

James Lane

— POST —



Media Kit 2025

PUBLISHED 8X • ONLINE/SOCIAL DAILY

James Lane Post covers East End life. The boutique media company highlights stories that give back to and uplift the community. With content that will appeal to all East Enders, each issue — written by 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), carefully curated events, and digital newsletter. The James Lane team can create a custom partnership for your brand based on your needs and budget.



James Lane James Lane James Lane James Lane James Lane

POST
KATE BOCK

POST
SHOSHIANA

Real Estate
SCOTT DURKIN & TODD BOURGARD

Real Estate
BESS FREEDMAN

POST
DYLAN LAUREN

James Lane James Lane James Lane James Lane James Lane

Real Estate
SUSAN BREITENBACH

POST
PATRICIA CLARKSON

POST
CYNTHIA & KIT

Hamptons Fashion Week
NICOLE MILLER

Real Estate
RYAN SERHANT

James Lane James Lane James Lane James Lane James Lane

POST
STEPHANIE HSU

Real Estate
ED BRUEHL

POST
EVA LONGORIA

Real Estate
SHERI WINTER PARKER

Real Estate & Design
LUXURY REAL ESTATE INSIGHTS WITH MEKA BROWN

James Lane James Lane James Lane James Lane James Lane

Style
REBECCA HESSEL COHEN

POST
SAILOR BRINKLEY-COOK

POST
THE MAGICAL WORLD OF LEANNE ANSAR

POST
Isaac Boots

Design
SASHA BIKOFF

James Lane James Lane James Lane James Lane James Lane

July 2021
POST
www.jameslane.com

FRAN DRESCHER

Real Estate
www.jameslane.com

PAMELA LIEBMAN

POST
www.jameslane.com

CAMILLE YOLAINE

Real Estate
www.jameslane.com

HOWARD LORBER

Real Estate
www.jameslane.com

AMIR KORANGY
IS THE REAL DEAL... LITERALLY

James Lane James Lane James Lane James Lane James Lane

Real Estate
www.jameslane.com

MICHAEL PULFREY & MIA CALABRESE
SELLING THE HAMPTONS

POST
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PATRICIA CLARKSON

Dining & Travel
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CHEF MICHAEL ROZZI

Design & Style
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ROBERT STILIN

POST
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GARY VAYNERCHUK
& RYAN HARWOOD

James Lane James Lane James Lane James Lane James Lane

Real Estate
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VINCENT HORCASITAS

Real Estate & Design
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HEDGEROW EXCLUSIVE

Hamptons Fashion Week
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MICHELLE OCHS

POST
www.jameslane.com

NAOMI WATTS

Real Estate
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DANA TROTTER

James Lane James Lane James Lane James Lane James Lane

Design & Style
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JEAN SHAFIROFF

POST
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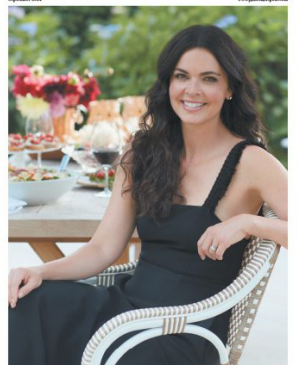
CARRIE PRESTON

Dining
www.jameslane.com

JOE GURRERA

POST
www.jameslane.com

LANCE BASS

POST
www.jameslane.com

KATIE LEE BIEGEL

James Lane Post’s print publication, a broadsheet printed on premium stock newsprint, is distributed prior to key 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 12,700+ 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: 28,385

Percent of the population that owns their home: 81%

Median Household Income: \$122,763

Southampton Town • Population: 69,036

Percent of the population that owns their home: 82%

Median Household Income: \$113,655

Median Household Income (Southampton Village): \$186,313

Southold Town • Population: 23,732

Percent of the population that owns their home: 83%

Median Household Income \$103,709

Median Home Sales Price Q3 2024

Southampton Village: \$3,800,000

East Hampton Village: \$4,350,000

All Hamptons Markets: \$2,162,800

North Fork: \$937,750



A READERSHIP AREA OF EXPANDED GROWTH

Over the past five years, the East End market has become less seasonal, adding to its already thriving year-round community. A significant influx of New York City residents are using their second homes in a more year round capacity, due to the work from home/hybrid office models. Because of this, art, retail, real estate, and design business in the area have all seen a boom over the past few years. The 2024 Hamptons Median Home Sales Price for Q3 was \$2,162,800, up from around \$998,750 in 2019. In 2023, over \$4.9B in Hamptons homes sales closed.

