

CTbites

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Your guide to great food in Connecticut



Because life
is too short
for bad food.

To Our Advertisers,

In case you haven't noticed, big things are happening at CTbites.com. 2020 marked the 10 year anniversary for CTbites, the go-to spot for all things foodie in the state of Connecticut. We have seen exponential growth in our readership and targeted reach, but as we grow, our dedicated readers, strong community and industry relationships remain at the forefront of our mission. The open communication and relationships between our followers, restaurant owners, chefs, local vendors, farmers, artisans and the ever growing CTbites team, remain central to our role as leaders in the CT food scene.

What makes CTbites Connecticut's most targeted source for breaking food news? CTbites coverage and demographics now reach throughout the state, making us uniquely positioned at the forefront and center of the market as the ONLY CT digital publisher dedicated to restaurants and food news. CTbites.com provides advertisers with a unique editorial marketing platform on the web, as well as on our social media platforms, which expand our online community to offer our advertisers a large portfolio of opportunities in which to interact with the brand, while engaging key demographics.

Recent editorial updates have introduced some exciting new **opportunities** for advertisers including the hugely popular monthly guides, highlighting holiday and seasonal culinary resources, as well as our weekly Nibble column featuring a roundup of Connecticut's hottest food events.

We are also pleased to announce that CTbites has launched @HudVbites, and our MIAbites.com web site is in full swing.

What does this mean for our advertisers? CTbites is serving up a powerful demographic on a highly visual platform designed for maximum user engagement.

Our dedicated readership 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.

- 65% 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.
- 65% female/35% male
- 70% married
- 45% have children living at home.
- 72% of our readers make > \$100,000 annually

Our Stats

- www** 60,000 unique visitors per month
- www** 140,000 average page views per month
-  11,000 Newsletter Subscribers
-  47,000+ Instagram Followers
-  17,000+ Facebook Followers & Post Reach of 40,000 per week
-  14,000 Twitter Followers

Loyal Followers

- 50% visit ctbites.com weekly
- 40% visit ctbites.com daily
- 34% visit ctbites.com several times/week

"Thanks to the Christmas Guide, we had so many orders for Christmas Eve Dinner that we had to stop taking them so the kitchen could produce the ones we had!"

- Martina Cordero, Marketing Director for Villa Italia Ristorante & Bar

"Hi CTbites, Thank you so much for your Instagram post. It was very significant, the views on my website skyrocketed. I can't thank you enough for the feature."

- Local Hot Sauce Company

"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

"I wanted to ask if you guys planned on running any articles pertaining to Restaurants offering St. Patrick's Day and Easter Menus. Our Thanksgiving feature was well received, so we would like to be featured in as many articles as possible! :)"

- Vanessa Sena, Chief Operating Officer, Nala's Kitchen

"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

"Hi, just wanted to reach out and say THANK YOU! The CT Bites mention got us great exposure and tons of phone calls. Really happy we participated."

- Stacey Orecchio, Lifted Spirits Bar Concierge & Staffing

"The CT Bites healthy eating guide was great exposure at a timely point of the year for our company. It attracted new eyes to the company as well as opening the door to collaborations with other companies on the list."

- Bill Shufelt, Athletic Brewing

"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

"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!"

