

# James Lane

— POST —

## Media Kit 2026

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, 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), 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

— POST —



KATE BOCK



SHOSHANNA



MICHAEL S. LIEBOWITZ  
CEO OF BOLGIA FURNITURE



BESS FREEDMAN



DYLAN LAUREN

# James Lane

— Real Estate —



SUSAN BREITENBACH



PATRICIA CLARKSON

# James Lane

— POST —



CYNTHIA & KIT

# James Lane

— Hamptons Fashion Week —



NICOLE MILLER

# James Lane

— Real Estate —



RYAN SERHANT

# James Lane

— POST —



STEPHANIE HSU

# James Lane

— Real Estate —



ED BRUEHL

# James Lane

— POST —



EVA LONGORIA

# James Lane

— POST —



COURTNEY HALVERSON

# James Lane

— Real Estate & Design —



LUXURY REAL ESTATE INSIGHTS WITH  
MEKA BROWN

# James Lane

— Style —



REBECCA HESSE COHEN

# James Lane

— POST —



SAILOR BRINKLEY-COOK

# James Lane

— POST —



THE MAGICAL WORLD OF  
LÉANNE ANSAR

# James Lane

— POST —



Isaac Boots

# James Lane

— Design —



SASHA BIKOFF

# James Lane

— POST —



FRAN DRESCHER



PAMELA LIEBMAN



CAMILLE YOLAINÉ



RICKY LAUREN  
FOOD, FAMILY, AND HISTORY



AMIR KORANY  
IS THE REAL DEAL, LITERALLY

# James Lane

— POST —

# James Lane

— Real Estate —

# James Lane

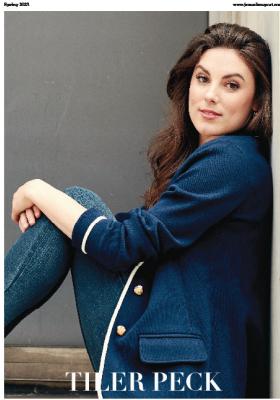
— Dining & Travel —

# James Lane

— Design & Style —

# James Lane

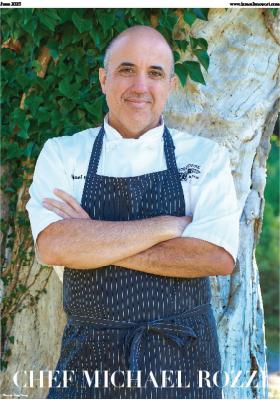
— POST —



PLIER PECK



ERICA GROSSMAN  
A LEADER IN HAMPTONS REAL ESTATE



CHEF MICHAEL ROZZ



ROBERT STILIN



GARY VAYNERCHUK & RYAN HARWOOD

# James Lane

— Real Estate —

# James Lane

— Dining —

# James Lane

— Hamptons Fashion Week —

# James Lane

— POST —

# James Lane

— Real Estate —



VINCENT HORCASITAS



CHEF ALEX  
GUARNASCHELLI



MICHELLE OCHS



NAOMI WATTS



DANA TROTTER

# James Lane

— Design & Style —

# James Lane

— POST —



JEAN SHAFIROFF



REBECCA MINKOFF



BROOKE SHIELDS



LANCE BASS



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, Riverhead to Orient, and in Manhattan. The weekly James Lane Post newsletter is sent to 30,000+ mostly East End & New York-based subscribers, while social media platforms boast a combined 14,000+ 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: 29,090**

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 Mid-Year 2025**

Southampton Village: \$3,893,794

East Hampton Village: \$6,500,000

All Hamptons Markets: \$1,925,000

North Fork: \$987,500



## 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. Many New York City residents are using their second homes in a more year round capacity. Because of this, many art, retail, real estate, dining, and design businesses in the area have seen a boom over the past few years. The 2025 Hamptons Median Home Sales Price for Q2 was \$1,887,500, up from around \$998,750 in 2019. In 2023, over \$4.9B in Hamptons homes sales closed.

## NEW YORK CITY DISTRIBUTION

Starting in 2026, James Lane Post is now distributed to 40+ luxury residential buildings in Manhattan and offers 10 Grand Central Partnership multi-racks in prime Midtown locations.

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 2026.

