

James Lane

— POST —

Media Kit 2023

PUBLISHED 8X • ONLINE/SOCIAL DAILY

James Lane Post covers East End life. The boutique media company highlights uplifting stories that give back to and uplift the community — a passion of ours. With content that will appeal to all East Enders, each issue — written by our award-winning journalists — includes style, dining, news, arts & culture, real estate, travel, events, design, philanthropy, and acts as an overall guide to what's happening in the Hamptons and on the North Fork.

Partnership opportunities are available in a variety of mediums, including print, our website (jameslanepost.com), social media (@jameslanepost), our carefully curated events, and our digital newsletter. The James Lane team can create a custom partnership for your brand based on your needs and budget.



James Lane

POST



KATE BOCK

James Lane

POST



SHOSHANNA

James Lane

Real Estate



SCOTT DURKIN &
TODD BOURGARD

James Lane

Real Estate



BESS FREEDMAN

James Lane

POST



DYLAN LAUREN

James Lane

Real Estate



SUSAN
BREITENBACH

James Lane

Design



LUCIE AYRES

James Lane

POST



CYNTHIA & KIT

James Lane

Hamptons Fashion Week



NICOLE MILLER

James Lane

Real Estate



THE ATLANTIC TEAM

James Lane

POST



STEPHANIE HSU

James Lane

Real Estate



ED BRUEHL

James Lane

POST



EVA LONGORIA

James Lane

Real Estate



SHERI WINTER
PARKER

James Lane

Real Estate



CINDY SCHOLZ

James Lane

Style



REBECCA HESSEL
COHEN

James Lane

POST



SAILOR BRINKLEY-
COOK

James Lane

Design



JUNG LEE

James Lane

Real Estate



MATTHEW
BREITENBACH

James Lane

Design



SASHA BIKOFF

James Lane Post's print publication, a broadsheet printed on premium stock newsprint, is distributed on key holiday weekends on the East End of Long Island to hundreds of locations from Westhampton to Montauk and Riverhead to Orient. The weekly James Lane Post newsletter is sent to 30,000+ East End subscribers, while social media platforms boast a combined 9500+ unique followers. James Lane Post's readership is approximately 60 percent female and 40 percent male. The highest percentage of readers are between the ages of 35 and 44.

Demographics From Our Largest Coverage Areas

East Hampton Town • Population: 28,512

Percent of the population that owns their home: 80%

Median Household Income: \$107,917

Southold Town • Population: 23,836

Percent of the population that owns their home: 86%

Median Household Income \$87,109

Southampton Town • Population: 69,325

Percent of the population that owns their home: 79%

Median Household Income: \$100,722

Median Home Sales Price

Southampton Village: \$4,620,000

East Hampton Village: \$5,100,000

All Hamptons Markets: \$1,725,000

North Fork: \$875,000



A READERSHIP AREA OF EXPANDED GROWTH

Over the past few years, the Hamptons market has become less seasonal, adding to its already thriving year-round community. There was a significant influx of New York City residents who relocated to their second homes during the Covid-19 pandemic and many more who decided to purchase a home. The work from home/hybrid office models of today have allowed homeowners to stay in a more full-time capacity. Because of this, art, retail, real estate, and design business in the area have all seen a boom over the past few years. The 2021 Hamptons Median Home Sales Price was \$1,725,000, up from around \$900,000 during the previous decade. In 2021, over \$7.2B in Hamptons homes sales closed.

Sources: Census.gov, Douglas Elliman, Saunders & Associates, Town & Country Real Estate Market Reports

James Lane Post Broadsheet

Our print publication, a broadsheet printed on premium stock newsprint, is distributed on key weekends on the East End.

Publishing Dates

Eight Issues of James Lane Post will be published in 2023. Presidents' Day, Spring, Memorial Day, Fourth of July, August, Labor Day, Fall, Holiday.

Distribution

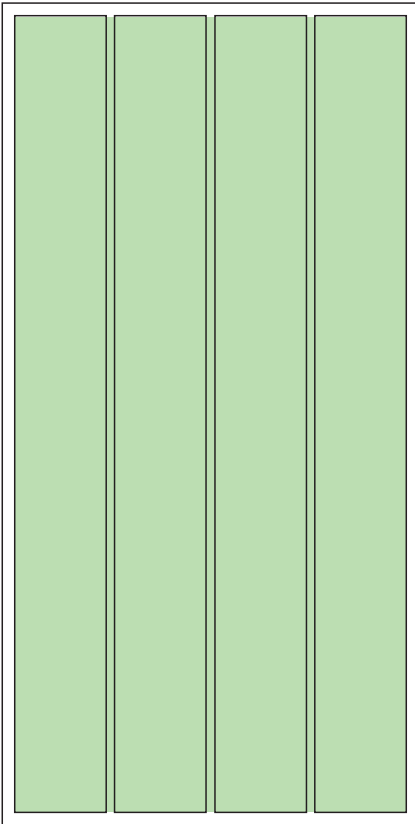
Key locations: Westhampton to Montauk, Riverhead to Orient.



