

# James Lane

— POST —



# James Lane Post

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](http://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.





# 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 [sales@jameslanepost.com](mailto:sales@jameslanepost.com) to discuss.







EVENTS PRODUCED BY  
JAMES LANE POST OR  
PRODUCED WITH OUR  
PARTNERS

- #YouBelong Hamptons Event with Fyli & Nova Impact
- Wellness East Hampton, a wellness series with the Village of East Hampton
- A Q&A With Lilly Ledbetter & "Lilly" Film Director Rachel Feldman



- A Ferrari SF90 Spider Viewing Party at a private residence in Water Mill
- Hamptons Tech Week presented by James Lane Post, Ethereal Global & Southampton Arts Center



- Fyli's Miami Art Week At Soho Beach House with Bumble & Nova Impact
- Oysters & Rosé At Hero Beach Club with Zachary Weiss & Alise Collective



Photos in this kit by Ty Wenzel, Madison McGow/BFA.com, Nick Norcia, Michael Neumantakis, Leo Tamburini, Rob Rich, Barbara Lassen, Eric Vitale, Joe Brando, M Szczesna, Russa Cole, Kari Leggard, Jill Carson





- IWPR's 50+1 event in the Hamptons with Johnnie Walker, Pivotal Ventures, & Fondation CHANEL

- Empowered Movement wellness event hosted by James Lane Post & Nikki on the Daily

- Community, Connections & Conversations at Calissa Restaraunt in Water Mill



- A Beach Bonfire event at Indian Wells Beach in Amagansett

- Southampton Shop & Stroll to benefit the Southampton Animal Shelter

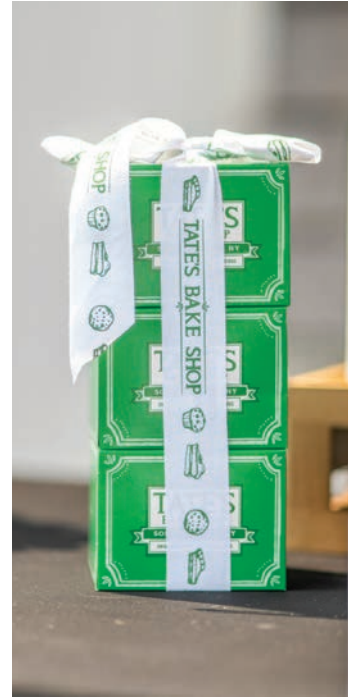
- Cheers To Summer Pizza & Pompette Beach Party



- Gallery Reception at Arte Collective in Southampton Village















James Lane Post & Nikki on the Daily will continue the Empowered Movement Series through the summer of 2023.



Empowered Movement began in July 2022 with a panel discussion featuring some of the wellness industry's top experts. Nicole Teitler of Nikki On The Daily moderated the conversation between DanceBody's co-founder and COO Courtnay Mariani, Paddle Diva's founder and CEO Gina Bradley, CoreBarreFit's co-founder Fred DeVito, and SLT's founder and CEO Amanda Freeman. Following the discussion, Mariani led a DanceBody Hip Hop Hits class on the Baker House lawn in East Hampton.



Sponsorships levels start at \$2,500.





# EMPOWERED MOVEMENT



## TITLE SPONSOR - \$15,000 (Four Events)

- Title sponsorship of “EMPOWERED MOVEMENT” series of four events, including naming rights. Two events will be held summer 2023 in the Hamptons. All locations to be announced shortly.
- Each event includes a fitness class and panel discussion with fitness and wellness industry leaders, moderated by Nikki on the Daily’s Nicole Teitler
- Logo inclusion on all digital and print assets and brand exposure at the event
- 10 tickets to each event
- 1 full page advertisement & 3 banner advertisements below wellness editorial content in James Lane Post print
- 3 month digital banner ad on Jameslanepost.com & James Lane Post weekly newsletter, sent to 30,000+ subscribers

## EVENT SPONSOR (all events) - \$7,500

- Sponsorship of “EMPOWERED MOVEMENT” event series.
- Logo inclusion on all digital and print assets and brand exposure at the event
- 5 tickets to each event
- 6 month digital banner ad on Jameslanepost.com & James Lane Post weekly newsletter, sent to 30,000+ subscribers

## EVENT SPONSOR (single event) - \$2,500

- Sponsorship of single “EMPOWERED MOVEMENT” event.
- Logo inclusion on all digital and print assets and brand exposure at the event
- 5 tickets to each event
- 3 month digital banner ad on Jameslanepost.com & James Lane Post weekly newsletter, sent to 30,000+ subscribers





James Lane Post hosts an issue release event for each published print edition. We invite key advertisers, influencers, those interviewed and profiled in the issue, and community partners to attend. Each event provides an authentic and personal opportunity to promote. Our 2022 Cheers to Summer event kicked off the unofficial summer season over Memorial Day weekend with Arte Collective.