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

### Distribution

Key locations: Westhampton to Montauk, Riverhead to Orient, Manhattan

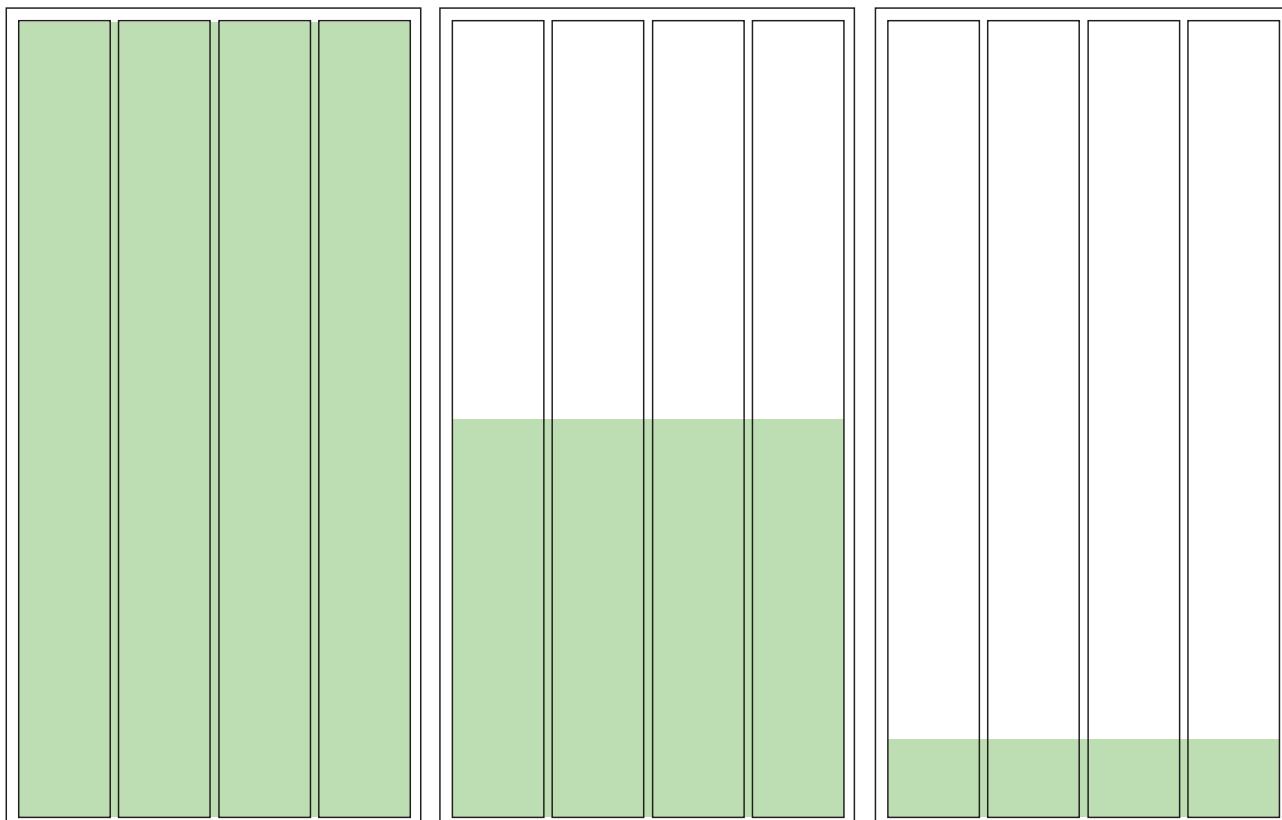
### Coverage

Arts & Culture  
Real Estate  
Style & Design  
Dining  
Travel  
Philanthropy

## James Lane Post Print Advertising Specifications

### 2026 Print Rate Card

Ad Size	Specs	1x Open Rate	4x Rate	8x Rate
Full Page	12.5" x 20.5"	\$2,600	\$2,300	\$2,100
Half Page	12.5" x 10"	\$1,600	\$1,400	\$1,200
Banner Ad	12.5" x 2"	\$800	\$700	\$600



