

GOOD Morning Wilton



**Want to reach WILTON? TRUST the source
WILTON TRUSTS the most to get its local news.**

MEDIA KIT MARCH 2026

LOCAL.

Founded in 2013, *GOODMorningWilton.com* has become Wilton's most-trusted, must-read news source about Wilton – and *only* Wilton.

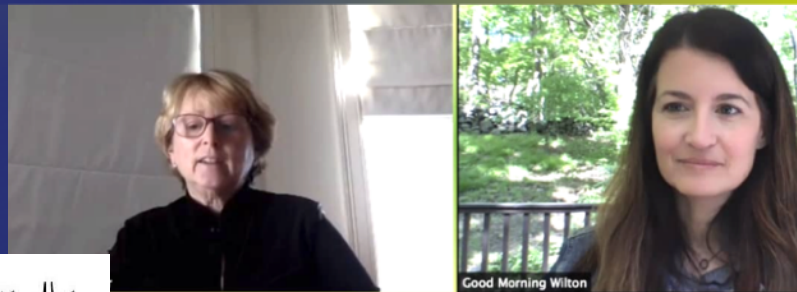
- Wilton's **only locally-owned independent** news
- The only news source whose **team lives in Wilton** and knows Wilton better than anyone.
- Other media slashed Wilton coverage dramatically. Now, **readers identify GMW as THE source for news** on Wilton's government, schools, real estate, businesses, sports, and residents. It's their hometown news source, and the way to reach an active, engaged community.

REACH the COMMUNITY.

- 66,000 unique viewers per month
- 120,000 sessions per month
- 150,000 pageviews per month

I love your site. We are so lucky to have you and I love the connection you have to our town and the people. It shows how much you really care.

— Kirsten P



ONLINE.

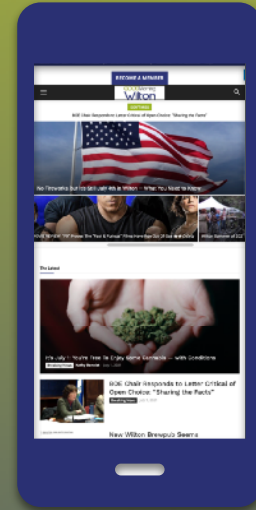
We bring readers *what* they want – *how, where and when* they want.

REACH

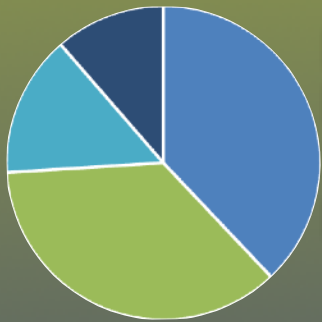


DEVICES

Mobile **55%**
Desktop **43%**
Tablet **2%**



CHANNELS



- Referral/Email **43%**
- Organic Search **30%**
- Direct **19%**
- Social **8%**

COMMUNITY.

GOOD Morning Wilton readers get engaged and *stay* engaged.

