



The Mercurial

 magazine & gallery
themercurial.com

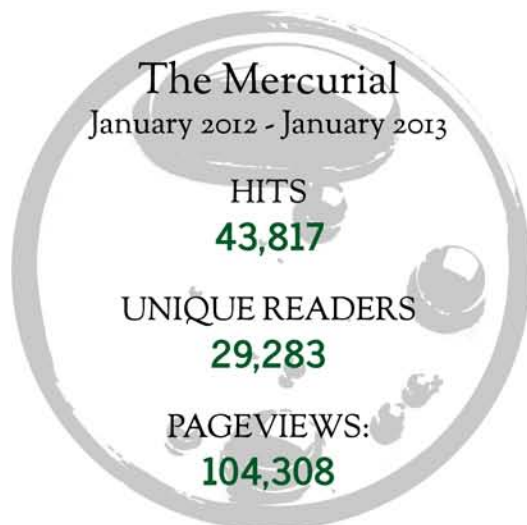


About The Mercurial

The Mercurial is a wonderful, worldly (web) magazine first launched in the fall of 2009. Magazine content has a local focus on the Greater Danbury area, Connecticut state, and New England, yet people from across the world read The Mercurial due to its in-depth and original articles of global interest.

The Mercurial Gallery, located at 11 Library Place in downtown Danbury, Connecticut, opened in April of 2011 and features new local and emerging artists, musicians, and events every six weeks.

The magazine's readership has grown exponentially in its first years:



That's **100,000+** opportunities to grow your business, promote your brand, and reach new markets with the most intelligent, fun, and unique homegrown news website around.

WHAT OUR CLIENTS ARE SAYING:

"My ad on The Mercurial has been instrumental to the huge increase in attention on my website in the past few months, and the buzz continues to snowball.

I look forward to advertising and growing with The Mercurial in the coming years."

-Allie McConnell
Analogue Chic, Danbury CT

"Being a part of The Mercurial makes me feel like I am also a bigger part of this community.

It didn't take long before people started coming in with my coupon incentive, plus Amanda always gave me the stats of how many people clicked on my site."

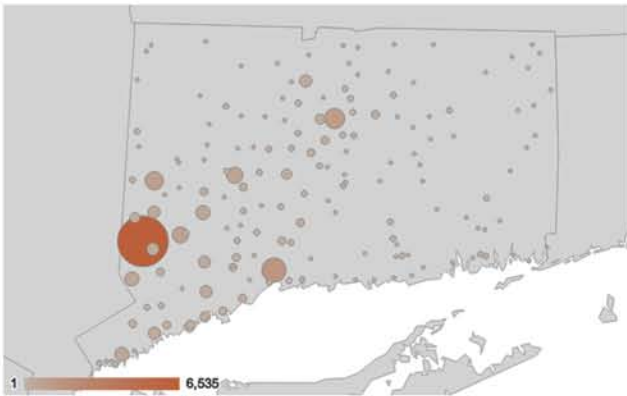
-Darryl Soifersmith
Take Time Relaxation Center, Bethel CT

WE ARE ALSO PROUD TO WORK WITH OUTSTANDING BUSINESSES AND ORGANIZATIONS SUCH AS

*Western Connecticut State University, Danbury CT
Little Pub, Ridgefield CT
CityCenter Danbury, Danbury CT
Butcher's Best, Newtown CT
Virtual Density, Danbury CT
The Ridgefield Playhouse, Ridgefield CT
La Zingara, Bethel CT*