**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.

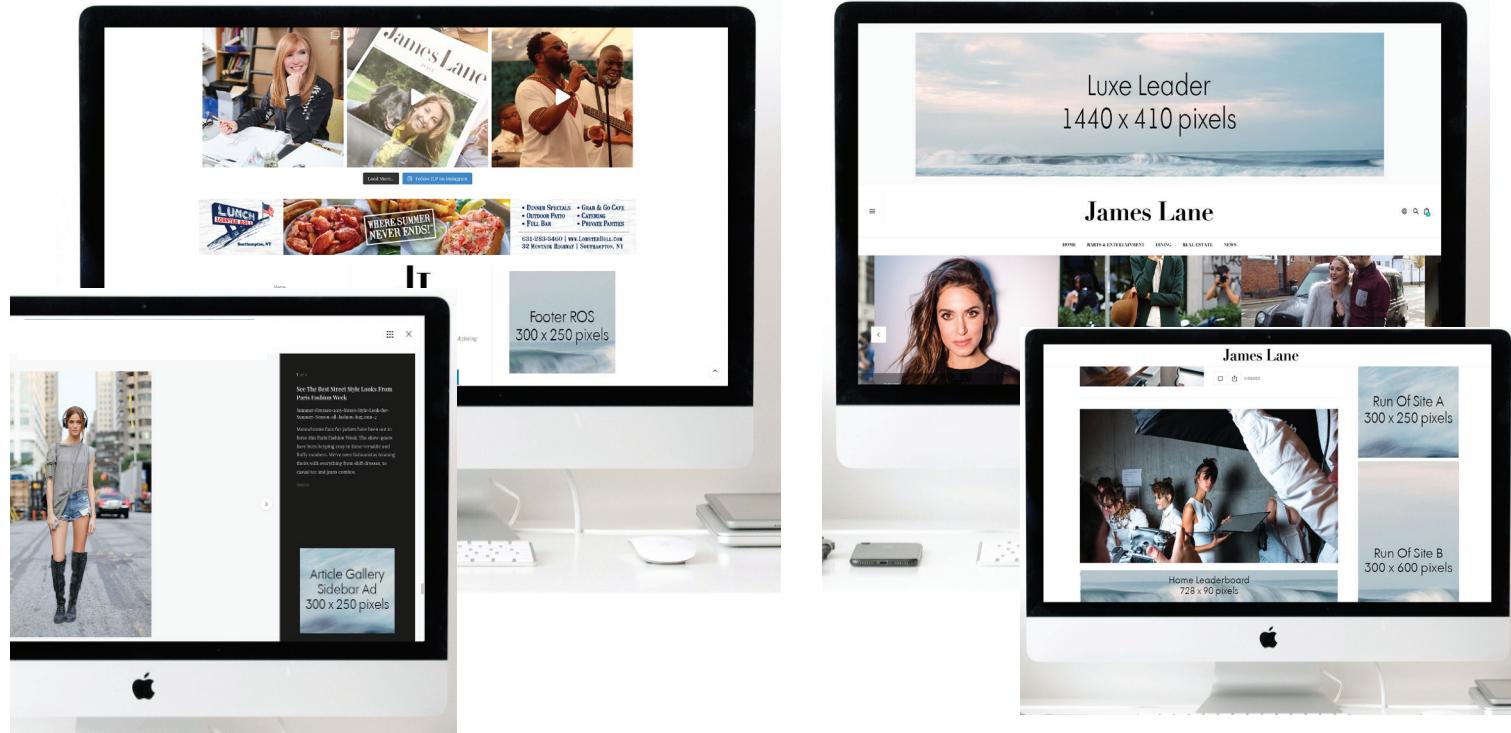


## James Lane Post Digital Specifications

## 2026 Digital Rate Card

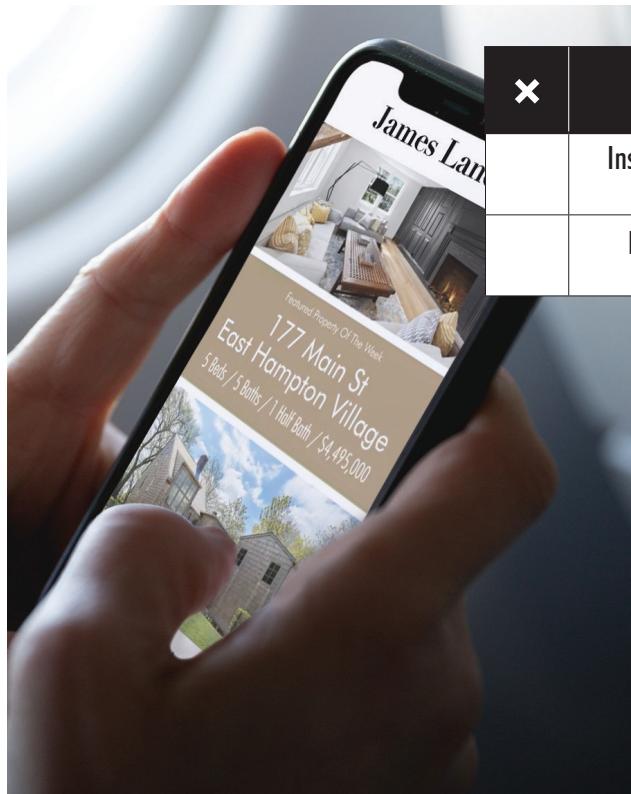
×	Ad Size	Specs	×	1 Month	×	6 Month	×	12 Month
	<b>Homepage Luxe Leaderboard</b> (Global - Above The Fold) (EXCLUSIVE TO ONE ADVERTISER, UP TO THREE BANNERS)	1440 x 410px		\$1000		\$900		\$800
	<b>Homepage Luxe B Leaderboard</b> (EXCLUSIVE TO ONE ADVERTISER, UP TO THREE BANNERS)	1485x190px		\$800		\$700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

All prices are per month.

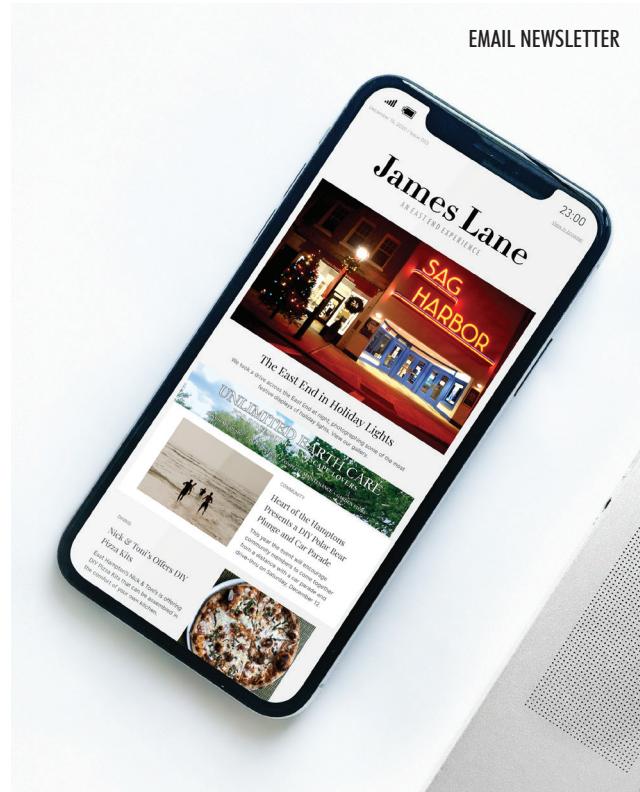


## Sponsored Social Media Posts: Slots & Specifications

The James Lane Post social media platforms boast a combined 14,000+ followers (majority East End/New York-based on Facebook, Instagram, and X) and are growing quickly.



×	SLOT	×	Price Per Post
	Instagram Featured Real Estate Listing Post (Hashtag Analysis & Optimized Copy Included)		\$750
	Instagram Sponsored Social Media Post (Hashtag Analysis & Optimized Copy Included)		\$1000



**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

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

Opportunities begin at \$2500



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

## James Lane Fest

A weekend with James Lane Post, held twice a year. In the spring, James Lane Post hosts an exciting weekend in collaboration with Sound View Greenport, in the fall its a weekend in collaboration with the Southampton Inn. The event is a perfect blend of fashion, art, wellness, and dining. You'll find pop up shops, a cookbook authors brunch, Palette to Palate art dinner with North Fork Art Collective, wellness programming, and more. James Lane Post and each venue meticulously curate a variety of programs for guests to enjoy while they relish the beauty of the East End.

Opportunities begin at \$2500



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