

# HAMPTONS REAL ESTATE SHOWCASE

2018 MEDIA KIT



[HAMPTONSREALESTATESHOWCASE.COM](http://HAMPTONSREALESTATESHOWCASE.COM)

PRESENTING THE BEST IN LUXURY REAL ESTATE

*Hamptons Real Estate Showcase* is the premier luxury real estate and lifestyle magazine for the Hamptons. Oversized and visually stunning, the editorial content incorporates interior and landscape design, architecture, the arts, travel, and the latest news on the fascinating world of Hamptons real estate. HRES has become a must-read for the buyer and seller of luxury properties in this internationally renowned destination for the ultra-affluent. As a complement to the print magazine, *HamptonsRealEstateShowcase.com* offers a robust digital experience for the reader and advertiser alike. Cross-pollinated with social media sites Facebook, Twitter, and Instagram – HRES content reaches thousands of dedicated followers with every issue.



Cover Property - Matthews Lane by James Michael Howard | Photo by Chris Foster



Photo: Jake Rajs

ISSUE / EDITORIAL	SPACE RESERVATION	MATERIALS	AVAILABLE
<b>PRESIDENTS' DAY</b> - V6N1 COLOR	1/24/18	1/31/18	2/16/18
<b>MARCH</b> - V6N2 ARCHITECTURE	2/21/18	2/28/18	3/16/18
<b>APRIL</b> - V6N3 GARDEN	3/21/18	3/28/18	4/13/18
<b>MEMORIAL DAY</b> - V6N4 OUTDOOR TRENDS	4/18/18	4/25/18	5/11/18
<b>JUNE</b> - V6N5 SUMMER KICK-OFF	5/14/18	5/16/18	6/1/18
<b>JULY 4TH</b> - V6N6 MONTAUK LIVING	6/6/18	6/13/18	6/29/18
<b>AUGUST</b> - V6N7 FLORIDA LIVING	7/5/18	7/11/18	7/27/18
<b>HAMPTON CLASSIC / LABOR DAY</b> - V6N8 EQUESTRIAN PROPERTIES	8/1/18	8/8/18	8/24/18
<b>OCTOBER / COLUMBUS DAY</b> - V6N9 HAMPTONS FILM FESTIVAL	9/5/18	9/12/18	9/28/18
<b>FALL</b> - V6N10 BROKERS TO WATCH	10/1/18	10/3/18	10/19/18
<b>THANKSGIVING</b> - V6N11 HOLIDAY SHOPPING	10/24/18	10/31/18	11/16/18
<b>HOLIDAY DOUBLE ISSUE</b> - V6N12 TRAVEL	11/19/18	11/28/18	12/14/18

\*Editorial content not final and subject to change. Ad close and material dates are not final.



“Magazine readership grows long after publication date”

- GfK MRI, Fall 2015



**HRES CONNECTS YOU TO ALL THINGS DIGITAL**

HamptonsRealEstateShowcase.com reaches an audience of **over 75,000 digital readers per issue** who are actively looking for luxury properties. HamptonsRealEstateShowcase.com is available across digital platforms, including mobile and tablet devices and delivers the latest in Hamptons real estate news, interior design, lifestyle, celebrity homes, videos and blogs. The interactive digital editions are archived and provide direct links to advertiser websites and property listings. HRES maintains robust social media campaigns on behalf of its advertisers on Facebook, Twitter & Instagram.

“Households with income of \$200K+ are drawn to magazines”

- GfK MRI, Fall 2016



Photo: Dawn Watson

“Print magazines are #1 in reaching affluent consumers in more categories.”

- GfK MRI, Spring 2016



**HAMPTONS DISTRIBUTION**

MONTHLY CIRCULATION: 40,000 TOTAL ANNUAL READERSHIP: 1.5 MILLION  
Strategic Distribution Model Reaches the Most Affluent Audience in the Hamptons, NYC & South Florida

- Real Estate Offices
- Fine Dining
- Gourmet Markets
- High-End Retail & Boutiques
- Art Galleries & Museums
- Fitness Studios and Gyms
- Hotels & B&Bs
- Banks
- Luxury Auto Dealers
- Major Transportation Hubs
- Train Stations, Airports & Private Air Terminals
- Home Design Retail Shops

Monthly VIP Mailings to readers with a net worth of over \$5 Million who own homes in the Hamptons and other luxury markets in the tri-state area.

