



SEE OUR UPCOMING  
GUIDES INSIDE!

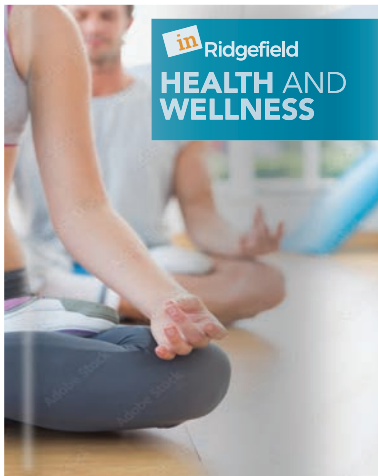
COMING SPRING 2024



# Home and Garden Guide Spring 2024!



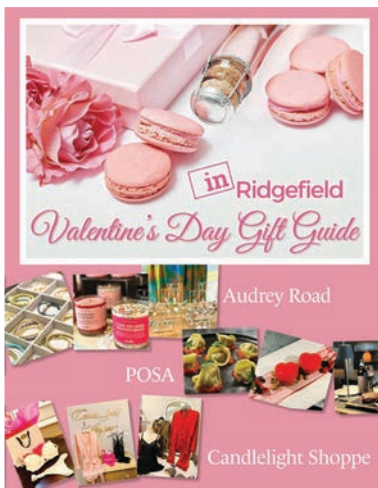
## Also Coming Spring 2024



Health and Wellness



Wedding Guide



Valentine's Day Gift Guide



Holiday Gift Guide

## About inRidgefield

inRidgefield connects local and regional audiences with the events, arts & culture, activities, and businesses that make Ridgefield the town “where it all happens”.

This one-of-a-kind digital platform has become the go-to resource for the Ridgefield community to find and enjoy what matters to them most. We are presenting a new way of advertising, using customized storytelling and fresh content in the form of blogging, things to do, interviews, videos, shopping & dining guides, and daily cultural events in this special community.

inRidgefield has already successfully created wide awareness for our town as a premier destination for arts and culture, entertainment, events, dining, shopping, and unique experiences.

We invite you to get on board so we can help your business grow and prosper.

“ The inRidgefield initiative promises to be a q successful and dynamic asset for the entire community we call Ridgefield. ”

– Rudy Marconi, Ridgefield First Selectman

“ inRidgefield is a great resource!  
I find events on here that I didn't even know about. ”

– inRidgefield follower

# BY THE NUMBERS



Through our popular digital platform, your business will reach above-average household income decision-makers and a population of discerning consumers who are active in supporting their local economies.

## METRICS

**20,000**  
Monthly Visitors

**52,000**  
Monthly SocialReach

**86%**  
New Monthly Visitors

**90%**  
Organic Searches

**3,000 +**  
Events Promoted

**No. 1**  
On many organic Google searches

## AUDIENCE

**25,200**  
Population

**\$680,000**  
Median Home Value

**\$150,000**  
Median Household Income

**76%**  
Masters/Bachelors Degree

“Not only am I proud to be part of this great community website, but I’ve already seen significant exposure for my business since we began advertising.”

– Ridgefield Business Owner

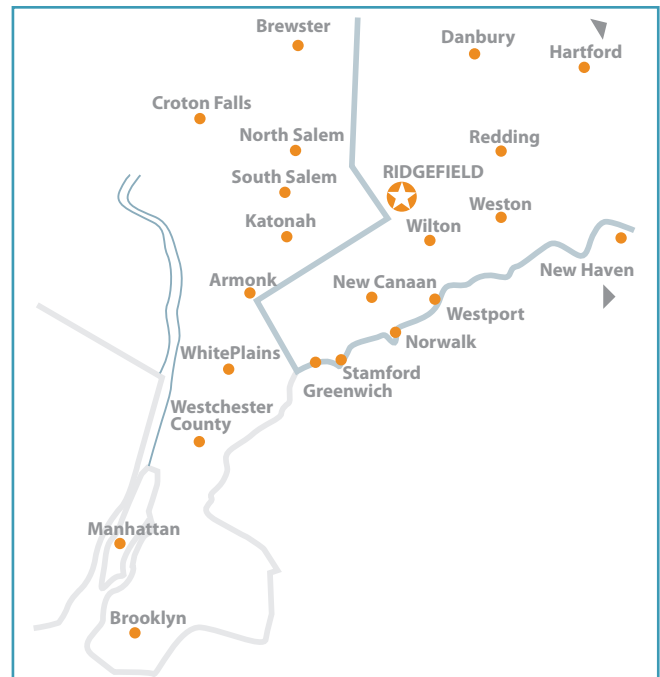
# OUR REACH



The inRidgefield digital platform has a wide reach, with the highest traffic and engagement from Ridgefield and regional towns.

