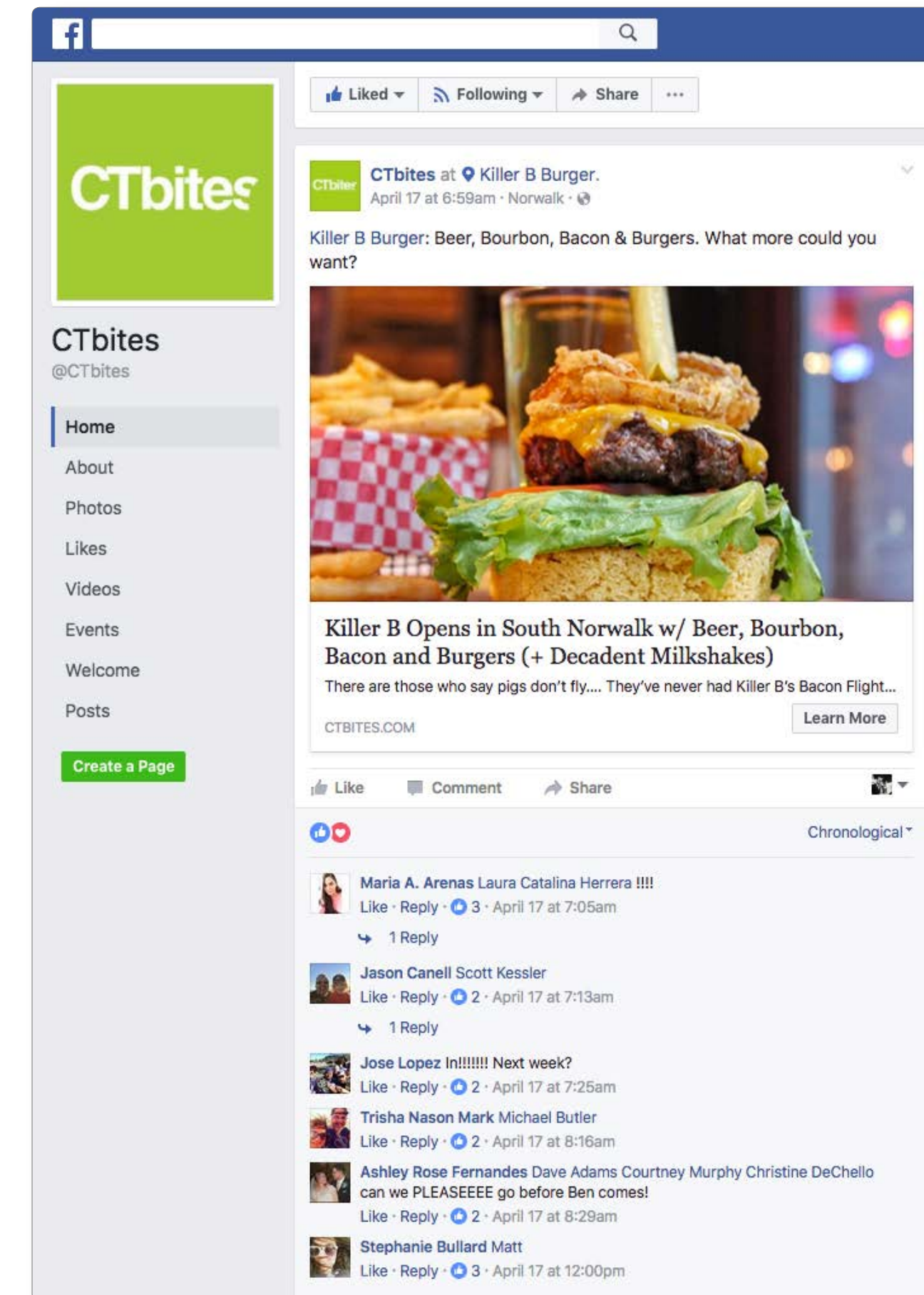
Facebook Image & Text: \$200

Facebook Video: \$250

Instagram Image & Text: \$250

Instagram Video: \$300

Twitter Image & Text: \$100







# Chef's Table

The Chef's Table Option is an immersive experience connecting YOU, the client, with our powerful demographic. Let us work with you to create a custom event with a lasting impression. CTbites will help you design a fun and informative event by bringing in top CT food bloggers, CTbites editors and passionate foodies to your own "Chef's Table." These events have powerful social media impact, giving you tremendous visibility, engagement and exposure to a new audience.

This is priced according to what the event entails.  
Starting at \$1,500

# Digestifs

## Sponsorship Opportunities/Festivals

CTbites partners with various festivals and events throughout the year. A variety of sponsorship opportunities are available depending on the event, examples being product placement, logo visibility, grab bag inclusion, etc.

Opportunities vary by event and are priced accordingly.