New England Readership, January 2012 - January 2013

as provided by  Analytics

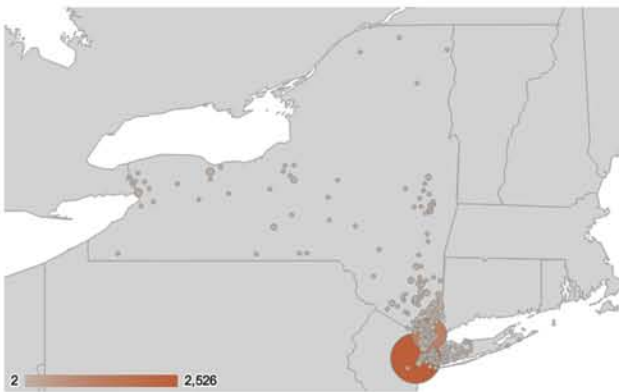


CONNECTICUT

19,912 hits from 164 cities & towns

TOP 25 READING TOWNS

1. Danbury
2. New Haven
3. Hartford
4. New Milford
5. Newtown
6. Oakville
7. Southbury
8. Ridgefield
9. Stamford
10. Brookfield
11. Norwalk
12. Trumbull
13. Simsbury
14. Bethel
15. Monroe
16. Bridgeport
17. Fairfield
18. West Hartford
19. New Fairfield
20. Southington
21. Newington
22. Waterbury
23. Woodbury
24. Ansonia
25. Milford

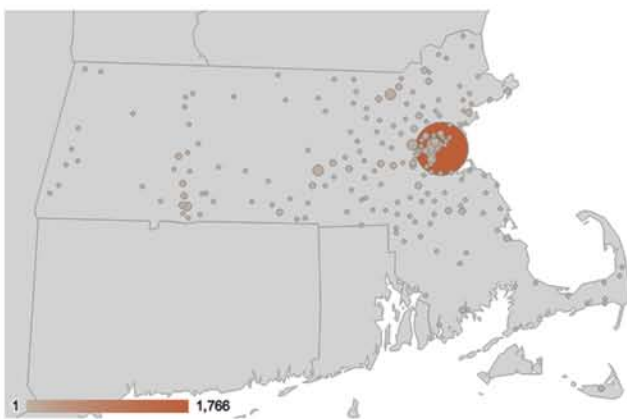


NEW YORK

6,532 hits from 327 cities & towns

TOP 25 READING TOWNS

1. New York
2. White Plains
3. Brewster
4. Buffalo
5. Poughkeepsie
6. Yonkers
7. Carmel
8. Bronx
9. Mahopac
10. Katonah
11. Rochester
12. Albany
13. Ridgewood
14. Syracuse
15. Ithaca
16. Kingston
17. Mount Kisco
18. New Paltz
19. Tarrytown
20. Mount Vernon
21. New Rochelle
22. Harrison
23. Port Chester
24. Wappingers Falls
25. Scarsdale



MASSACHUSETTS

3,051 hits from 193 cities & towns


TOP 25 READING TOWNS

1. Boston
2. Cambridge
3. Worcester
4. Waltham
5. Chelmsford
6. Brookline
7. Springfield
8. Allston
9. Somerville
10. Jamaica Plain
11. Northampton
12. Framingham
13. Plymouth
14. Andover
15. Brockton
16. Chicopee
17. Westford
18. Lowell
19. Newton
20. Brighton
21. Gloucester
22. Arlington
23. Southbridge
24. Natick
25. Nantucket

Gender and Age



READER DEMOGRAPHICS

as provided by 

Rates

Page Ads - Front Page & Section Pages

Big, eye-catching advertisements, front and center on the Main News Page of your choice.

Section Pages include Gallery; Local; Calendar; Arts & Music; Health & Humanity; Science, Earth & Stars; and Food.

Page Ads by month

Front Page / Section Page

- Masthead Ad (220px X 130px): \$1250
- Half-Width Ad (460px X 250px): \$400
- Four Column Ad (300px X 400px): \$500
- Ten Column Ad (780px X 550px): \$375 \$225

The Mercurial

magazine & gallery

HOME GALLERY LOCAL CALENDAR ARTS & MUSIC HEALTH & HUMANITY SCIENCE, EARTH & STARS FOOD ADVERTISING ABOUT



Media Musings: Where Are the Aggressive Interviewers?