5,400+

DAILY newsletter subscribers
67% Open Rate

745+

PAID supporting memberships



6,800+ FOLLOWERS

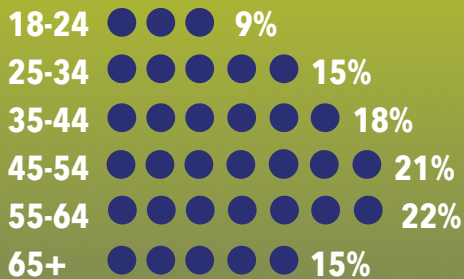


3,740+ FOLLOWERS

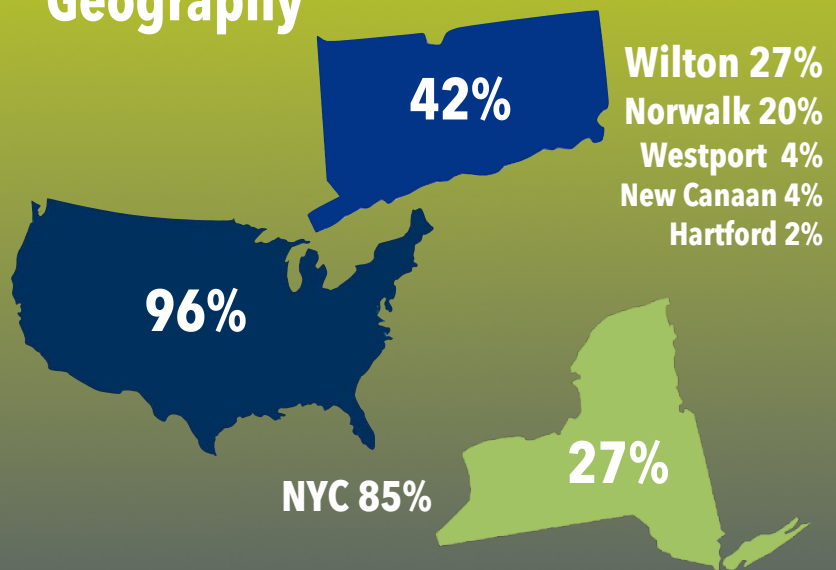


GMW reader demographics

Age

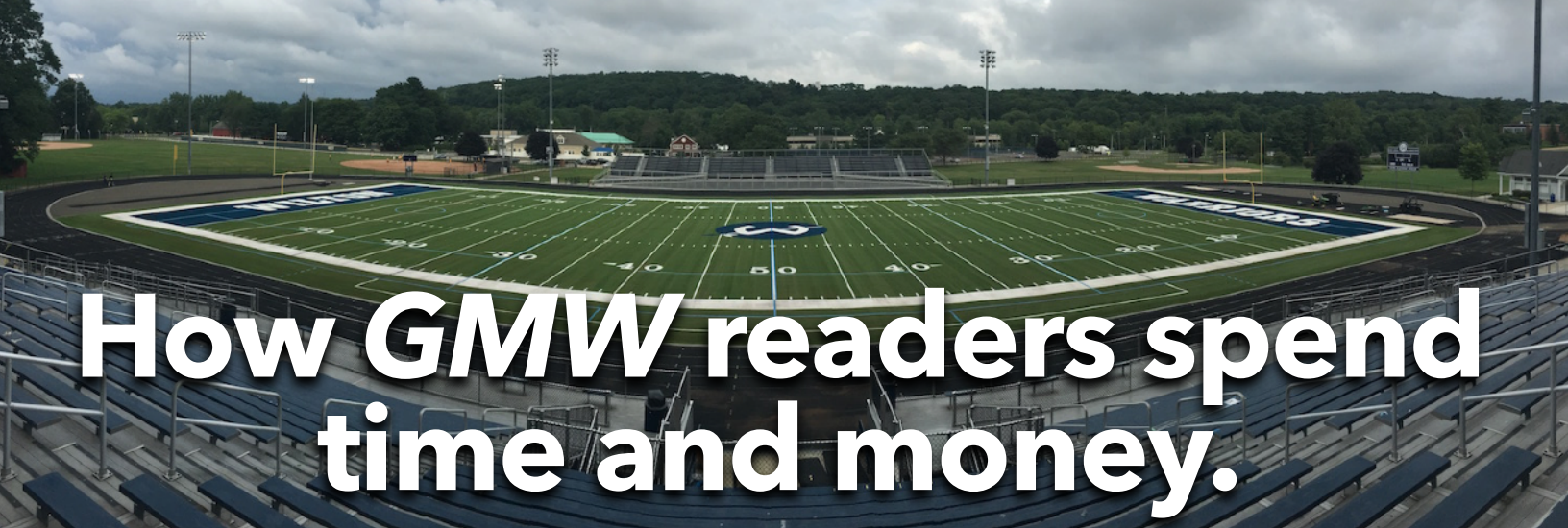


Geography



Gender








How GMW readers spend time and money.

Reader Interests...

-  News & Politics/Avid News Readers
-  Lifestyles & Hobbies/Family-Focused
-  Media & Entertainment/Movie Lovers
-  Travel/Travel Buffs
-  Sports & Fitness/Sports Fans
-  Shoppers/Shopping Enthusiasts
-  Banking & Finance/Avid Investors
-  Food & Dining/Cooking Enthusiasts
-  Avid Business News Readers
-  Technology/Technophiles

In the market for...

-  Real Estate/Residential Properties (For Sale)
-  Houses for Sale
-  Education/Primary & Secondary Schools (K-12)
-  Home & Garden/Home Decor
-  Financial Services/Investment Services
-  Education/Post-Secondary Education
-  Apparel & Accessories/Women's Apparel
-  Business Services/Advertising & Marketing
-  Employment
-  Autos & Vehicles/Motor Vehicles

INFLUENCE.