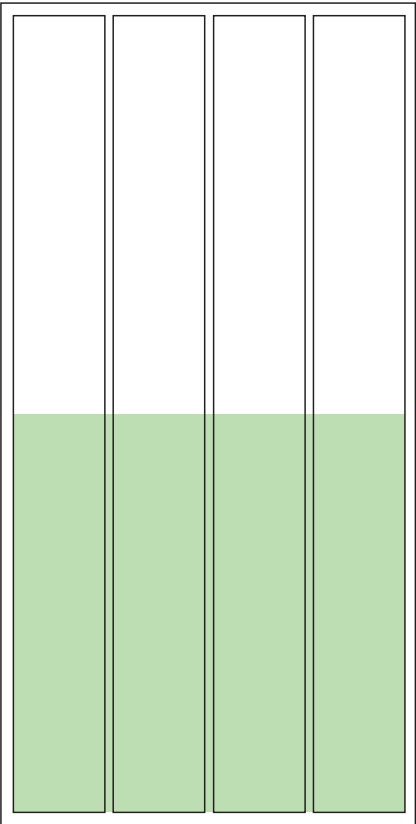
James Lane Post Print Specifications

2023 Print Rate Card

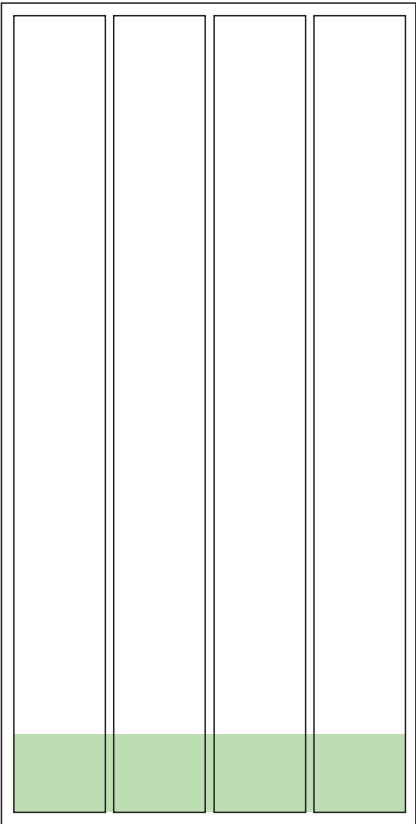
Ad Size	Specs	1x Open Rate	4x Rate	8x Rate
Full Page	12.5" x 20.5"	\$2,500	\$2,200	\$2,000
Half Page	12.5" x 10"	\$1,500	\$1,300	\$1,100
Banner Ad	12.5" x 2"	\$700	\$600	\$500



Full Page
12.5" x 20.5"



Half Page
12.5" x 10"



Full-Width Banner
12.5" x 2"

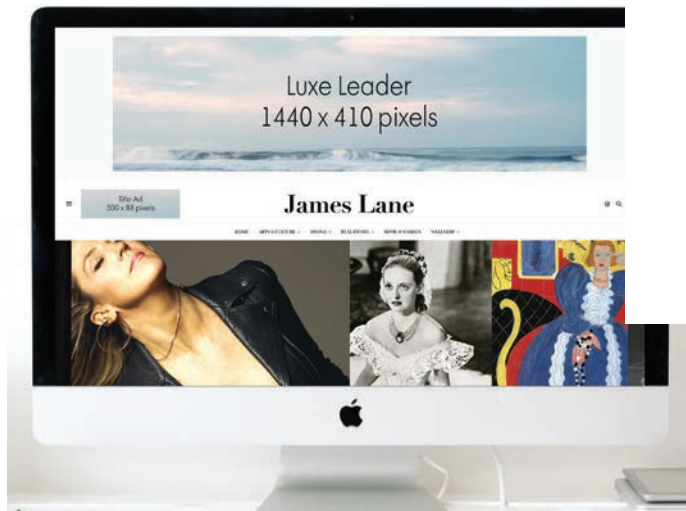
JamesLanePost.com

JamesLanePost.com acts as a guide to what's happening on the East End. The website won First Place for Best Homepage Design at the 2022 Press Club of Long Island Media Awards, a chapter of the Society of Professional Journalists.