BY JOSHUA L. DURKIN
Earlier last week an oddball took place on MSNBC's "Morning Joe." An uncommonly aggressive line of questioning for the morning show was led by Benice Prusko, the Republican National Committee chairman, by MSNBC's Chris Matthews. It was a line of questioning that involved...
Read more >

Search for:

Search

7/28/12 - 9/7 - The Mercurial Staff Show
Featuring work by Katie

Site-wide Masthead Ad

Ten Column Ad in Food Section



CHICKEN NOODLE SOUP ALICIA GHIO
FREAKS & FOODIES #9: THE HOLIDAY DESSERT EDITION CHRIS THE FOOD BUY
NO SOAK BEANS ALICIA GHIO

Wow, do I know a lot of people who are feeling under the weather right now. I'm trying to stay ahead of it with religious hand washing and, quite frankly, just staying away from anyone who has even the slightest sniffle. I have much... Read more >

Happy holidays! Weather you observe Christmas, Solstice, Hanukkah, Kwanza, Yule, or Eid or Festivals, there is one thing all these celebrations have in common: large quantities of food. The days leading up to the new year are filled with big meals consisting of the... Read more >

I tend to be a slacker when it comes to planning meals ahead of time. I typically open the fridge or the pantry and whip up dinner based on what's inside. This habit is probably also why nine times out of ten I use... Read more >

10% of the proceeds from 'Shadows' will be donated to Angels of Sandy Hook Elementary

GET YOUR ORANGE-TINTED GLASSES AT STILL RIVER EDITIONS
What do you get when you challenge professional photographers to exhibit an image, with only one word as guideline: "ORANGE"? The answer will be on the walls at 'Orange' Connecticut ASMP Members' Exhibition' at The Gallery at Still River Editions in Danbury, Connecticut... Read more >

LITTLE PUB
Established 1939
39 Essex Street, Danbury, CT 06810
953.344.9557

60+ beers - over 100 wine selections
live music - 20 parties events weekly, grill, outdoor seating, bar, DJ, live music, beer, home brewed, the craft
great food - lobster mac and cheese, mini corn, baked potatoes, the chef
lively atmosphere - indoor & outdoor seating, high ceilings, with a fireplace

BREWS

SHE'S SO HEAVY: THE IMPERIAL STOUT
AMANDA BLOOM
It's cold and gray outside; that means it's time to reach for these.

THE CRAFT BEER BLOW-UP
AMANDA BLOOM
This past December, the Brewer's Reception occurred.

FRENCH PARLIAMENT INCREASES BEER TAX BY 150%
MERCURIAL STAFF
Despite the best and combined efforts of...

Half-Width Ad on Front Page

potential to be not only an enjoyable and invigorating treat, but also a revitalizing therapy. By simply alternating the faucets, you can boost your immune system, increase metabolism, enhance healthy circulation of...
Read more >

as Shamer Farrell, working furlibars at the age of ten. Later on, he began making beats for other artists and finally found a passion for writing his own music. Whether...
Read more >

stores with family members. Instead, my boyfriend and I got our holiday cheer as we exchanged jaw-hanging looks while watching the controversial Spagetti Western, Django Unchained. Either Christmas...
Read more >

LIKE THIS SITE?
Robert Rae
DESIGN & DEVELOPMENT
WWW.THESEWILLBELAYERS.COM

THE PORTHOLE

Morning glories, Woodstock, NY 2012

REVIEW: PARALLEL POST AT THE TRUMBULL MARRIOTT
Today I'm here to tell you about a place you probably never knew existed, a restaurant that specializes in seasonal, local, farm to table American cuisine that is both high in quality and mid-range in price, a place that looks beautiful inside and would...
Read more >

OPEN SPACE GRANTS PRESERVE NEARLY 3000 ACRES OF CONNECTICUT LAND
Before the Sun of the...