Thank you for your tireless work covering the campaigns!

You have made such a positive difference in our town.

— Chris

Thanks for the coverage, what a turnout ... a parking lot that had cars parked in every conceivable place. **Great to see your efforts produce so much involvement.**

— Will M.

Great article! **Now I understand the issue.**

— Marie

I subscribed to your newsletter and **I feel like I'm part of the community.** I had our weekend plans **thanks to you.**

— Carol

As a new resident of Wilton I wanted to say a big thanks for the service you provide.

What a great resource to stay educated on local events.

— Ray B.

Awesome news coverage!! You have been terrific throughout this news cycle. GMW is the best.

— Virginia

The POWER of you ... **After your article ran, we were SOLD OUT!**

— Janet Crystal, Wilton Library

Incredible job on the videos... **better than Channel 12 and rivaling the NY local news.** Keep up the excellent work covering Wilton.

— Paul

I just canceled our Wilton Bulletin subscription because they're impossible to do business with. **Keep up the good work!**

— David

I read your email every morning **like a newspaper... only better!** Thanks for all you do.

— Karen

What would we do without our Good Morning Wilton?! BRAVO for all of your excellent professional reporting! And thank you.

— Dianne

Along with the YMCA, the Wilton Library, the NRVT, Ambler Farm and Trackside, **GMW is one of the best assets of our wonderful town.**






— Mike.

NOTHING COMPARES.

Pages to Watch

Create Post

Compare the performance of your Page and posts with similar Pages on Facebook.

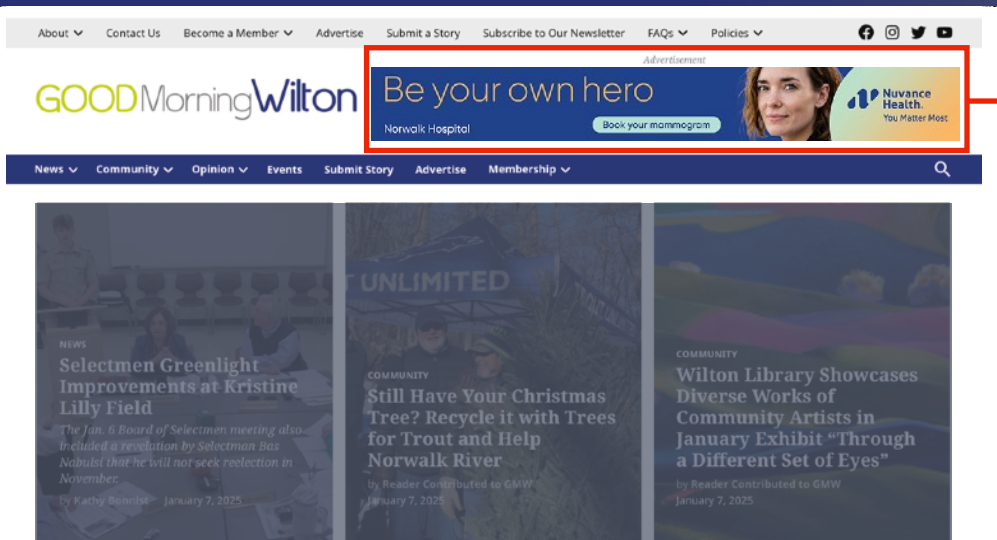
Page	Page likes	↓	Page likes...	↑↓	Published content
 GOOD Morning Wilton When Wilton wants info, access and the resources to find out what'...	6K		↑ 47		22
 Newcanaanite.com Big news for a small town: New Canaan, CT.	3.9K		↓ 1		18
 The Wilton Bulletin Leader in Wilton news, sports, business and community coverage s...	3.4K		↑ 1		106
 Wilton Patch Hyperlocal news, alerts, discussion and events for Wilton, Connecti...	1.9K		0		150
 Darien News Welcome to the official facebook page of Darien News. Check back...	1.2K		↑ 3		0

SO NOW WHAT?



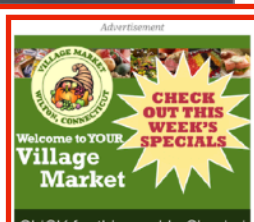
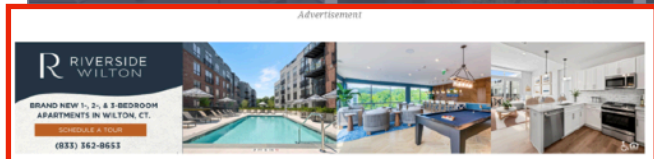
AD Zones, Sizes & Pricing

Sizes are listed in pixels. For better resolution please double length and height, or increase resolution. We're happy to discuss ad design and resolution.



