



SERENDIPITY

2024 MEDIA KIT

SERENDIPITY



Editorial Mission

Serendipity is a luxury lifestyle brand celebrating the best of life in the Northeast—with a focus on 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 marketplace offering a curated collection of unique products, exclusive experiences and limited edition collaborations.

SERENDIPITY

DIGITAL



Premium Content

Geared towards the well-traveled, philanthropic and stylish, we offer our audience a daily destination to discover what's next in lifestyle trends, luxury products and a front-row seat at the area's most sought after real estate.

800,000 +

TOTAL UNIQUE VISITORS

2.4 MILLION +

TOTAL YEARLY PAGE VIEWS

200,000 +

AVERAGE MONTHLY PAGE VIEWS

3.6

AVERAGE PAGES VISITED PER SESSION

SERENDIPITY

DIGITAL AUDIENCE PROFILE

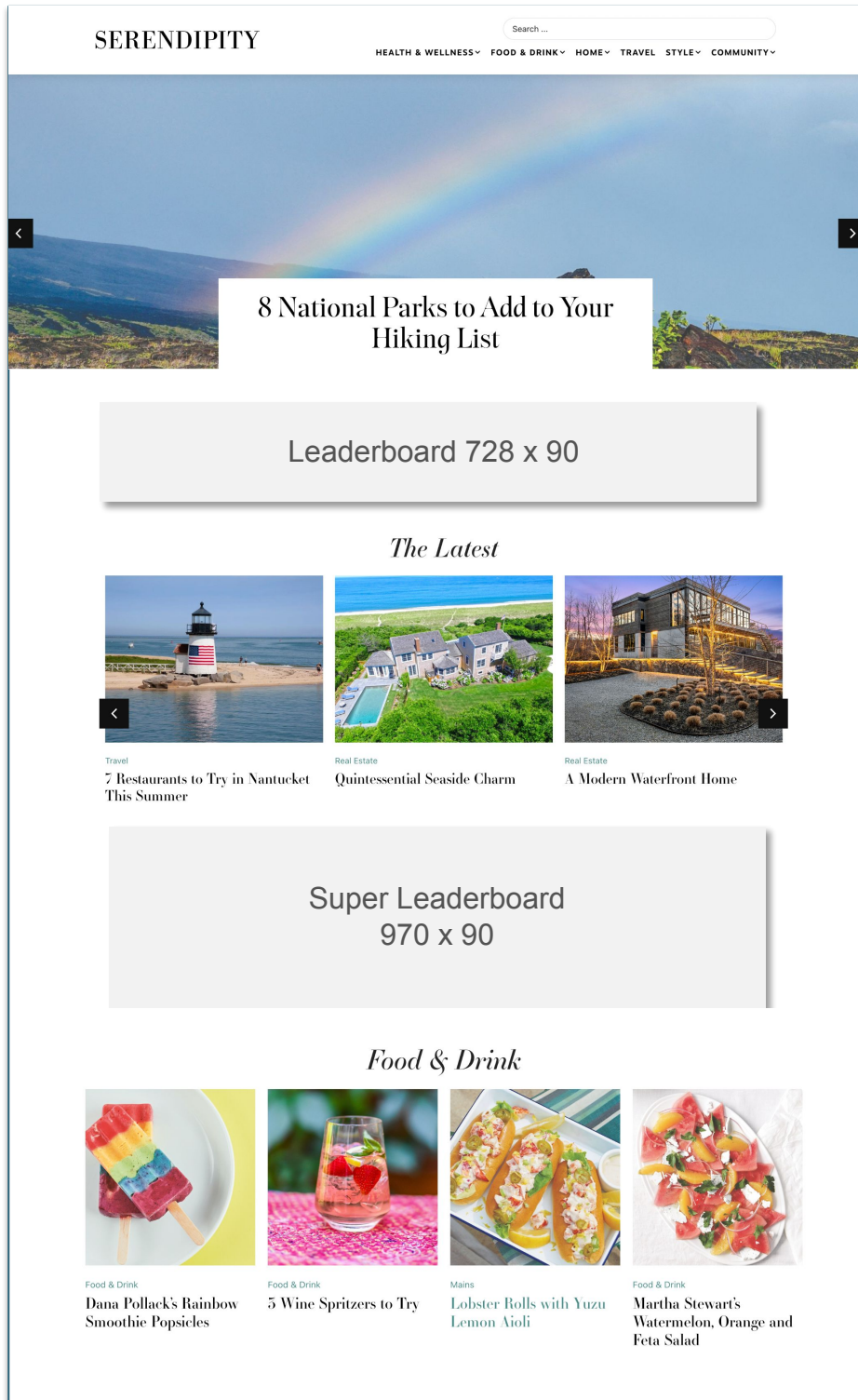


WOMEN	60%
MEN	40%
MEDIAN AGE	46 YRS.
25-34 YRS.	20%
35-44 YRS.	25%
45-54 YRS.	22%
55-64 YRS.	18%
GRADUATED COLLEGE	86%
MARRIED	88%
CHILDREN IN HH	66%

MEDIAN HHI	\$600K+
EST. NET WORTH	\$1.8MM
OWNS HOME	87%

SERENDIPITY

SERENDIPITYSOCIAL.COM



Premium Content

Serendipitysocial.com delivers the best life has to offer from around the world. Daily original content uncovers the finest trends in food, home, travel, style, health and much more.

Whether through entertaining and informative videos, engaging photo galleries or exclusive interviews, our content is designed to live across platforms. Our stories & products allow our audience and partners connect with each other constantly through our inspiring content.

LIFESTYLE EDITORIAL CONTENT:

- Real Estate
- Health
- Home
- Style
- Health
- People
- Events

DISPLAY AD OPPORTUNITIES

[live sample here](#)

- MEDIUM RECTANGLE (300 X 250)
- LARGE RECTANGLE (300 X 600)
- LEADERBOARD (728 X 90)
- SUPER LEADERBOARD (970 X 90)
- BLOW IN (Max 1400 wide)
- POP UP (500 x 500, 300 x 250, Custom)

Additional digital ad opportunities available upon request.

*Desktop view mockup for illustration purposes only.

SERENDIPITY

E-NEWSLETTERS

62,000+ SUBSCRIBERS

Featuring a variety of dynamic editorial content, *Serendipity* e-newsletters are an opt-in extension that offer brands with immediate access to its highly responsive, affluent audience.

Key Opportunities

SCOOP: A weekly update on what's new to do, eat, drink and shop in our area & around the world.