Sources: Census.gov, Town & Country Real Estate Market Reports



James Lane Post Broadsheet

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

Publishing Dates

Eight Issues of James Lane Post will be published in 2025.

Presidents' Day, Spring, Memorial Day, Fourth of July, August, Labor Day, Fall, Holiday.

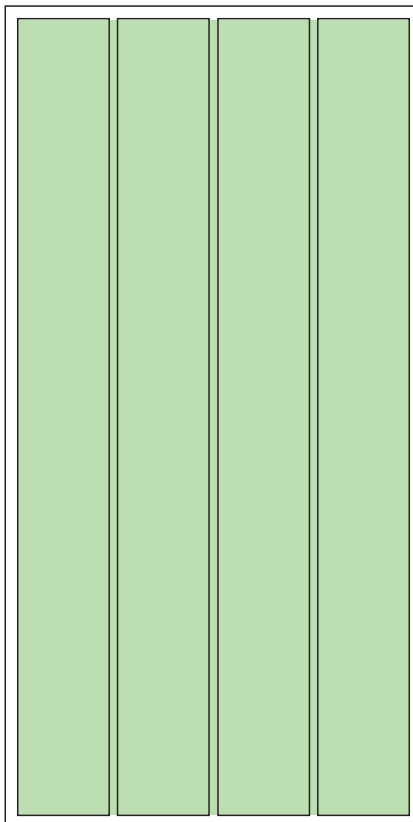
Distribution

Key locations:
Westhampton to Montauk,
Riverhead to Orient.

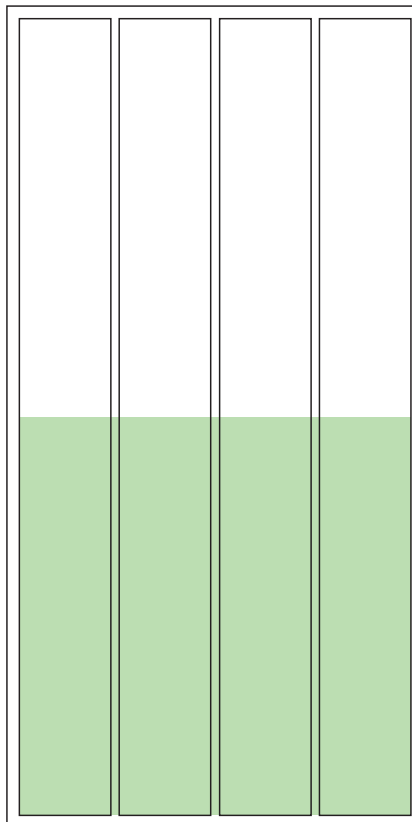
James Lane Post Print Specifications

2025 Print Rate Card

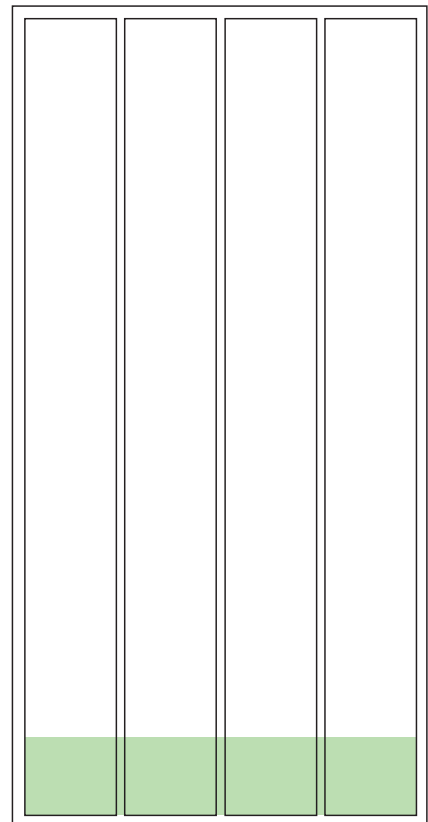
Ad Size	Specs	1x Open Rate	4x Rate	8x Rate
Full Page	12.5" x 20.5"	\$2,500	\$2,200	\$2,000
Half Page	12.5" x 10"	\$1,500	\$1,300	\$1,100
Banner Ad	12.5" x 2"	\$700	\$600	\$500