**NEW YORK CITY DISTRIBUTION**

Over 500 Luxury High-End Doorman Only Building Lobbies on 5th Avenue, Park Avenue, Upper East & West Sides, Madison Ave, Central Park, SoHo & Tribeca

**SOUTH FLORIDA DISTRIBUTION**

Over 350 Locations In South Florida From Miami To Palm Beach In Top-Tier Real Estate Offices, Luxury Condo Buildings, Hotels, Restaurants And High-End Retail Stores



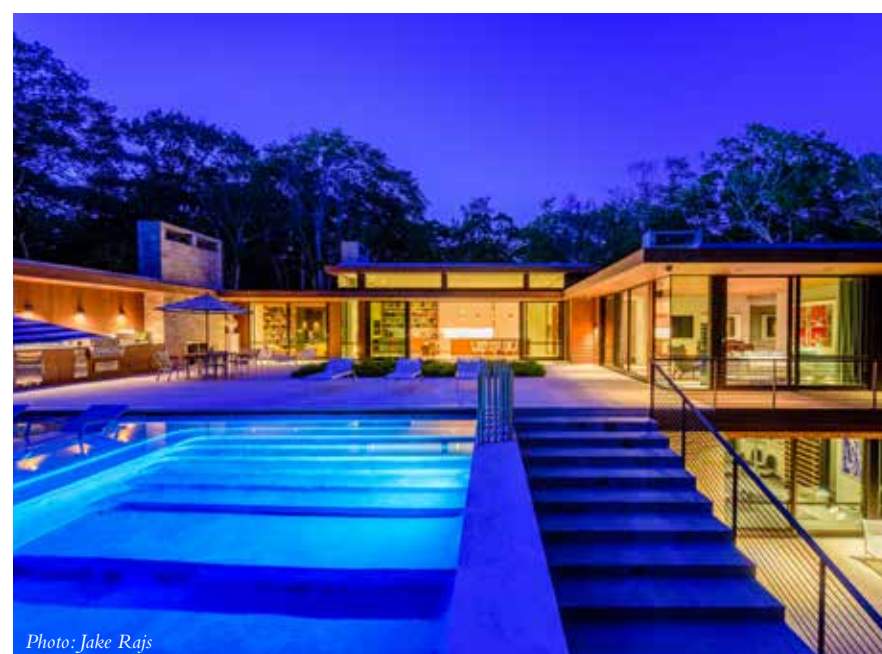
**“Affluent investors are heavy print magazine readers”**

- Ipsos Affluent Survey USA, 2015



*“The total number of adults who read **digital edition** magazines grew 27% between 2015 - 2016.”*

- GfK MRI, Fall 2016



**“Print magazine readership increases with income more than any other media”**

- GfK MRI, Fall 2014

THE HAMPTONS ARE A TOP MARKET FOR LUXURY PURCHASES



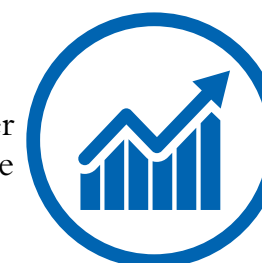
85% drive a luxury vehicle  
79% buy luxury brands  
74% dine out more than once a week



48% Male / 52% Female  
Average Age: 48.2  
Median Net Worth: \$5.6M



Median time reading an issue:  
Print: 51.7 mins Digital: 49.2 mins



62% visited or contacted an advertiser  
71% visited an advertisers website



84% own their primary residence  
76% own multiple homes  
Average Luxury Home Sales Price: \$8,163,745



84% College Graduate  
34% Post Graduate



Photo: Jake Rajs

“Average **time spent** per issue...  
 Print readers: 51.7 minutes  
 Digital readers: 49.2 minutes”  
 - GfK MRI, Special Tabulators, Fall 2016



“Magazines show the highest return  
 on advertising spend.”

- Nielsen Catalina Solutions, 2015

“Affluent Luxury goods  
 category influencers  
 are **devoted print**  
 magazine readers.”

- GfK MRI, Spring 2016



Photo: Jake Rajs



RATES

MAGAZINE FULL PAGE

RATES

1X.....	\$2,990
3X.....	\$2,780
6X.....	\$2,390
12X.....	\$1,400

MAGAZINE PREMIUM POSITIONS

Front Cover.....	\$3,950
Inside FC Left.....	\$2,460
Page 3.....	\$2,300
Inside BC Spread.....	\$4,755
Back Cover.....	\$3,785

MAGAZINE SHOWCASE ADVERTORIAL

Full Page.....	\$2,990
2-Page Spread.....	\$4,250

- All Rates are net
- Guaranteed Positions +25%
- Cancelled Ads will be Short rated
- 5% Discount for pre-payment of 12X Contracts prior to first insertion
- Calendar, availability, and rates are subject to change

HAMPTONSREALESTATESHOWCASE.COM

Gallery (1100 x 520) .....	\$950
Leaderboard (728 x 90) .....	\$775
Skyscraper (300 x 600) .....	\$675
Medium Rectangle (300 x 250) .....	\$575
Showcase Video .....	\$895
Leader & Innovator Profile Page .....	\$1,800/yr
Property E-Blast .....	\$750
Newsletter Leaderboard (728 x 90) .....	\$450
Social Media Posts .....	\$195

All rates are monthly and net. All ad materials due 7 days prior to start date.  
 Print Advertisers receive a 25% discount on digital rates with a 12-month print insertion order