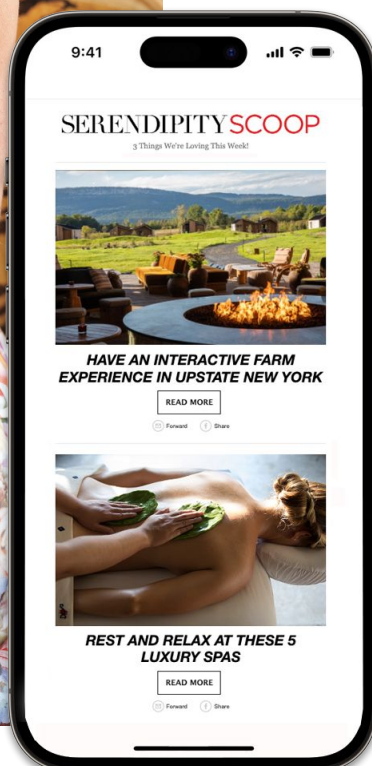
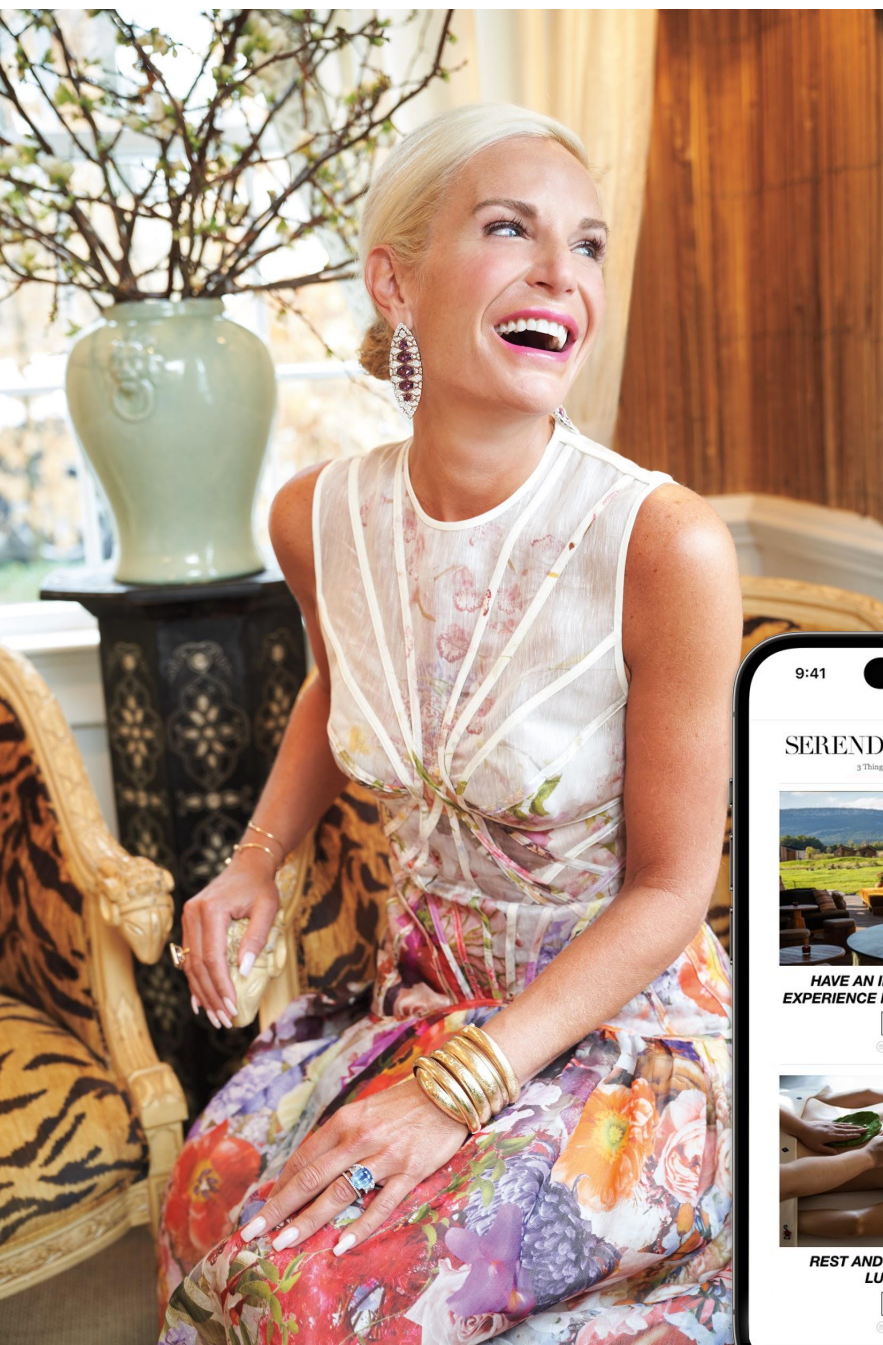
REAL ESTATE: From the latest homes on the market to industry trends and expert advice, we offer home readers engaging content on a bi-weekly basis.

DESIGN SPOTLIGHT: Email highlighting various design projects (Architects, Landscape, Design etc)

TO THE TRADE: *Serendipity* editors can work with your brand to create compelling content to specific trades for targeted impact.

ADVERTISING OPPORTUNITIES

- Leaderboard (728 x 90, 72 dpi)
- Medium Rectangle (300 x 250, 72 dpi)
- Custom Square (i.e. 500 x 500, 72dpi)
- Sponsored Post Highlight*: Dedicated area for your custom marketing message, including image and URL link. Advertiser to provide up to 50 words of promotional copy, up to 12 words for header and JPEG image (72dpi, max 1200px, under 200K).