## CONNECTICUT

- |            |            |
|------------|------------|
| Ridgefield | Norwalk    |
| Wilton     | Stamford   |
| Redding    | New Canaan |
| Westport   | Greenwich  |
| Danbury    | Weston     |
| Hartford   | Newtown    |
| New Haven  |            |



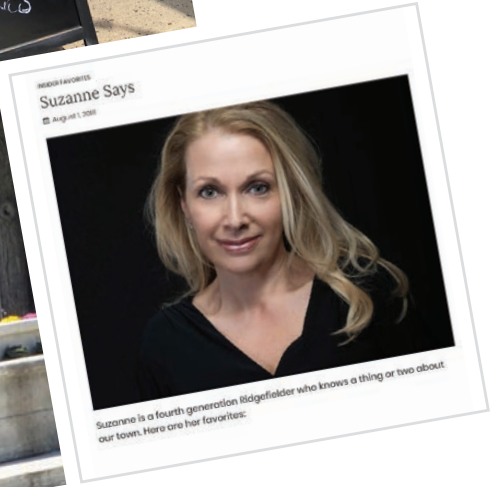
## NEW YORK

- |             |               |
|-------------|---------------|
| South Salem | Lewisboro     |
| Mount Kisco | Pound Ridge   |
| Bedford     | Harrison      |
| Katonah     | Armonk        |
| Cross River | New York City |

# EDITORIAL FOCUS

Our team of creative professionals will work with you to provide customized opportunities that will reach your ideal audiences. with stories that are of interest and value to them.





LIFESTYLE

EVENTS

ARTS & CULTURE

THINGS TO DO

FAMILY FUN

COMMUNITY

WELLNESS

REAL ESTATE

RESTAURANTS

SHOPPING



# BRANDED CONTENT

inRidgefield will promote your business with compelling branded storytelling that will connect with your ideal customer.

We offer targeted opportunities to be featured throughout inRidgefield's digital content and social media platforms.





A cup of coffee, a roll of paper, and a smartphone displaying social media content.

## Events Calendar

Featuring hundreds of arts & culture, entertainment, community events, wellness, restaurants, and shopping events.

## Storytelling

Fresh, in-depth feature stories about the people, places, and events that make Ridgefield so extraordinary.

## Interviews

Shining a spotlight on the individuals who make Ridgefield unique.

## Things to Do

Seasonal itineraries and guides for visitors and residents alike.

## Guides

Seasonal, timely guides to shopping, dining, and entertainment.

## Ridgefield Life

Features and highlights on the Ridgefield Community.

## Property Showcase

A tour of notable properties on the market now.

## Video

Customized video features to show off town assets, cultural venues, and businesses.

## Social Media

Engaging and growing followers through frequent social media posts and stories sharing the Ridgefield experience.

## E-Newsletter

Connecting with readers through targeted content direct to inboxes.

# EDITORIAL CALENDAR

Features and Special Guides throughout the year provide readers with relevant content on seasonal topics of interest

## JANUARY

*Health & Wellness Guide*  
*Winter Sports*

## JULY

*Summer Family Fun*  
*Entertainment Guide*

## FEBRUARY

*Valentine's Day Guide*  
*Out on the Town*

## AUGUST

*Best of Ridgefield*  
*Fall Fashion Guide*

## MARCH

*Summer Camps Guide*  
*The Beauty Guide*  
*Restaurant Takeout Guide*

## SEPTEMBER

*Back to School Guide*  
*Arts & Culture Season*

## APRIL

*Home & Garden Guide*  
*Real Estate Showcase*

## OCTOBER

*Fall Harvest Guide*  
*Home Decor Guide*

## MAY

*Sports and Fitness Guide*  
*Mother's Day Guide*  
*Outdoor Dining Guide*

## NOVEMBER

*Holiday Decorating*  
*Dining Out Guide*

## JUNE

*Wedding Planning Guide*  
*Graduation Gift Guide*  
*Father's Day Guide*

## DECEMBER

*Holiday Gift Guide*  
*Entertaining at Home*



# SERVICES INCLUDED

## DESIGN

The inRidgefield design studio offers creative services to our advertising partners to create your custom branded presence across digital and social media platforms.

## STORYTELLING

We will tell your story with clear, concise messaging. We will provide copywriting and editing to address all your advertising needs.

## PHOTO/VIDEO

Depending on your advertising level, we will produce professional, creative visual content for your presence on inRidgefield.