- Todd, Norwalk

"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

"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

Appetizers

Social Media Post

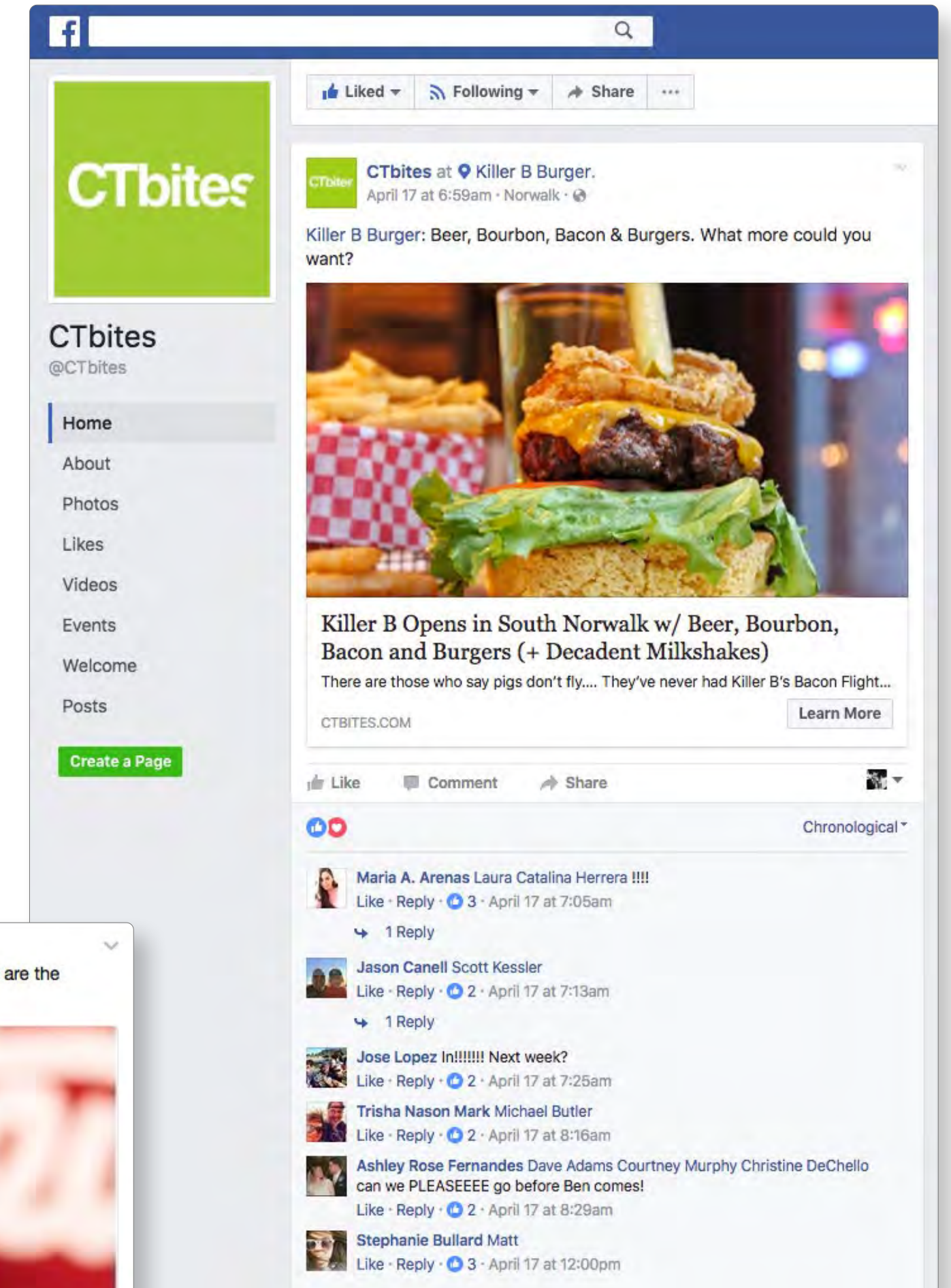
Get liked and shared by our loyal Facebook, Instagram, and Twitter audiences. An image(s) or video accompanied by a platform-specific description, including relevant link backs, may be shared on one or all of our channels.

Instagram image(s) or video:	\$500	Instagram story:	\$200
Facebook image(s) or video:	\$350	Twitter:	\$100

Instagram Giveaway

Harness the power of CTbites 47,000+ readership to promote your brand with a GIVEAWAY, a great way to increase your followers while gaining maximum engagement for your account.

\$500



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 featured 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.



Video

ctbites
Nom-eez >

Judy Michaelis • 0:13
Wonderful night...can't wait to go to Nom-
Eez...Pho was amazing

Elisa Gorman • 0:43
Great job guys!

Debi Ginise Conrad • 1:08
So much fun

Kristyn Golier • 1:45
Two of my favorites from Nom-Eez!!!
Delicious!!!

Write a comment...