Full Page
12.5" x 20.5"



Half Page
12.5" x 10"



Full-Width Banner
12.5" x 2"

JamesLanePost.com

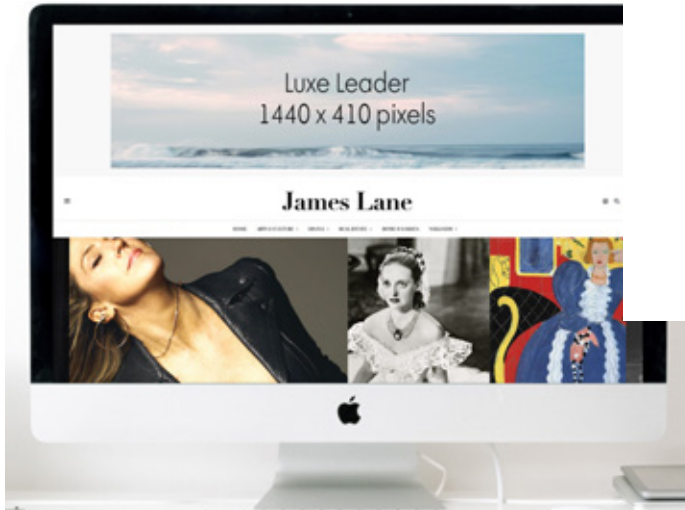
JamesLanePost.com acts as a guide to what's happening on the East End. The website won First Place for Best Homepage Design at the 2022 Press Club of Long Island Media Awards, a chapter of the Society of Professional Journalists.

Boasting 572,000 - 625,000 page impressions per month on average during the summer season, 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.



James Lane Post Digital Specifications

Website Homepage



Homepage

Above The Fold

Luxe Leaderboard

Luxe B Leaderboard (below slider)

Homepage Run Of Site A (Sidebar)



Homepage

Below The Fold

Homepage Run Of Site B

Homepage Leaderboard



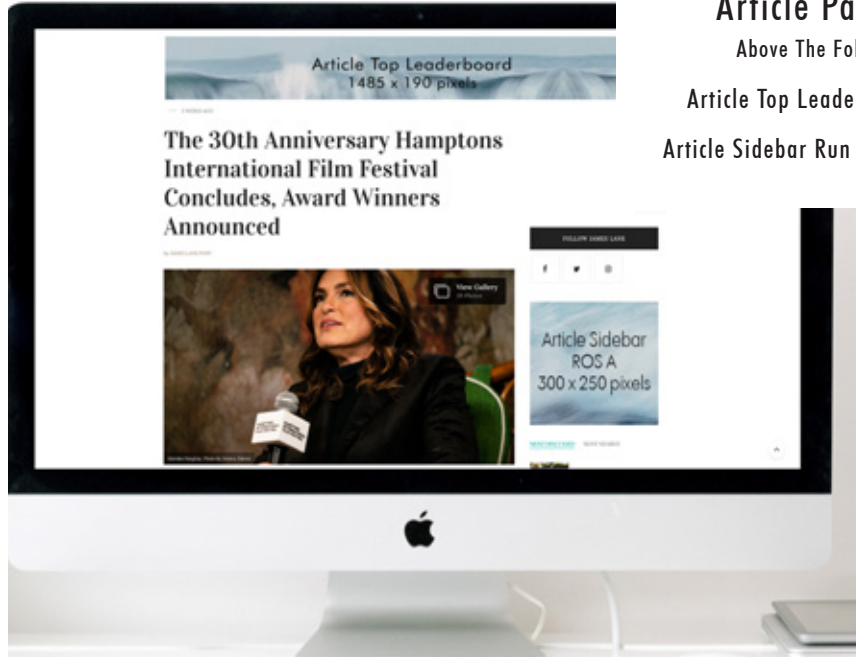
Homepage

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:

