

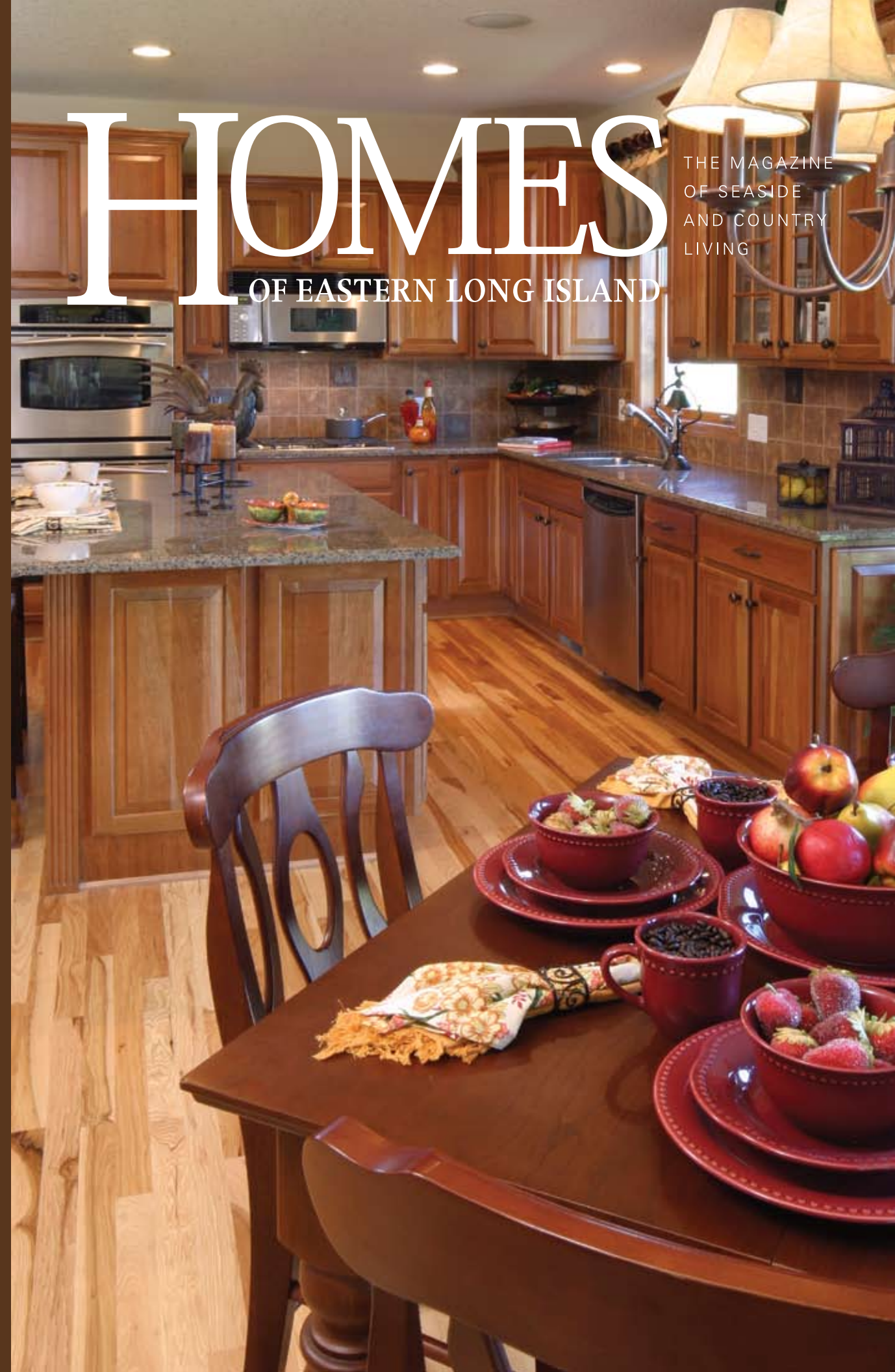
HOMES

OF EASTERN LONG ISLAND

THE MAGAZINE
OF SEASIDE
AND COUNTRY
LIVING

ISSUE	SPACE RESERVATIONS	MATERIALS DUE	PUBLICATION DATE
FEBRUARY / President's Day V20N1	01.13.12	01.18.12	02.10.12
MARCH / Spring V20N2	02.10.12	02.15.12	03.09.12
APRIL V20N3	03.09.12	03.14.12	04.06.12
MAY / Memorial Day V20N4	04.06.12	04.11.12	05.04.12
JUNE / Summer V20N5	05.04.12	05.09.12	06.01.12
JULY / Fourth of July V20N6	06.01.12	06.06.12	06.29.12
AUGUST V20N7	06.29.12	07.02.12	07.27.12
SEPTEMBER / Labor Day V20N8	07.27.12	08.01.12	08.24.12
OCTOBER / Columbus Day V20N9	08.24.12	08.29.12	09.21.12
LATE OCTOBER / Harvest V20N10	09.21.12	09.26.12	10.19.12
NOVEMBER / Thanksgiving V20N11	10.19.12	10.24.12	11.16.12
DECEMBER / Holiday V20N12	11.16.12	11.19.12	12.14.12
JANUARY / New Year V20N13	12.14.12	12.17.12	01.11.13

Ad closings and publication dates are subject to change. Please refer to our monthly e-mail reminders.



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Distribution

Homes of Eastern Long Island's select distribution of 25,000 copies each issue, reflects a time-proven strategy for reaching the most affluent group of buyers and sellers of multiple homes and related luxury products. Distributed weekly to over 500 prominent and highly visible locations throughout the North Fork. Our newsstand quality ensures a long shelf life and high pass-along rate of six readers per copy, for a total readership of over 150,000.

Additional Distribution: High profile events, Exclusive Manhattan lobbies, Manhattan newsstands, Seasonal South Florida distribution, Wineries, B & B's, Luxury Real Estate Brokers Nationwide, On-board luxury transportation, Direct mailings to high net worth individuals, On-line exposure with over 34 million views each month

Advertising & Audience

Benefits of Advertising

- Custom Ad Design
- Free EZ-Tours
- Personal Web Design and Broker Websites
- Advertised listings on the internet
- Targeted Direct Mail to High Net Worth Individuals

National Brand Name Recognition

Over 65 million+ *Homes & Land Magazines* are distributed in over 30,000 communities across the United States and Canada every year.