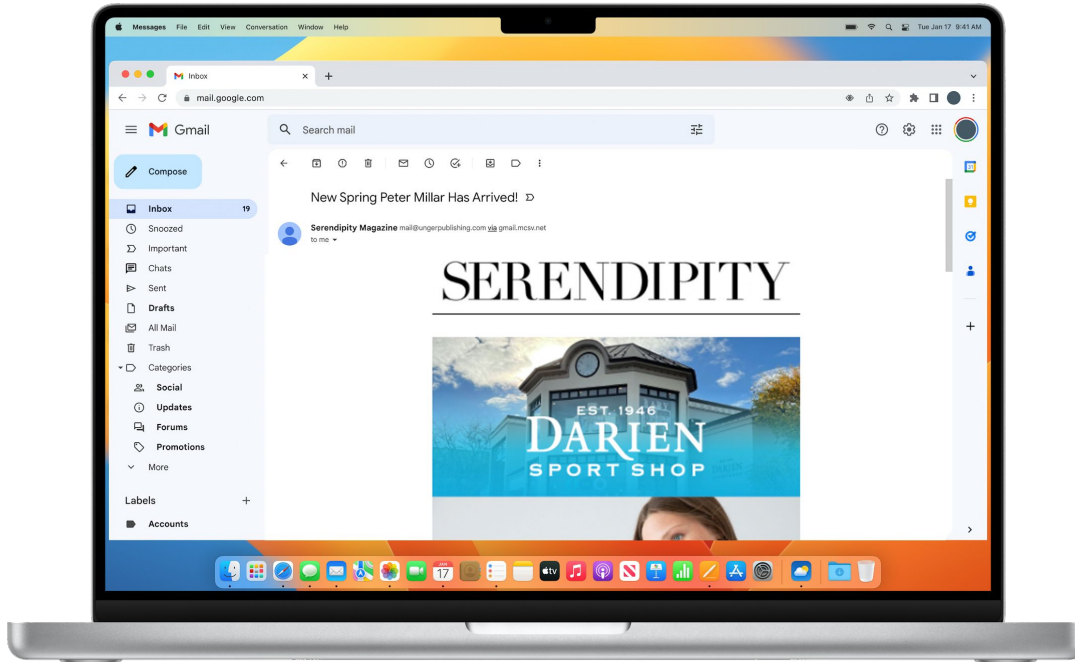


Opportunities are secured on a first-come, first-served basis.
Timing based on availability. *Subject to editorial approval.

SERENDIPITY

CUSTOM EMAILS

Get your message directly in front of your core target audience with an exclusive e-mail sent to consumers actively searching for new ideas, events and products.



Access Our Audience

Showcase your marketing message in an exclusive email featuring your designed promotion and custom message.

OPT-IN AUDIENCE: Over 62,000+ affluent consumers

CUSTOM CONTENT: Simply provide your ad creative, or *Serendipity* editors can work with your brand to create compelling copy that speaks to the interests and passions of our audience, using your copy points and marketing goals.

URL LINK: Your message can direct consumers to your website, social media pages or sign up page. Custom urls are available for exclusive emails.

FREQUENCY: Available daily

MATERIALS

- 100 words of copy points
- Subject line and preview text (text under subject)
- URL link
- JPEG image (72dpi, 800x1000 under 1 MB)

Opportunities are secured on a first-come, first-served basis. Timing based on availability. *Subject to editorial approval.

SERENDIPITY

SPONSORED SOCIAL POSTS



48,200

@SERENDIPITY
FOLLOWERS

+

29,600

@SERENDIPITY WINE + FOOD
FOLLOWERS

=

77,800+
FOLLOWERS

Active Social Footprint

Serendipity engages our audience with curated content designed to live across platforms and is easily shareable.

OPPORTUNITY

- Your brand and/or product are tagged in posts
- Custom content written by our editors to resonate with our audience



INSTAGRAM

- Sponsored Native or Reel Post
- Opportunity to boost your post
- Tagged Paid Partnership



FACEBOOK

- Sponsored Native Post
- Lives and searchable on our Newsfeed
- Link to your URL, video or custom serendipitysocial.com sponsored content landing page
- Opportunity to boost your post
- Tagged Paid Partnership

Sponsor to Provide:

- Copy points and brand/product tags
- At least five (5) web ready image or video options
- Approval of *Serendipity* as a brand partner