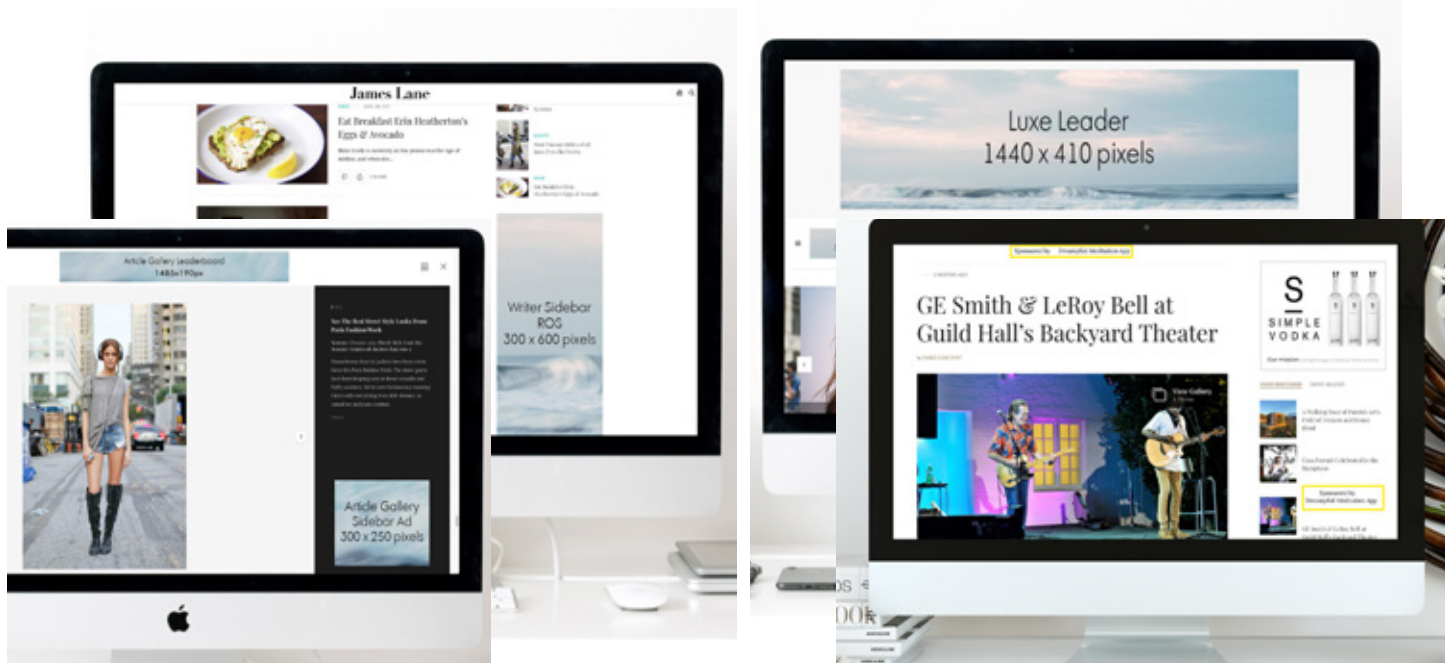
Category, Archive, Writer Page Sidebar



James Lane Post Digital Specifications 2025 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
	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