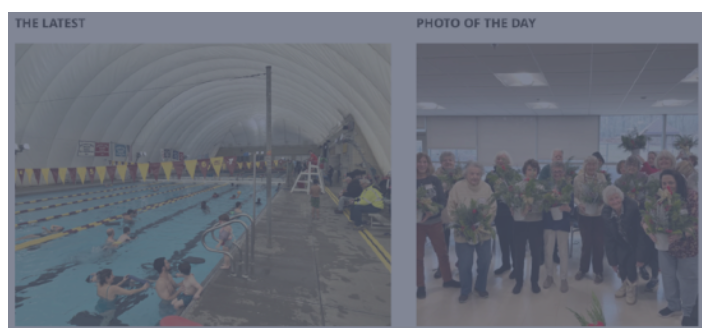
Leaderboard **PREMIUM**

- Maximum TWO advertisers rotate in ONE ad spot
- Runs EVERY page
- 728 x 90
- \$675/month (50%)
- \$1,000/month exclusive (100%)



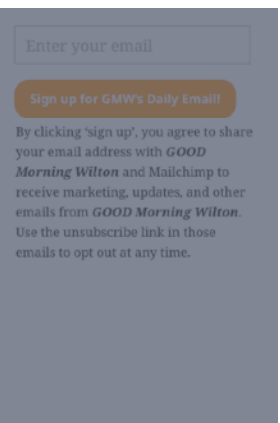
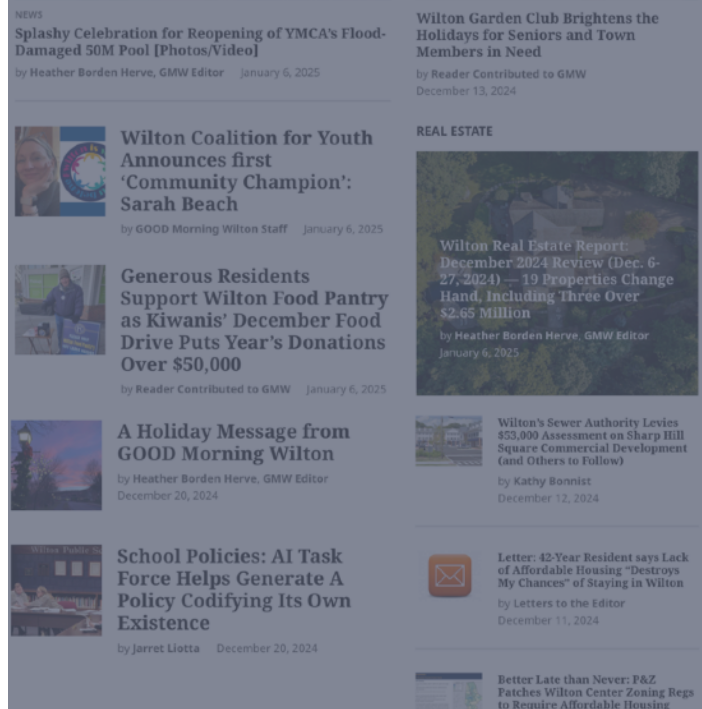
Homepage Between Categories **PREMIUM**

- Maximum THREE advertisers rotate in ONE ad spot (plus TWO bonus locations)
- 800 x 150
- \$300/month (33%)
 - \$100/one week
 - \$180/two weeks
 - \$225/three weeks
- \$800/month exclusive (100%)



Homepage Side Banner **PREMIUM**

- Maximum SIX advertisers rotate in THREE ad spots
- INCLUDES rotation on ALL article sidebars
- 600 x 500
- \$400/month



AD Zones, Sizes & Pricing

Article Side Banner Ads

No limit to the number of advertisers that can appear in this zone. Ads will rotate through SIX spots in each sidebar.