1,993 views · Liked by ctbites

ctbites #sexy #soup #vietnamese #coconut #curry #nomeez @chefstorch #blackrock #foodstagram #cteats #cteatsout #foodporn #ctfoodlovers #ctfood #ctrestaurants #fairfieldcounty #fairfieldfoodie

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 sponsored. This is perfect for new restaurant openings, events and offerings. Advertorials also include a complimentary Facebook post, Instagram story post, and newsletter mention.

\$1,200

Mini Advertorial

A scaled down version of a full Advertorial. Mini advertorials include 300 words and 2 photos. Includes a complimentary Facebook post and Instagram story post, plus a mention in the CTbites weekly newsletter.

\$800

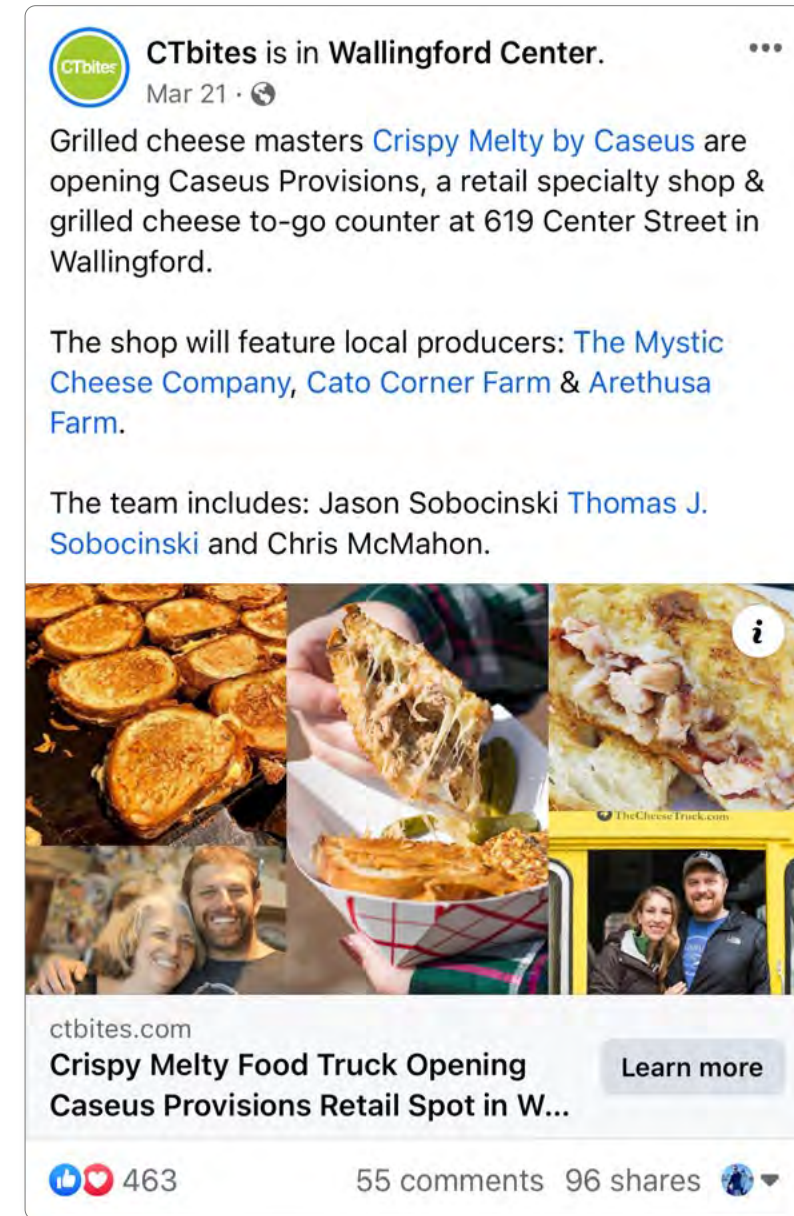


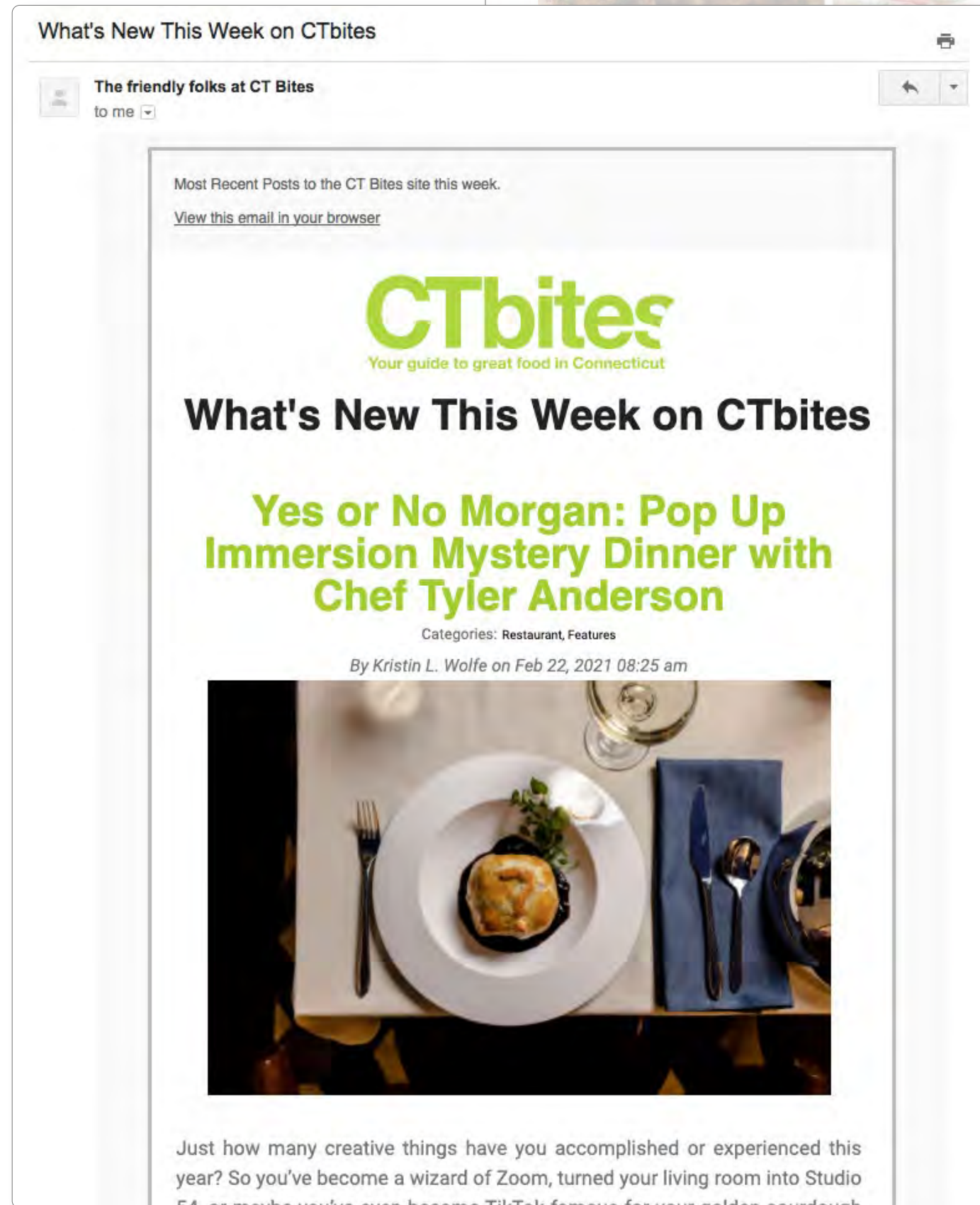
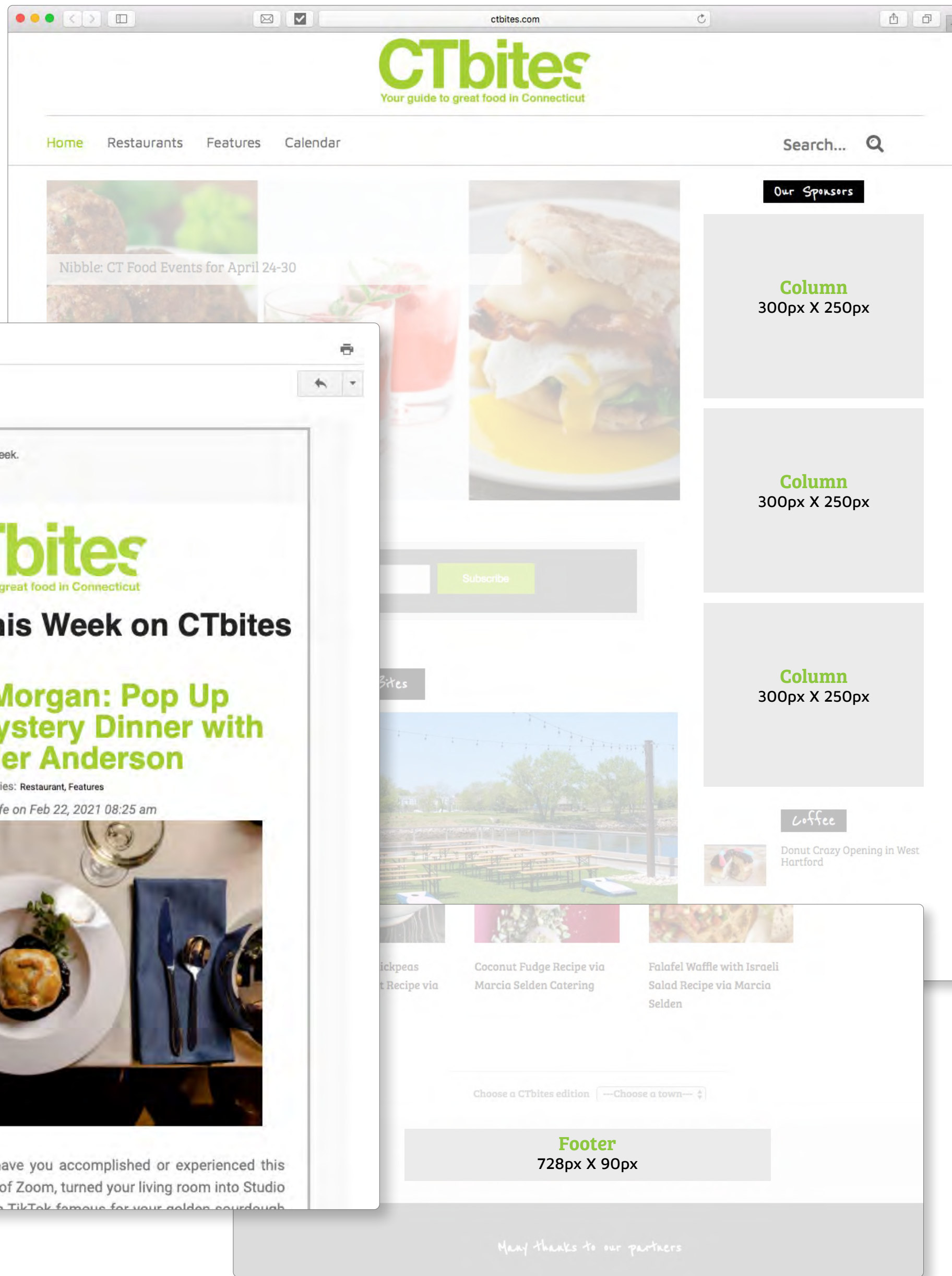
Sides

