

# 2010 Publishing Calendar

Ad close Materials Due Publication Date

**January 2010**  
V18N1 - Presidents' Holiday 2010

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Ad close: 1/8 Materials: 1/13  
Publish: 2/12

**February**  
V18N2 - March 2010

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

Ad close: 2/12 Materials: 2/17  
Publish: 3/12

**March**  
V18N3 - April 2010

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Ad close: 3/12 Materials: 3/17  
Publish: 4/9

**April**  
V18N4 - Memorial Day 2010

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Ad close: 4/9 Materials: 4/14  
Publish: 5/7

**May**  
V18N5 - June 2010

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Ad close: 5/7 Materials: 5/12  
Publish: 6/4

**June**  
V18N6 - Fourth of July 2009

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Ad close: 6/4 Materials: 6/9  
Publish: 7/2

**July**  
V18N7 - August V18N8 - Labor Day

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Close: 7/2 Materials: 7/7 Publish: 7/30  
Close: 7/30 Materials: 8/4 Publish: 8/27

**August**  
V18N9 - Columbus Day 2010

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Ad close: 8/27 Materials: 9/1  
Publish: 9/24

**September**  
V18N10 - Harvest 2010

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Ad close: 9/24 Materials: 9/29  
Publish: 10/22

**October**  
V18N11 - Thanksgiving 2010

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Ad close: 10/22 Materials: 10/27  
Publish: 11/19

**November**  
V18N12 - Holiday 2010

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Ad close: 11/19 Materials: 11/22  
Publish: 12/17

**November**  
V18N13 - New Year's 2011

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Ad close: 12/17 Materials: 12/20  
Publish: 1/14

# HOMES

OF EASTERN LONG ISLAND

## QUALITY MAGAZINE

For over 18 years, our eye-catching graphics and detailed property descriptions make us the magazine that buyers pick up first and keep throughout their home search.

## EXPOSURE ACROSS NORTH AMERICA & CANADA

We publish our Web address and 800# on over 65 million magazine covers annually in over 15,000 communities across North America & Canada. Homebuyers can request a FREE magazine from your area. Our relocation center then passes these qualified leads on directly to you. We also advertise in *USA Today*, *Wall Street Journal*, and HDTV.

## MASS DISTRIBUTION

*Homes of Eastern Long Island* is distributed at high traffic locations frequented by qualified buyers, including restaurants, hotels, banks, and shopping centers, reaching over 90% of the population. Each individual magazine is read by an average of six people!

## TARGETED DIRECT MAIL

Each issue of *Homes of Eastern Long Island* is mailed directly to presidents/CEOs of all major companies in Manhattan. Owners and managers of sports teams throughout the US also receive a copy of our publication.

## ALL OVER THE WORLD WIDE WEB

*Homes of Eastern Long Island* posts your advertised listings on HomesAndLand.com, as well as other major websites reaching over 34 million viewers monthly. Our combined Print & Internet exposure help you reach more buyers/sellers. Every advertiser is provided with a FREE customized website and has complete control over it.

## CUSTOM DESIGN AND PUBLISHING

We can design and print high quality, custom magazines, brochures, and postcards personalized just for you, along with ad reprints to distribute at your exclusive open houses.



52 Jagger Lane, Southampton, NY 11968 • 631.283.4663 • Fax: 631.283.4018  
FOR ADVERTISING INQUIRIES PLEASE CALL 631.283.4663 ext. 15  
[www.HomesELI.com](http://www.HomesELI.com)

# HOMES

OF EASTERN LONG ISLAND

## 2010 Media Kit

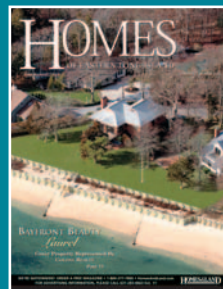
# Distribution

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 Hamptons. 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

ALL ADVERTISED LISTINGS ARE FEATURED ON  
www.HomesAndLand.com



## 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  
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, FrontDoor.com, duPont Registry, and more.

# Target Audience

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
Occupation: Executive/Professional	86%
Average North Fork Home Price 2009	\$480,000
Average Shelter Island Home Price 2009	\$822,000



## 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 & 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](mailto: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 2010.

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 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
  - 4-Color Reprints/Brochures/Postcards
- Please call for more information and quotes.

Rates / Specs