Boasting 215,000 impressions in a month on average — with an impressive increase since Labor Day 2022 — the website traffic is one of the highest on the East End. JamesLanePost.com is highly optimized for search engines and can play a pivotal role in any marketing strategy on the East End. The website statistics prove that the East End is a thriving a year-round community showing strong growth.



James Lane Post Digital Specifications Website Homepage



Homepage

Above The Fold

Luxe Leaderboard

Title Ad (left of logo)

Luxe B Leaderboard (below slider)

Homepage Run Of Site A (Sidebar)



Homepage

Below The Fold

Homepage Run Of Site B

Homepage Leaderboard



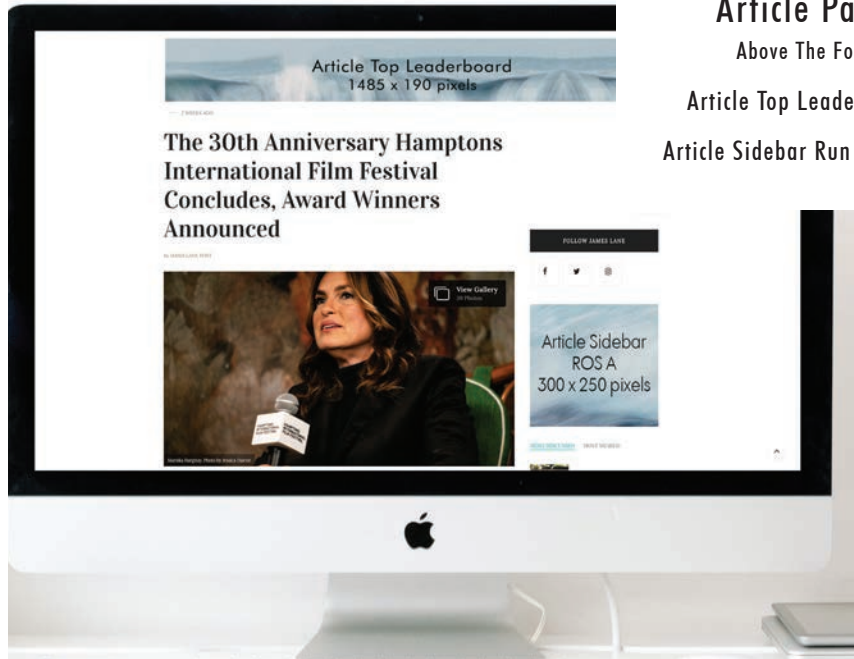
Homepage

Footer

Homepage Footer Leaderboard

Footer Run Of Site

James Lane Post Digital Specifications Website Article Pages



Article Page

Above The Fold

Article Top Leaderboard

Article Sidebar Run Of Site A



Article Page

Below The Fold

Article Copy Leaderboard
(leads the story)

Article Sidebar Run Of Site B

Article Footer Leaderboard
(At the end of story)

James Lane Post Digital Specifications Story Featured Gallery



Article Gallery Page

Article Gallery Leaderboard

Article Gallery Sidebar Run Of Site A

Category, Archive & Writer Pages

These three placements all have the same sidebar
placement after the global top banners:

