

# James Lane

— POST —



# James Lane Post

James Lane Post covers East End life. The boutique media company highlights 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.



Hamptons  
Holiday  
hop

Jessica Mackin-Cipro

# Event Curation & Partnership

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 and our events reflect that. We can develop a special event that fits your brand.

Contact [sales@jameslanepost.com](mailto:sales@jameslanepost.com)



# PARTNER ON A JAMES LANE POST EVENT

James Lane



Businesses are invited to partner with James Lane Post. Events coincide with a print issue release, offering editorial and sponsorship opportunities. We invite friends and partners to attend our events, which are held at a variety of stunning East End venues. Each event provides an authentic opportunity to spread the word about your business, while obtaining premium content for your own marketing purposes.



# PARTNER ON A JAMES LANE POST EVENT



**TITLE SPONSOR: \$40,000** (5 events)

- Title sponsorship of 5 James Lane Post events, including naming rights & category exclusivity
- Logo inclusion on invitation
- Brand exposure at each event
- Post event coverage across all James Lane Post platforms
- Use of all digital content captured by house photographers
- 20 tickets to each event
- 1 full page print advertisement in each issue (8 total)
- 12 month digital banner ad on Jameslanepost.com & James Lane Post weekly newsletter

**TITLE SPONSOR: \$10,000** (single event)



- Title sponsorship of 1 James Lane Post event, including naming rights & category exclusivity
- Logo inclusion on invitation
- Brand exposure at the event
- Post event coverage across all James Lane Post platforms
- Use of all digital content captured by house photographers
- 20 tickets to the event
- 2 full page print advertisements in James Lane Post
- 6 month digital banner ad on Jameslanepost.com & James Lane Post weekly newsletter



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

- Logo inclusion on invitation
- Brand exposure at the event
- Post event coverage across all James Lane Post platforms
- Use of all digital content captured by house photographers
- 5 tickets to the event
- 1 full page print advertisement in James Lane Post
- 1 month digital banner ad on Jameslanepost.com & James Lane Post weekly newsletter



EXAMPLES OF EVENTS  
PRODUCED BY JAMES LANE  
POST & OUR PARTNERS

- #YouBelong Hamptons Event with Fyli & Nova Impact
- Wellness East Hampton, a wellness series in collaboration 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



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

- End of Summer party at Calissa Restaurant 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 annual Beach Party in East Quogue

- Ese Azenabor fashion show in Sag Harbor

- Summer Kick Off party at The Pridwin on Shelter Island

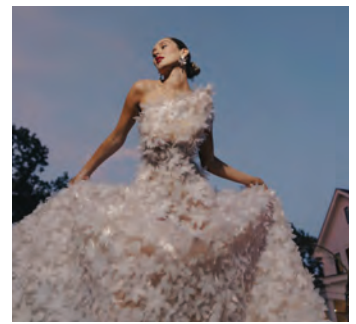


- An reception at Canoe Place Inn celebrating Francisco Costa & Costa Brazil

- Empowered Movement fitness event featuring Isaac Boots, DanceBody, and more.

EVENT CURATION & SPONSORSHIP - PAST EVENTS

James Lane









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

Hamptons  
Fine Art Fair



MEDITERRANEAN STYLE  
POMPETTE  
HARD SPARKLING WATER

HERO

BEACH CLUB

SIMPLE  
VODKA

ZADEH

VERONICA BEARD



SAMUEL WAXMAN CANCER  
RESEARCH FOUNDATION

DANCEBODY

The Eken Hermanson  
FOUNDATION

inner beauty™

MICHELLE FARMER  
COLLABORATE

SOUTHAMPTON  
ARTS CENTER



MARY ANNE  
FUSCO  
Douglas Elliman

Fleur de Mer  
CÔTES DE PROVENCE

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

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



**JAMES LANE POST HAS BEEN A MEDIA PARTNER AT THE FOLLOWING EVENTS**

- Southampton Hospital Foundation's Summer Gala
- South Fork Natural History Museum's annual Summer Gala
- The Ellen Hermanson Foundation's gala & Ellen's Run
- The Watermill Center's annual Summer Gala
- 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

- Hamptons Interactive Brunch

- The Hamptons Fine Art Fair in Southampton



- NYC Second Chance Animal Rescue Cocktails & Pawprints

- 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 10,000+ 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.

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