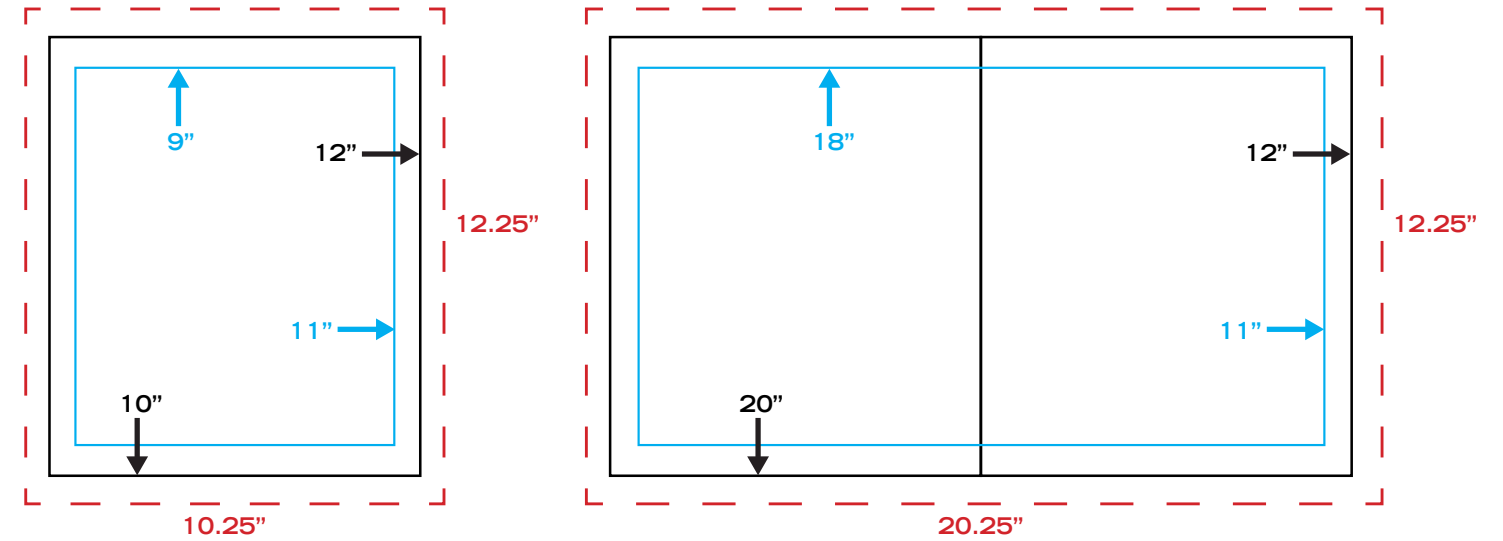
“64% of readers are **inspired to take action** after seeing a print magazine.”

- GfK MRI, Spring 2016



“Among affluent consumers, advertising in print and digital magazines attracts **the most interest**”

- Shullman Luxury, Affluence and Wealth Pulse, 2014



**FULL PAGE**

Trim Size: 10 in x 12 in  
 Page size with Bleed: 10.25 in x 12.25 in  
 Text Safety Area: 9 in x 11 in

**2 PAGE SPREAD**

Trim Size: 20 in x 12 in  
 Page size with Bleed: 20.25 in x 12.25 in  
 Text Safety Area: 18 in x 11 in

**DIMENSIONS :**

Full page trim size of *Hamptons Real Estate Showcase* is 10" X 12." All bleed elements (backgrounds, images that go to the edge of the page) should extend 1/8" outside of the document trim edge. The size for a full page with bleed is 10.25" X 12.25." All type and non-bleed images should be placed within the safe area (live content area) to avoid being cut off. The recommended safe area is .5" from the trim edge.

**PRE-PRESS GUIDELINES :**

Adobe InDesign is the primary page layout program used. PDF/X-1A and Macintosh formatted InDesign documents are the preferred material formats. Your files will pass through a preflight operation to confirm all elements are present and correct. If there are problems, we will contact you and work to resolve them (with applicable charges). To minimize problems please read the guidelines below.

**DIGITAL FILE REQUIREMENTS :**

Camera ready single-page PDF files only (one PDF per page) with proprietary settings (PDF/X-1A compliant files acceptable). All images should be at least 300 DPI and CMYK. We cannot accept web images. Ad design available for additional charge. We accept the following native file formats: Adobe InDesign (preferred) \*Adobe Photoshop and \*Adobe illustrator files. You must package or collect all support files including fonts. Convert all PMS spot colors used in any application to CMYK.

**IMAGES :**

All images must be submitted (grayscale or CMYK) as native Photoshop psd, EPS, JPG or TIF at 300 DPI. (Images supplied at lower resolution will result in an inferior print quality that will not be the publisher's responsibility.) Any images supplied as RGB, index, lab or containing color profiles will be converted to CMYK which may result in an undesirable color shift. We can't be responsible for files supplied in formats other than CMYK. Scaling, rotating or other image manipulation must be done prior to placement in the page layout program.

All files may be emailed to our production department at [production@m3-mediagroup.com](mailto:production@m3-mediagroup.com) or uploaded to our Dropbox. Please call 631.353.3350 for instructions.



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