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DIGITAL SPECS GUIDE

STANDARD NON-RICH MEDIA AD PLACEMENTS

	AD SIZE	MAX FILE SIZE	DESKTOP	MOBILE	FORMAT	DPI
MEDIUM RECTANGLE	300 X 250	200K	YES	YES	PNG, GIFF, JPEG	72 dpi
LARGE RECTANGLE	300 X 600	200K	YES	300 x 250	PNG, GIFF, JPEG	72 dpi
LEADERBOARD	728 X 90	200K	YES	320 x 50	PNG, GIFF, JPEG	72 dpi
SUPER LEADERBOARD	970 X 90	200K	YES	NO	PNG, GIFF, JPEG	72 dpi
BLOW IN	500 x 500	200K	YES	300 x 250	PNG, GIFF, JPEG	72 dpi

STANDARD RICH MEDIA AD PLACEMENTS

	AD SIZE	EXPANDABLE DIMENSIONS	INITIAL FILE SIZE	FORMAT	MEDIA
MEDIUM RECTANGLE	300 X 250	Click to expand left and vertical up to 550 x 480	200K	HTML 5, LAYERED PSD	.MOV, .MP4
LARGE RECTANGLE	300 X 600	N/A	200K	HTML 5, LAYERED PSD	MOV, .MP4
BLOW IN	Max 1280 wide	N/A	200K	HTML 5, LAYERED PSD	MOV, .MP4
POP UP	CUSTOM SIZE (500 x 500,	N/A	200K	HTML 5, LAYERED PSD	MOV, .MP4

Additional digital ad opportunities available upon request.

For custom advertising and marketing solutions contact your *Serendipity* Partnership Director

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SOCIAL MEDIA SPECS GUIDE

STANDARD INSTAGRAM IMAGE PLACEMENTS

	IMAGE SIZE	MAX FILE SIZE	FORMAT	DPI
SQUARE	1080 X 1080	200K	PNG, GIFF, JPEG	72 dpi
LANDSCAPE	1080 X 608	200K	PNG, GIFF, JPEG	72 dpi
STORY FULL	1080 X 1920	200K	PNG, GIFF, JPEG	72 dpi
STORY LANDSCAPE	1080 X 6080	200K	PNG, GIFF, JPEG	72 dpi

STANDARD FACEBOOK IMAGE PLACEMENTS

	IMAGE SIZE	MAX FILE SIZE	FORMAT	DPI
POST IMAGE	1200 X 628	200K	PNG, GIFF, JPEG	72 dpi

Additional social media promotional opportunities available upon request.

For custom advertising and marketing solutions contact your *Serendipity* Partnership Director

SERENDIPITY

ANNUAL SPECIAL PRINT EDITION

THE HOLIDAY BOOK



Tis the season for shopping! Each year for our annual curated luxury guide, we gather rare and vintage keepsakes, swoon-worthy experiences, and trendsetting indulgences to impress everyone on the gift list.

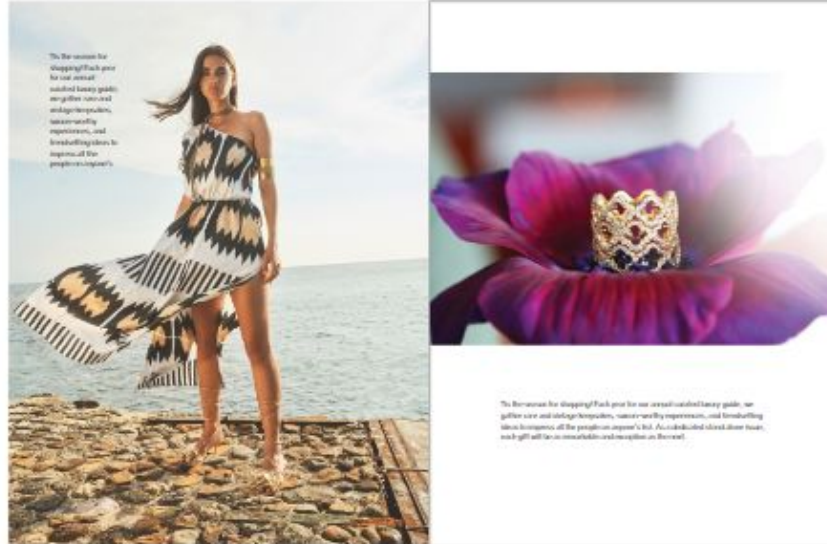
As a dedicated, stand-alone and lavish book, each gift will be as remarkable and exception as the next.