## SOCIAL MEDIA

We will plan and execute your companies social media posts to grow your following through the inRidgefield social media platforms.

# YOU'LL BE IN GOOD COMPANY

inRidgefield's founding supporters are well-respected businesses and organizations who value and support this community. We invite you to join our growing list of advertisers.

Fairfield County Bank  
Ridgefield Board of Realtors  
BMW of Ridgefield  
Adam Broderick Salon & Spa  
Dimitri's/Gyro on Pita  
Gallo Ristorante  
The Elms Development Co.  
Berkshire Hathaway Home Services

Neumann Real Estate  
Karla Murtaugh Homes  
Keeler Tavern Museum  
Ridgefield Academy  
Pepsico  
Addressi Square  
Urstadt Biddle Properties



# ADVERTISING OPPORTUNITIES

inRidgefield offers several advertising levels, all focusing on customized content that is branded to your business and targeted to your ideal customer. For substantially less cost than traditional advertising, we will tailor your inRidgefield presence to fulfill your unique promotional goals.

1

## Tier One

- (1) Custom story
- Homepage presence (1 month)
- (1) Sidebar ad (on a highly visited web page)
- (2) event promotions
- (2) Social media posts
- (1) e-news ads

\$1,500

2

## Tier Two

- (2) Custom stories or interviews
- Homepage presence (1 month for each story)
- (2) Sidebar ads (on a highly visited web page)
- (4) Featured event promotions
- (4) Social media posts
- (2) E-news ads

\$2,500

3

## Tier Three

- (2) Custom stories or interviews
- (1) Custom video
- Homepage presence (1 month for each story / video)
- (4) Sidebar ads (on a popular web page)
- (1) Top level ad (on specialty page of your choice)
- (8) Featured event promotions
- (6) Social media posts
- (4) E-news ads

\$5,000



## Coffee with...<sup>®</sup>

Our NEW branded interview format is a great chance to enhance your story with video for an in-depth look at your business or service. Video is a powerful tool to promote you on our platform and social media.

*Add-on to any package \$500*

# ADDITIONAL AD OPPORTUNITIES



## REAL ESTATE PROPERTY SHOWCASE

Let us create custom editorial content to feature your listings.

*(2) Custom realtor stories (Can be property showcase, interview, or blog post)*

*Property photo gallery*

*Link to property listings*

*(2) Sidebar ads*

*(4) Social Media Promotions*

*(4) Featured Open House e-promotions*

*(1) e-News Ad*

*Home page presence —  
(1-month for each story)*

**\$2,500**

## Custom Packages

We are happy to work with you to develop a custom advertising package to suite your unique business needs.

Call our sales team at: **(203) 770-3452**  
or email us at **sales@inridgefield.com**

*Note: Your story or video will remain live on inRidgefield.com indefinitely.*

*All other components of the package will be live for one year, unless otherwise noted.*

## Event Marketing

Do you want to ensure maximum exposure for a special event or promotion? We will create customized content and positioning to promote your event across our digital platforms, including:

*(1) Featured event post on the calendar*

*(1) Custom blog post or interview*

*(1) Month exposure on the homepage*

*(1) Sidebar Ad*

*(1) E-news Ad*

*(2) Social media posts*

**\$1,500**

## Community Partner

Are you a large company or simply want to show your support of the community while gaining maximum exposure across the inRidgefield digital platforms. This advertising level will include your brand presence on every page of the website.

Includes all benefits of the Patron level, plus site-wide exposure.

### **Special Placement**

*Logo on website footer - all pages (1- year)*

*Topic video with your branded credits (one year) ie: Arts & Culture, Wellness, Living in Ridgefield, etc.*

*(4) custom stories or interviews*

*(4) sidebar ads*

*Featured in special editorials*

*Monthly social media posts*

*E-news feature story*

**\$10,000**

# HOW IT WORKS

Getting started is easy - and we'll do all the work for you! The process will take about 2 weeks to establish your ideal presence on inRidgefield.com

## STEP 1 - DISCOVERY MEETING

We'll meet with you at your convenience to discuss your marketing goals and review options for your sponsored content and targeted presence on inRidgefield.

## STEP 2 - CUSTOMIZED PLAN

We will recommend the most effective angle for your sponsored content on the inRidgefield website, social media platforms, and e-news including: articles, events, offers, video, and other custom options. We'll determine the best positioning to get you right in front of your target audiences.

## STEP 3 - DESIGN & PRODUCTION

Once the plan is approved, we will develop your custom presence, create all written and visual content, and present you with a mockup for your review.

## STEP 4 - PUBLISH & CONNECT

After you approve the customized mockups we created for you, your content is published live and pushed out on the inRidgefield channels to attract and connect with your ideal customers.