Category, Archive, Writer Page Sidebar

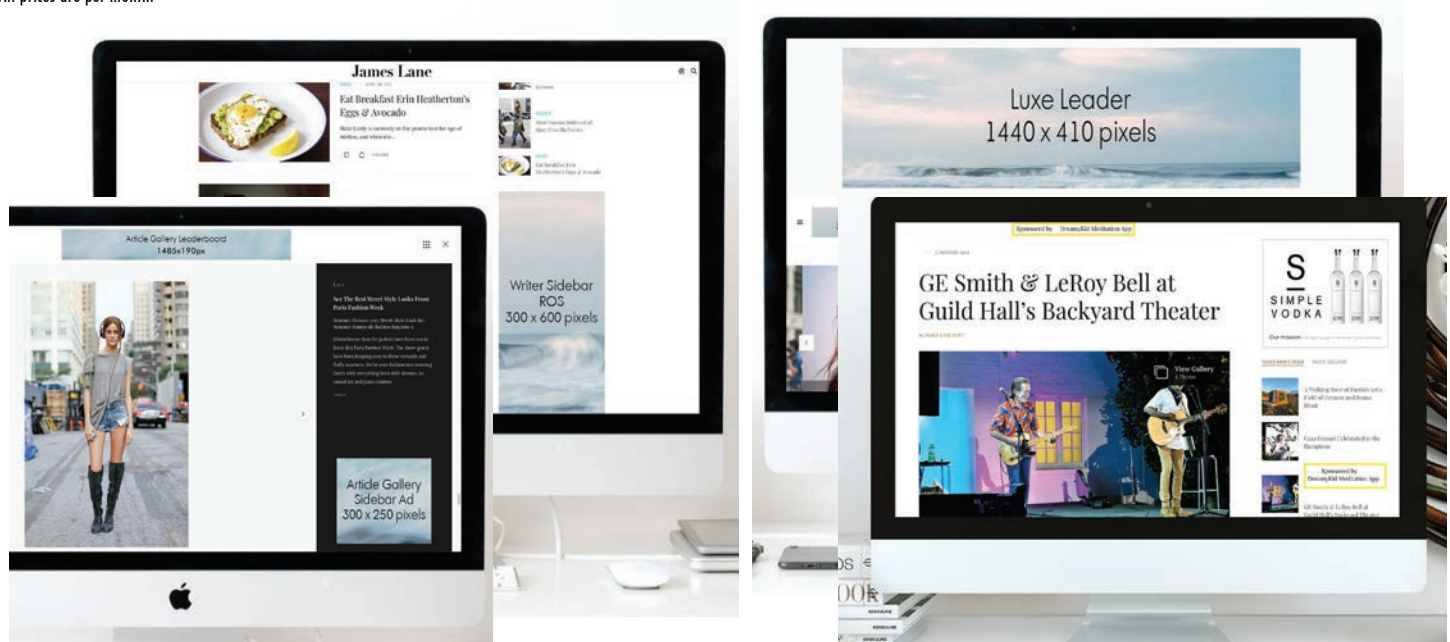


James Lane Post Digital Specifications

2023 Digital Rate Card

×	Ad Size	Specs	×	1 Month	×	6 Month	×	12 Month
	Homepage Luxe Leaderboard (Global - Above The Fold) EXCLUSIVE TO ONE ADVERTISER, UP TO THREE BANNERS	1440 x 410px		\$1000		\$900		\$800
	Homepage Luxe B Leaderboard (EXCLUSIVE TO ONE ADVERTISER, UP TO THREE BANNERS)	1485x190px		\$800		\$700		\$600
	Title Ad (GLOBAL - ABOVE THE FOLD - ROTATING - LEFT OF LOGO)	300 x 88px		\$650		\$600		\$550
	Homepage Run Of Site A (GLOBAL - ABOVE THE FOLD - SIDEBAR)	300 x 250px		\$550		\$525		\$475
	Homepage Run Of Site B (GLOBAL - BELOW THE FOLD BUT LARGER THAN ROS A - SIDEBAR)	300 x 600px		\$550		\$525		\$475
	Homepage Leaderboard (BELOW THE FOLD)	1485x190px		\$600		\$500		\$400
	Homepage Footer Leaderboard (BELOW THE FOLD)	1485x190px		\$600		\$500		\$400
	Footer Run Of Site (GLOBAL - BELOW THE FOLD)	300 x 250px		\$500		\$450		\$400
	Article Top Leaderboard (ABOVE THE FOLD)	1485x190px		\$550		\$525		\$500
	Article Gallery Sidebar (Above The Fold)	300 x 250px		\$250		\$225		\$200

All prices are per month.



SPONSOR A SERIES OR CATEGORY OF JAMES LANE ARTICLES OR COLUMNS

James Lane

Real Estate

August 2021

www.jameslanepost.com



REAL ESTATE

James Lane Post's real estate section features interviews with some of the country's top real estate executives right here on the East End. Our section offers professional insights into the current market and dives deep into the day-to-day work of agents in the region.

James Lane

Design

June 2021

www.jameslanepost.com



DESIGN

James Lane Post's design section focuses on home tours and interviews with some of the world's most renowned interior designers that have a connection to the East End.

James Lane

Style & Art

July 2022

www.jameslanepost.com



STYLE

James Lane Post's style section highlights designers from across the globe and locally here on the East End. You can also find a variety of style and shopping guides, incorporating shop local selections, from our editors as well as guest editors and influencers.

James Lane

Dining

July 2022

www.jameslanepost.com



DINING

James Lane Post's dining section spotlights a variety of dining features that include East End chef interviews, restaurant profiles, and recipes for dishes and cocktails.