LARGE Sidebar

- Runs on EVERY page (except Real Estate)
- 600 x 500
- \$300/month
 - ▶ \$100/one week
 - ▶ \$180/two weeks
 - ▶ \$225/three weeks

LARGE REAL ESTATE

- \$200/month
 - ▶ \$75/one week
 - ▶ \$120/two weeks
 - ▶ \$140/three weeks

SMALL Sidebar

- Runs on EVERY page (except Real Estate)
- 600 x 250
- \$200/month
 - ▶ \$75/one week
 - ▶ \$120/two weeks
 - ▶ \$140/three weeks

SMALL REAL ESTATE

- \$150/month
 - ▶ \$50/one week
 - ▶ \$90/two weeks
 - ▶ \$110/three weeks

In-Article Banner Ads

PREMIUM

- Runs in stories longer than FIVE paragraphs.
- Limited to FOUR advertisers, ads rotate randomly
- Multiple placements appear in longer stories
- 700 x 200
- 600 x 500
- \$400/month (25%)
 - ▶ \$120/one week
 - ▶ \$240/two weeks
 - ▶ \$280/three weeks
- \$1,200/month exclusive (100%)

AD Zones, Sizes & Pricing

GMW's *Rebranded* Daily Newsletter



Over 5,400 subscribers signed up to receive **GOOD Morning Wilton's** newsletter every Monday through Friday. The newsletter's 67% average open rate exceeds industry norms by 2X.

There's *no* better way to reach an engaged, targeted audience that *wants* Wilton news and info.

Now there are even more **AFFORDABLE AD** options, with a special publicity feature that is perfect for small businesses and non-profit organizations, and ideal for event promotion -- **ALL ads include PRIORITY** mention in our new "GOOD To Go" column.

The screenshot shows the newsletter layout with several ad zones highlighted by red boxes:

- Zone 1 Premium Newsletter Leaderboard:** Located at the top left, featuring an advertisement for women's health care.
- Zone 2 Today's Wilton News Ad Zone:** Located in the middle left, featuring a "Wishing You Happy Holidays" ad.
- Zone 3 Recent Stories Ad Zone:** Located at the bottom left, featuring an advertisement for GMW's "Monday Morning Brew".

ZONE 1 PREMIUM NEWSLETTER LEADERBOARD
\$250/Week

- up to **THREE** advertisers (33%)
- **\$600/week** exclusive (100%)
- **700 X 200**

ZONE 4 FEATURED EVENT ZONE
\$60/Week

ZONE 2 TODAY'S WILTON NEWS AD ZONE
\$75/Week

- **INCLUDED** with any website banner ad

ZONE 3 RECENT STORIES AD ZONE
\$60/Week

- **INCLUDED** with any website banner ad

The screenshot shows the event calendar layout with several ad zones highlighted by red boxes:

- Zone 4 Featured Event Zone:** Located in the middle, featuring a "Christmas Eve" event advertisement.
- Zone 5 Event Calendar Ad Zone:** Located on the right side, featuring a "Great Trains Holiday Show" advertisement.

ZONE 5 EVENT CALENDAR AD ZONE
\$50/Week

- **INCLUDED** with any website banner ad

NON-PROFIT DISCOUNT
 Volunteer Run: 30%
 Professionally Staffed: 20%

Sponsored Content

Sponsored Content is a great way for businesses and organizations to spread the word about something that isn't straight 'news' – *and* control how the story is told.

GMW always clearly identifies Sponsored Content so readers know it's paid content. But otherwise, it looks and reads just like all other editorial content.

- Tagged as 'Sponsored'
- Content edited by **GMW** staff to fit editorial style and policies, then approved by the advertiser *
- Pricing depends on length, social media promotion, duration of event listing and other factors (to be discussed with the advertiser)

***GMW** reserves the right to decline sponsored content

Sponsored Article

- **Starts at \$250** with advertiser-supplied content (including photo)
- **Starts at \$350** for **GMW**-created content
- **Website:** Appears in the top **THREE** stories on the HOME page.
- **Newsletter:** Runs in the top four "Today's News" stories.
- **Social Media:** Option to promote on **GMW's** Facebook and Instagram pages (*extra fee*).
- Content always remains on the website with a permanent, sharable link
- No other advertising appears on the page



Sponsored Calendar Event Listing

- Advertiser supplies **ALL** content
- **Starts at \$125** for one-time event (*extra fee for multiple dates/entries*)
- **Newsletter:** listed in basic event section; (*extra fee for individual story blurb & link*)
- **Social Media:** Promoted on **GMW's** Facebook and Instagram (*extra fee*).