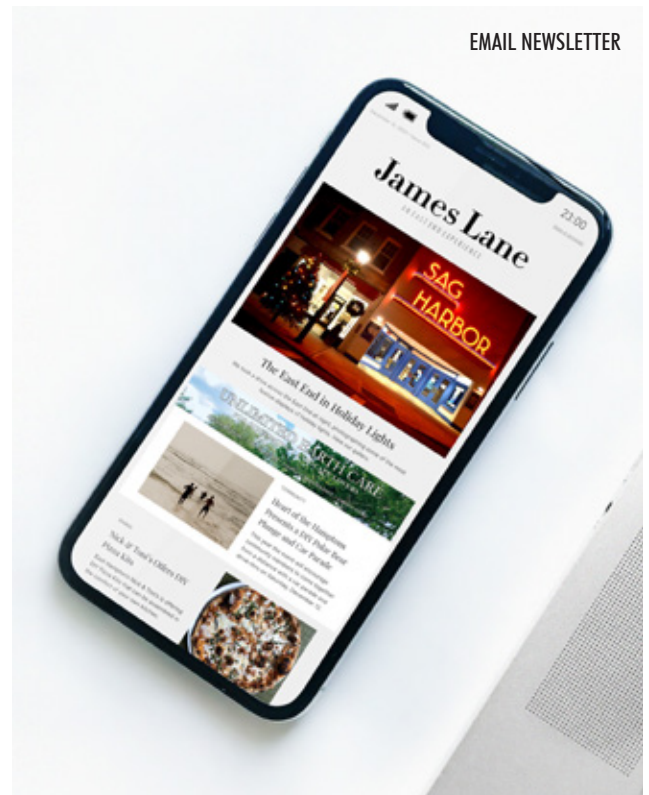
Sponsored Social Media Posts: Slots & Specifications

The James Lane Post social media platforms boast a combined 12,700+ followers (majority East End/New York-based on Facebook, Instagram, and X) 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				

James Lane

— Real Estate —

July 2024

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. The section offers professional insights into the current market and dives deep into the day-to-day work of agents in the region.

James Lane

— Travel —

Winter 2022

www.jameslanepost.com



TRAVEL

James Lane Post's travel section is committed to exploring key travel locations in an authentic way. Become immersed within the culture as the section explores quality hidden gems and high-profile locations, supporting a variety of business types.

James Lane

Design & Style

August 2023

www.jameslanepost.com



STYLE & DESIGN

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, designer profiles, and shop local selections from our editors as well as guest editors.

James Lane

Dining

August 2023

www.jameslanepost.com



DINING

James Lane Post's dining section spotlights a variety of dining features that include East End chef and restaurateur interviews, restaurant news, cookbook recipes and profiles on celebrity chefs, and cocktails from mixologists around the world.

Event Curation & Sponsorship

James Lane Post's specialty is curating intimate events that stand out — from talks to cocktail parties to retreats. 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.

Sponsorship opportunities begin at \$2500

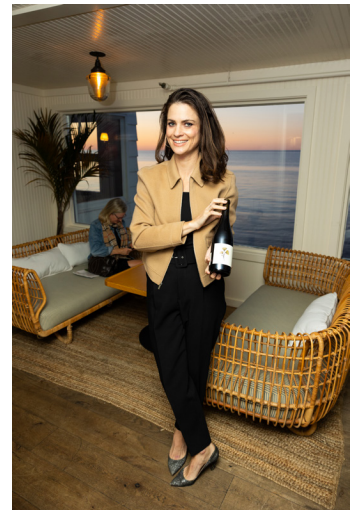


Event photos from events James Lane Post has hosted or sponsored. Photo Credits: Rob Rich, Barbara Lassen, Ezgi Uzun, LOT21

James Lane Fest

A weekend with James Lane Post at Sound View Greenport. In the fall, James Lane Post hosts an exciting weekend in collaboration with Sound View Greenport. The event is a perfect blend of fashion, art, wellness, and dining, and takes place on the scenic North Fork of Long Island. You'll find pop up shops, a cookbook authors lunch, Palette to Palate art dinner with North Fork Art Collective, wellness programming, special wine dinners, and more. James Lane Post and Sound View meticulously curate a variety of programs for guests to enjoy while they relish the beauty of the region.

Sponsorship opportunities begin at \$2500



James Lane Fest at Sound View Greenport. Photo Credits: LOT21, Madison Fender