# LET'S GET STARTED!

inRidgefield is dedicated to helping our advertising partners to succeed by providing customized content packages tailored to their particular needs and target audience.

When you collaborate with us, we will take the time to understand your advertising objectives, target audience, budget, and timeline, and work with you to develop a personalized advertising plan that includes a variety of content formats, such as display ads, sponsored content, videos, or social media posts.

We believe that personalized content packages are the key to reaching and engaging with your target audience effectively.

Let's connect to discuss a custom content package that will ensure the best results for your advertising goals.



**Julia Nable**

inRidgefield, Editor-in-Chief  
(203) 426-1130 Ext. 1001  
editor@inridgefield.com



**Zoltan Csillag**

inRidgefield, Director of Sales  
(203) 770-3452 (mobile)  
sales@inridgefield.com

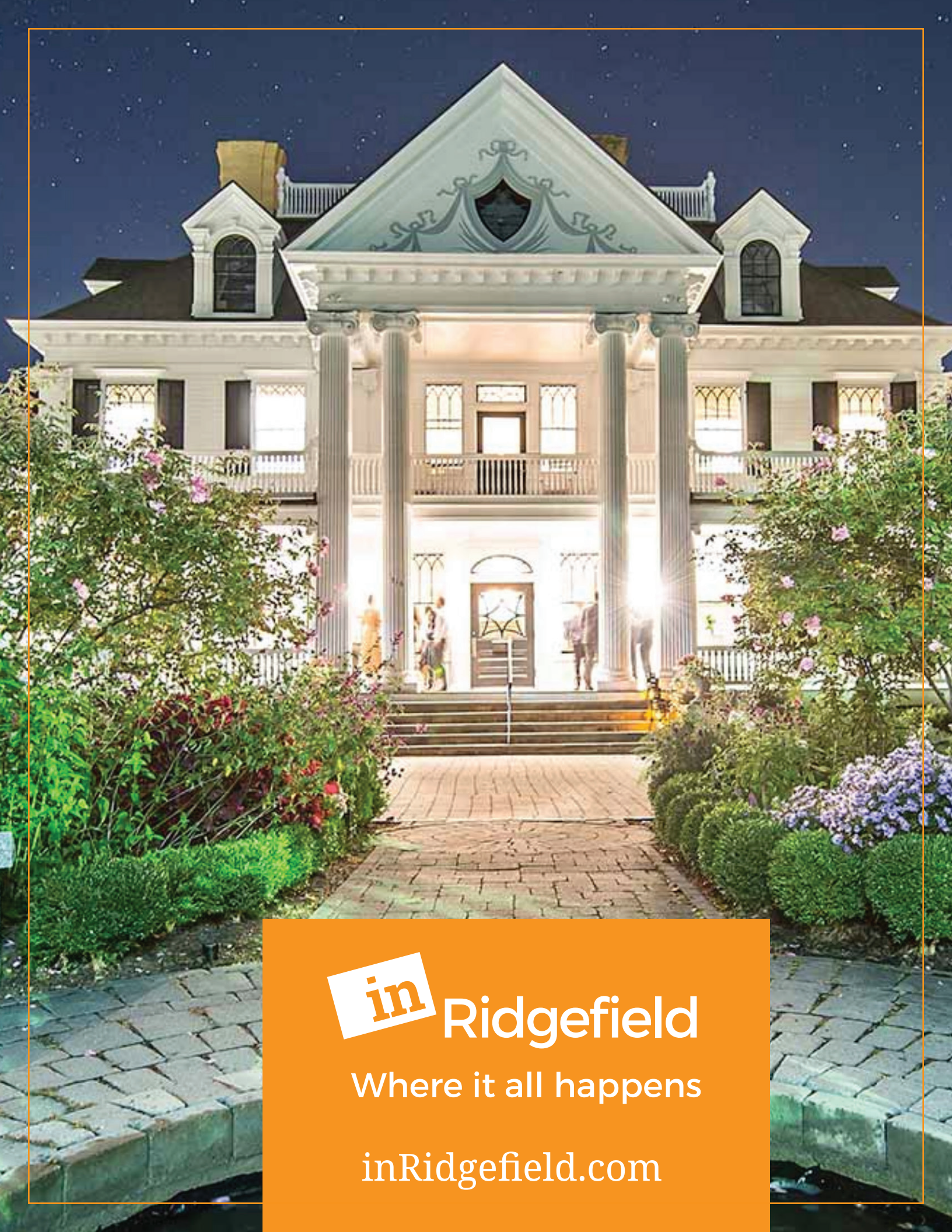


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