Other Promotional Opportunities

(Rates and ideas discussed upon request)

- GMW-sponsored events
- Social Media campaign
- Co-branded collateral
- Facebook Live video visits



- **“Come On In!”** sponsored segment showcasing Wilton businesses. In an edited video, we’ll share our experiences visiting with Wilton businesses of all stripes – apparel, gift and housewares retailers; restaurants and caterers; manufacturers and technicians; aestheticians and personal service providers; and more.



Terms and Conditions

Technical Guidelines

1. Client shall provide "copy" (text, graphics, artwork and/or creative, hereinafter "copy") to **GMW** in acceptable media and file formats: JPG, PNG, GIF; and sized to-spec.
2. Client may replace its initial copy with new materials **once per week period**; **GMW** will have 24 hours to update insertion.
3. Additional charges may apply for graphic design and/or resizing, if required, at a rate of **\$100/hr.**
4. Copy must be submitted at least 48 business hours before insertion start date. Delivery, proof and approval of all copy is the responsibility of the client.
5. **FOR SPONSORED CONTENT:** Client must provide one photo for each article main image (horizontal/landscape orientation) that client has legal rights to share and publish, and provide appropriate credit/acknowledgment.

Payment Terms

1. All ads must be prepaid unless other arrangements are made with **GMW**.
2. **Payment is due in full upon receipt of invoice.**
3. **Ad location(s) is/are not reserved until total payment is received in full.**
4. Unless otherwise specified in writing, invoices not paid within two weeks (14 days) of the invoice date will accrue interest at 1.5% per month. Client agrees to pay for each check returned for insufficient funds or any other reason at \$35 per occurrence or 5% of the value of each returned item, whichever is greater."
5. **GMW** will suspend any ads for accounts in arrears after 14 days.
6. Advertisers using an agency or agent are responsible for any charges, commissions incurred above and beyond the advertising fees contained herein.
7. **If an agent or agency is signing on behalf of advertising client, the agency is responsible for payment per the terms of this agreement, regardless of whether client has paid the agent.**

Conditions

1. Execution of this advertising contract in no way includes a guarantee of editorial coverage or content, unless specified as "sponsored content" above.
2. Client warrants that all ad text, images and other materials are authorized for such use, that client has secured all rights, permissions and ownership of all ad materials; and that all information presented is true and accurate. Client agrees to hold **GMW** harmless from any trademark, copyright or intellectual property claim or litigation resulting from the ad.
3. Requests to remove ads prior to the end of the agreed upon ad period must be made in writing. No refund will be made for early withdrawal of advertisement.
4. **GMW** may reject copy that is determined to be or may be false, misleading, deceptive, libelous, defamatory, or offensive to the community; is or may be a violation of an existing or proposed law; may result in the creation of new laws or regulations designed to restrict advertising; or which in any way reflects adversely on the character, integrity or standing of any person or business, including other **GMW** advertisers. **GMW** may also reject any copy which **GMW** in its sole and absolute discretion determines to be: (i) contrary to the public's interest; (ii) contrary to **GMW**'s interest or policies; or (iii) in conflict with or which may adversely affect any other advertiser's copy on the website.
5. **GMW** makes no representation as to the number of hits/visits an advertiser will receive.
6. **GMW** makes no guarantee about positioning in advertising zones that rotate spots.
7. **GMW** will not guarantee zone exclusivity or exclude another advertiser unless client contracts 100% of the zone.
8. Client will notify **GMW** about intent to continue prior to 14 days from end of insertion period, after which position may be released and made available to other advertisers.
9. **GMW** will notify client about any changes in advertising rates, positioning, rotation, etc., prior to 30 days from end of insertion period.
10. In the event of natural disaster or internet service disruption for any reason that lasts longer than 24 hours, the advertiser agrees that as its sole remedy, **GMW** will, upon request, extend the run of the advertiser's campaign by the length of the disruption. **GMW** will not be responsible for lost sales or other claims or damages.
11. Advertising periods may include time periods when **GMW** is not actively publishing new stories, but when the website is still active, including but not limited to, weekends, holidays and the last two weeks of December. This is accounted for in pricing. Additional time will not be added onto the end of contracted insertions unless addressed in advance between client and **GMW** on a case-by-case basis.
12. **Refer to GMW'S Election Guidelines for additional election advertising-specific instructions.**

Reach new customers *today.*

Contact **Heather Borden Herve** at 773.294.3392
or at advertise@goodmorningwilton.com
to find out more.