James Lane Travel

James Lane Travel, a section within James Lane Post, is committed to exploring key travel locations in an authentic way, accurately representing the community it is promoting. In print, the travel is displayed as a section of broadsheet pages within James Lane Post. It is distributed throughout the Hamptons and the North Fork, a location with a large population of avid travelers, including visitors, second homeowners, and locals. The oversized pages, printed on premium-quality newsprint, offer a way to highlight stunning location images, while providing insightful information about the featured community. To create this travel section, James Lane Post partners with local community members to explore the quality hidden gems, while mixing with high-profile locations. James Lane Post Travel dives deeper than the average travel section, exploring ways that those visiting can give back, by highlighting community programs and/or non-profits, as well as mission-driven businesses. We believe that when our reader travels they want to experience the authenticity of a community, support a variety of business types, and become immersed within the culture, while finding a way to give back to the community that has provided them life-long memories.



NATIONAL & BOUTIQUE TRAVEL DESTINATIONS FEATURED

- Gurney's, Newport
- Hasbrouck House, Hudson Valley
- Soundview, Greenport
- 11 Howard, NYC
- The Ivy, Baltimore
- The LINE Hotel, Austin
- The Rockaway Hotel + Spa, Rockaway Beach
- Miami, Florida

INTERNATIONAL DESTINATIONS

- Florence, Italy
- Cozumel, Mexico
- Lisbon, Portugal
- Madrid, Spain
- Rome, Italy

Sponsored Social Media Posts: Slots & Specifications

The James Lane Post social media platforms boast a combined 9500+ Hamptons and visitor targeted followers (on Facebook, Instagram and Twitter) and is growing quickly.

Contact us about ways we can include your brand.



SOCIAL MEDIA VIDEO STORIES

×	SLOT	×	Price Per Post
	Featured Real Estate Listing Video Story (Social Media Channels - Design & Render Included)		\$300
	Sponsored Social Media Post (Hashtag Analysis & Optimized Copy Included)		\$1000



EMAIL NEWSLETTER

The Weekly Email Newsletter

Our weekly newsletter includes top articles, sent to 30,000+ East End subscribers.

EMAIL NEWSLETTER	Specs	×	1 Month	×	6 Months	×	12 Months
Cube Banner	300px x 250px		\$650		\$550		\$450
Leaderboard Banner	1485px x 190px		\$650		\$550		\$450
Featured Real Estate Listing	Footer Content		\$300/week				

Event Curation & Sponsorship

Our specialty is curating intimate events that stand out. Our events are a reflection of our print and digital media and offer many opportunities to highlight your business. Experiential event partnerships provide your brand exposure in print, digital, and social media, as well as at the event. Working with our team of creatives, you will be provided with event imagery that can be shared on your own channels as well. The James Lane team is deeply connected with the East End community and our events reflect that. We can develop a special event that is the perfect fit for your brand.

Contact info@jameslanepost.com.



Photo Credits: Rob Rich, Barbara Lassen, Jill Carson, Ezgi Uzun

FONDATION
CHANEL

SAMSUNG

BARRY'S

bumble

INSTITUTE
FOR WOMEN'S
POLICY
RESEARCH

SLT

Children's
Museum
East End



JOHNNIE WALKER



Ferrari



S

Hamptons
Fine Art Fair



MEDITERRANEAN STYLE
POMPETTE
HARD SPARKLING WATER

HERO
BEACH CLUB

SIMPLE
VODKA

ZADEH

VERONICA BEARD



SAMUEL WAXMAN CANCER
RESEARCH FOUNDATION

DANCEB°DY

The Elken Hermanson
FOUNDATION

inner @ beauty™

MICHELLE FARMER
COLLABORATE

SOUTHAMPTON
ARTS CENTER



MARY ANNE
FUSCO
Douglas Elliman

arte collective
CONTEMPORARY & FINE ART

Stony Brook
Southampton Hospital

NYWIFT || New York Women
in Film & Television

logictry

arf™
Animal Rescue Fund of the Hamptons, Inc.

JADE TRAU

fylí



AMTECH
CAPITAL PARTNERS

Fleur de Mer
CÔTES DE PROVENCE

CoreBarreFit



NOVA
IMPACT



THE
HUDSON
ADVISORY
TEAM



GUILD
HALL

PEEKO
OYSTERS
NORTH FORK • LONG ISLAND

Hen
OF THE
Woods



SOUTHAMPTON
AFRICAN
AMERICAN
MUSEUM



Paddle
DIVA