# JAMES LANE POST ISSUE RELEASE EVENTS



## TITLE SPONSOR: \$40,000 (8 events)

- Title sponsorship of 8 James Lane Post issue release events in the Hamptons/North Fork, including naming rights.
- Each event includes a cocktail reception or special event to celebrate the release of each issue. James Lane Post invites key advertisers, influencers, those interviewed and profiled in the issue, and community partners to attend.
- Logo inclusion on all digital and print assets and brand exposure at the event
- 10 tickets to each event
- 1 full page advertisement in each issue (8 total)
- 12 month digital banner ad on Jameslanepost.com & James Lane Post weekly newsletter, sent to 30,000+ subscribers



## EVENT SPONSOR: \$10,000 (8 events)

- Logo inclusion on all digital and print assets and brand exposure at the event
- 10 tickets to each event
- 4 full page advertisements
- 6 month digital banner ad on Jameslanepost.com & James Lane Post weekly newsletter, sent to 30,000+ subscribers



## EVENT SPONSOR: \$2,500 (single event)

- Logo inclusion on all digital and print assets and brand exposure at the event
- 10 tickets to each event
- 1 full page advertisement
- 3 month digital banner ad on Jameslanepost.com & James Lane Post weekly newsletter, sent to 30,000+ subscribers



PARTNERS (PAST & PRESENT)

James Lane

FONDATION  
CHANEL

SAMSUNG

BARRY'S

bumble

INSTITUTE  
FOR WOMEN'S  
POLICY  
RESEARCH

SLT

Children's  
Museum  
East End



JOHNNIE WALKER



Ferrari



S

SIMPLE  
VODKA

Hamptons  
Fine Art Fair



MEDITERRANEAN STYLE  
POMPETTE  
HARD SPARKLING WATER

HERO  
BEACH CLUB

ZADEH

VERONICA BEARD

SAMUEL WAXMAN CANCER  
RESEARCH FOUNDATION

DANCEB<sup>0</sup>DY

The Elken Hermanson  
FOUNDATION

inner beauty™

MICHELLE FARMER  
COLLABORATE

SOUTHAMPTON  
ARTS CENTER



MARY ANNE  
FUSCO  
DouglasElliman

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

fyli



AMTECH  
CAPITAL PARTNERS

Fleur de Mer  
CÔTES DE PROVENCE

CoreBarreFit



THE  
HUDSON  
ADVISORY  
TEAM



GUILD  
HALL

PEEKO  
OYSTERS  
NORTH FORK • LONG ISLAND

Hen  
OF THE  
Woods







JAMES LANE POST HAS BEEN THE MEDIA PARTNER TO THE FOLLOWING EVENTS

- Southampton Hospital Foundation's Hamptons Holiday Shop
- South Fork Natural History Museum's annual summer Gala
- The Ellen Hermanson Foundation's gala & Ellen's Run
- The Watermill Center's Crossroads Summer Festival
- Whimsy in the Garden at Southampton Arts Center
- Guild Hall's Summer Theater Programming
- The Samuel Waxman Cancer Research Foundation's Hamptons Happening
- The Southampton African American Museum's Summer Reception





## MEDIA PARTNERSHIPS & SPONSORSHIPS (PAST & PRESENT)

**James Lane**



- Animal Rescue Fund of the Hamptons (ARF)'s Cute Pet Contest

- Hudson's Helping Hands Evening Under The Stars at Crow's Nest Restaurant

- Hamptons Fashion Week honoring Fern Mallis, Nicole Miller, & Candace Bushnell

- Hamptons Interactive Brunch hosted by East End Taste's Vanessa Gordon



- The Hamptons Fine Art Fair in Southampton

- NYC Second Chance Animal Rescue Cocktails & Pawprints honoring Bessy Gatto & Dylan Lauren

- The Children's Museum of the East End (CMEE)'s Celebrate on the Farm



- Guild Hall's Stirring The Pot series hosted by NY Times Food Writer Florence Fabricant

- Techspressionism art exhibit at the Southampton Arts Center



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.



# James Lane

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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

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CYNTHIA & KIT

# James Lane

Hamptons Fashion Week



NICOLE MILLER

# James Lane

Real Estate



THE ATLANTIC TEAM

# James Lane

POST



STEPHANIE HSU

# James Lane

Design



LUMBER+ Salt

# 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



JUNGLE LEE

# James Lane

Real Estate



MATTHEW BREITENBACH

# James Lane

Design



SASHA BIKOFF