Recurring Monthly Advertising

Get exposure to the growing CTbites audience every month with our monthly advertising option. Choose a sponsored post on the same platform each month, or be flexible and rotate monthly amongst our appropriate advertising options (Facebook, Instagram, Guides, Round Ups, etc).

Starting at \$300/month
Annual contract required





Desserts

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 11,000 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.



Tasting Menu

Priority Placement

Throughout the year we publish Roundups, which are CTbites lists focused exclusively on a holiday (Thanksgiving, New Year's, Mother's Day). Round Ups are inclusive lists with the business name and a sentence description. Priority Placement in a Round Up includes an image, a paragraph description, and listing at the top of the Round Up before the standard Round Up listings.

- 1st spot Priority Placement: \$300
- 2nd spot Priority Placement: \$275
- Package 4 Priority Placements: \$700
- 3rd spot Priority Placement: \$250
- Priority Placement: \$200
- Package 6 Priority Placements: \$1,000

Guides

Guides are CTbites articles that post as CTbites content. They are curated, hand picked recommendations. Listing in a Guide includes an image, full description and link to a website or social media. Because they are curated, Guides tend to be shorter with fewer listings than Round Ups.

- 1st spot Guide placement: \$450
- 2nd spot Guide placement: \$425
- Package 4 Guide Placements: \$1,300
- 3rd spot Guide placement: \$400
- Guide placement: \$350
- Package 6 Guide Placements: \$1,800



The Food Crate

www.thefoodcrate.com

It's that time of year again with Valentines on the horizon. But this year is a little different and that's alright because The Food Crate has done it up a little different.

A Dash of Salt, Stamford

www.adashofsaltcatering.com

No outdoor dining necessary. A Dash of Salt Catering is making date night work in the warmth of your own home. If you're thinking of doing a romantic dinner at home this V-day, here is your sign. Try an upscale, multi-course dinner that will provide plenty of entertainment. Receive Chef-Prepared menus straight to your door and customized dynamic dishes. Start off with a First Course of...

CRAVE by ONTHEMARC

marcevents.com

Special - you and your significant other deserve it! Receive a lavish 3-course dinner for two with something special.

2021 Valentine's Day Guide to Restaurants, Caterers, Gifts, Sweets & Events in CT

April Gullbault February 04, 2021

Happy Valentine's Day, everyone! In a time when giving a hug has become an event, any reason to celebrate love has to be embraced! Whether you are planning a cozy-delish dinner at home, venturing out (safely) to a restaurant, wanting to give a sweet gift or even try a new class with your sweetie, we've got you covered.

We've arranged this listing in a different way this year, with the hopes that you can find exactly what you are looking for easily. About Valentine's Day, ya got nice dinners, ya got chocolate and ya got time with your honey. So, those are our categories: **Restaurants/Caterers, Sweets/Gifts, and Events/Classes**. Scroll the list to find what you want and need and enjoy the holiday. There are some great ideas here, proving that nothing stands in the way of love. Pssst: This is also quite possibly the first time the word "thong" has appeared in CTbites copy. See if you can find it.

The Bee Love Project, Fairfield

www.thebeeloveproject.com

To end the year with some love and wellness check out The Bee Love Project's local initiative that brings people together to understand the role of bees in our environment. The Bee Love Project's wildflower honey and pollen are delicious, and have many health and immune boosting benefits. For those who love honey is a delightful spread, great on toast and bagels. For those who...

Athletic Brewing, Stratford

www.athleticbrewing.com

Athletic Brewing believes you shouldn't have to sacrifice your ability to be healthy, active, and at your best to enjoy great beer - so, they've created their...

Arogya, Westport

Customized Holiday Gift

In downtown Westport, one can find the cozy, holistic wellness center Arogya. Arogya's Sanskrit name equates to that which we are all striving for - well-being where one is integrated and aligned in physical, mental, and emotional harmony. For over twenty years, Arogya has been providing holistic services, wellness products, and a comprehensive menu of classes around the world. With specializations in Chinese...

CTbites 2020 Gift Guide: Great Gifts For Your Favorite CT Food Lover

April Gullbault December 05, 2020

How to find the perfect gift for this crazy ass year-well ain't that the question of the day! As many of us are staying a little further away from stores and not partaking in the usual activities we have in past years, we got creative and found the creative for your gift-giving! **Artisans, chefs, and vendors are all rising to the occasion with fabulous out-of-the-box thinking and we discovered a treasure trove of unusual, beautiful, tasty items and experiences that will infuse a blast of goodness into this particularly...**



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.