Unparalleled Internet Exposure

www.HomesAndLand.com is advertised on the cover of over 6 million magazines across the country every month! Sponsored links at Google Base, Yahoo, Wall Street Journal, Trulia, and more.

Demographics:

- Male:** 49%
- Female:** 51%
- Median Age:** 39

Readership:

- Loyalty pass-along rate:** 6
- Total readership per issue:** 150,000

Average Household Income: \$484,000

Median Net Worth: \$2.2 million

Average North Fork Home Price: \$480,000

Average Shelter Island Home Price: \$822,000

Rates and Specs

For advertising inquiries
please call 631.283.4663 ext.15

AD SIZES

- Full Page: 8.375 x 10.875 (Non-Bleed AD)
8.625 x 11.125 (Bleed AD)

- 1/2 pg Horizontal: 7.625 x 5
- 1/2 pg Vertical: 3.78 x 10.125
- 1/4 pg Vertical: 3.78 x 5

Note: All text and non-bleed photos should be 1/2" in from edge of document.

PRODUCTION MATERIALS

Preferred logo format is EPS. All graphics should be high resolution - web graphics are unacceptable. All electronic files may be e-mailed or uploaded to our FTP site. For instructions, e-mail us at mpg@hamptons.com

4-COLOR DISPLAY AD

Rates are per issue. Contract rates are for consecutive insertions. All rates are net and are effective through December 2012.

Advertising Agencies must add commissions to quoted rates.

	1X	13X
Full Page	\$1225	\$845
1/2 Page	\$ 750	\$495
1/4 Page	\$ 450	\$320

PREMIUM POSITIONS

(Annual contracts only)

- Front Cover: \$1250
- Premium Placement (opposite Editorial): Add 20%
- Page 2: \$905
- Page 3: \$930
- Centerspread (2 pages): \$915
- Inside Back Cover Left: \$905
- Inside Back Cover Right: \$930
- Back Cover: \$1180

NORTH FORK/SHELTER ISLAND LIVING FEATURE

A feature photo spread and story within the pages of *Homes of the Eastern Long Island* and billboarded on the Front Cover.

Rates also include professional copy editing—
2 Page Spread: \$1975

ADDITIONAL SERVICES:

Photography, Art/Color Services, and 4-Color Reprints/Brochures/Postcards.

Please call for more information and quotes.

631.283.4663 ext.11 • www.HomesELI.com