2024

Out November 12, 2024 / Approvals by October 18, 2024

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HOLIDAY BOOK AUDIENCE



CIRCULATION CONCENTRATED IN PROMINENT TOP MARKETS:

FAIRFIELD COUNTY	65%
WESTCHESTER COUNTY	24%
MANHATTAN	4%
THE HAMPTONS	2%
NANTUCKET	2%
MARTHA'S VINEYARDS	2%
OTHER DESIGNATED MARKETS	1%

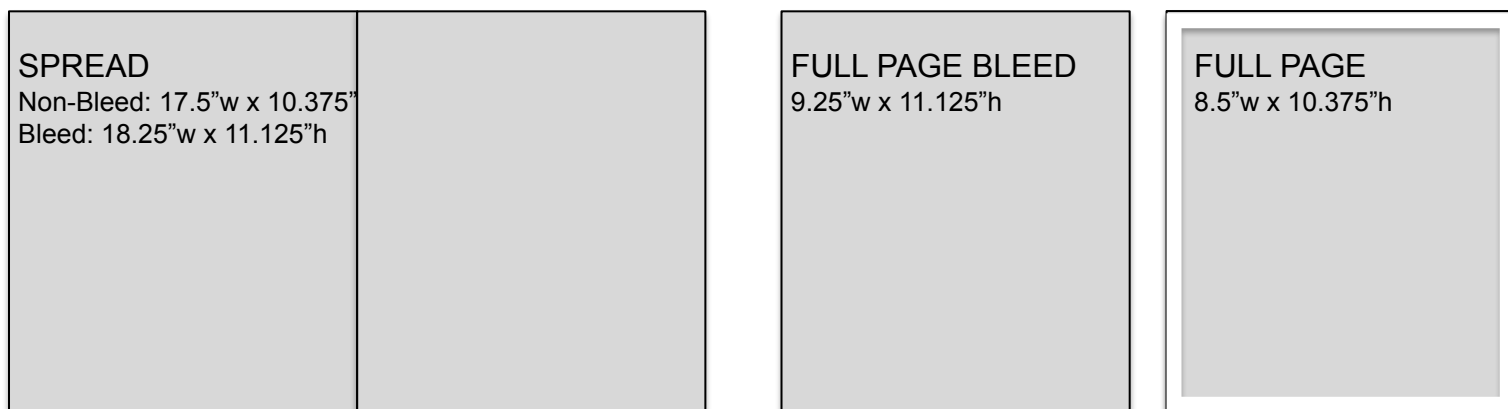
SUBSCRIPTIONS, SELECT LUXURY PARTNERS & PROMINENT FUNDRAISERS

PRINT AUDIENCE:

READERSHIP	225,000
FEMALE MALE	71% 29%
MEDIAN AGE	46.6
GRADUATED COLLEGE	86%
MARRIED	88%
CHILDREN IN HH	66%
MEDIAN HHI	\$604,000
AVERAGE NET WORTH	\$2.4 million
OWNS HOME	87%
OWNS 1+ HOMES	32%

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THE HOLIDAY BOOK SPECS



PARTNER WITH US

Full Page with Product Placement (see below and previous page for visual samples)
1 to 2 High-res images 300 DPI with 100–300 words.
Content entails name of product, story of product, price point, purchase information. *(220,000+ Readership)*

Also Includes Digital: Products featured in Serendipitysocial.com, Serendipity direct email and social media platforms. *(310,000+ Monthly Audience)*

Advertising Opportunities

Back Cover

Inside Front Cover Spread Advertisement

Inside Back Cover Spread Advertisement

Spread Advertisement

Limited space with only the first 10 pages of the book

Full Page Advertisement

Limited space with only the first 10 pages of the book

** Partnerships are limited and are based on first come first serve basis. Serendipity Editors will ensure and approve products and content are on-brand with Book*

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: 18.25"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 the gutter.
Full Page: Non-Bleed: 8.5"w x 10.375"h
Full Page Bleed: 9.25"w x 11.25"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.

SERENDIPITY

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. 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. 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 by the Advertiser 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 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 take from any other of Advertiser'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 correspond 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 sole 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.