Four Column Ad on Front Page

The 14th Dalai Lama,

a Nobel Peace Prize winner and the spiritual leader of the Tibetan people, will present two lectures at Western Connecticut State University on Oct. 18 and 19.
Each lecture will be streamed live. Click for details.

RECENT TOP STORIES

DEMOS CONVENTION PROBLEM: LOCATION, LOCATION, LOCATION
BY PATRICK SCULLY
Before the Democratic National Convention even gets into order this week, it's plagued by a serious miscalculation in choosing its host city. Charlotte, North Carolina may have seemed like a good choice at the time, but this week it presents some rather troubling visuals...
Read more >

LOCAL ARTIST PUBLISHES THE CARTOON FANTASY GUIDEBOOK
BY KRISTIN HANING
Brought to you by For Beginners - the graphic nonfiction series that deconstructs complex ideas and makes them accessible to the everyday reader. When Joe DiGiuseppe cracked open a blank sketchbook in 2003, he began to doodle and create the framework for an instructional...
Read more >

STREET WALK ASTRONOMY: COMING TO A STREET CORNER NEAR YOU
BY NORA LEWIS ALLEN
Most people are fascinated by space. Disney makes roller coasters about it. Apple named "Pie in the Sky" pizza restaurants exist in most, if not all, states. Thousands of college freshmen take astronomy courses yearly, only to be disappointed when their class does not...
Read more >

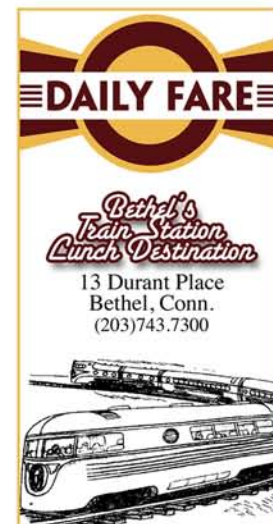
NATIONAL PARTY POLITICS TAKES CENTER STAGE IN 5TH DISTRICT
Gov. Daniel P. Malloy and labor leaders rallied around Elizabeth Esty, the Democratic nominee in the 5th Congressional District, and painted her opponent, Sen. Andrew Romanoff, as someone who supports the national Republican agenda. Esty believes voters in the 41 towns in the 5th Congressional...
Read more >

Ad Squares - Front Page & Full Section

Ad Squares appear on The Mercurial's high-traffic Front Page or in the Section of your choice. Section Ad Squares appear on **every page** of the Section throughout your campaign - every article, and every Sub-Section News Page.

Ad Squares appear vertically in The Mercurial's left side bar.

Sections include Gallery; Local; Calendar; Arts & Music; Health & Humanity; Science, Earth & Stars; and Food.



Ad Squares by month

Front Page / Full Section

- | | | |
|-------------------------------------|-------|-------|
| • 1 Square (140px X 140px): | \$150 | \$95 |
| • 2 Squares (280px X 140px): | \$210 | \$125 |
| • 3 Squares (420px X 140px): | \$300 | \$175 |

Ad Design

You dream it, we design it.

\$45



Feature Articles

- Showcase your business with an outstanding piece by Mercurial staff \$300
- Offer tips, event previews, and more with your own business-focused content \$100

Business Byline

A "Brought to you by" byline featuring your website-linked logo, address, phone number, and tagline in an article of your choice or in our bi-weekly newsletter, "Mercurial News".

The Business Byline will be published in perpetuity and markets your business again and again as readers browse the magazine.

Events

Ideal for venues, bands, artists, gallery openings, fundraisers, grand openings, sales, and more!

Events display on Front Page and in the Calendar section for dual-powered exposure.

Front Page listings open to your event location via **Google maps** where readers can add your event to their own personal calendars.



Article / Newsletter

\$75

\$125

Listings / Monthly Listings

up to 25 events

\$5

\$75