

# 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.





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— POST —

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— Real Estate & Home —

— Real Estate —

— POST —



# James Lane James Lane James Lane James Lane James Lane

— Real Estate —

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— POST —

— Hamptons Fashion Week —

— Real Estate —



# James Lane James Lane James Lane James Lane James Lane

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— Real Estate & Design —



# James Lane James Lane James Lane James Lane James Lane

— Style —

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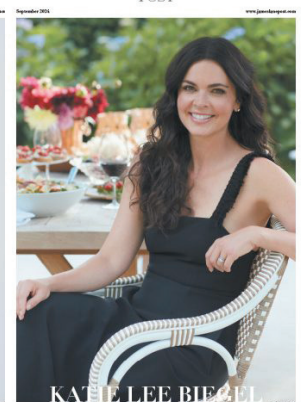
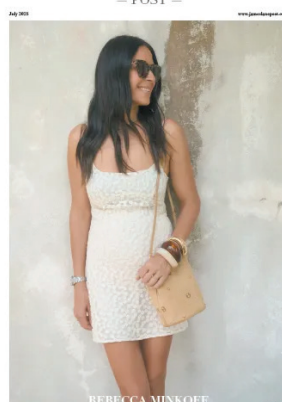
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James Lane Post's print publication, a broadsheet printed on premium stock newsprint, is distributed prior to key weekends on the East End of Long Island to hundreds of locations from Westhampton to Montauk, Riverhead to Orient, and in Manhattan. The 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

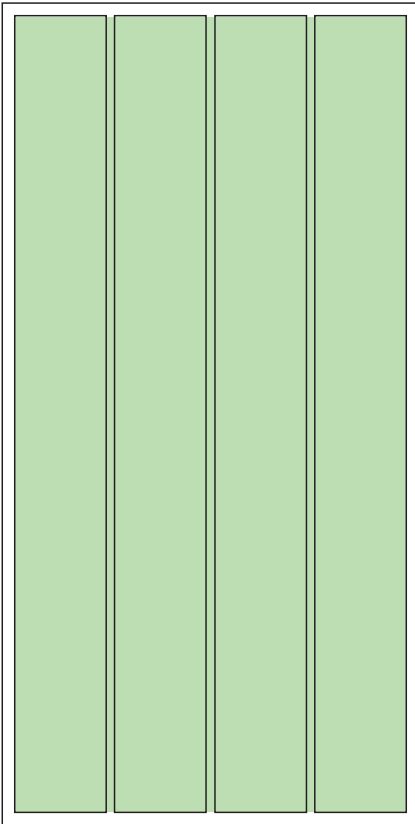
Arts & Culture  
Real Estate  
Style & Design  
Dining  
Travel  
Philanthropy



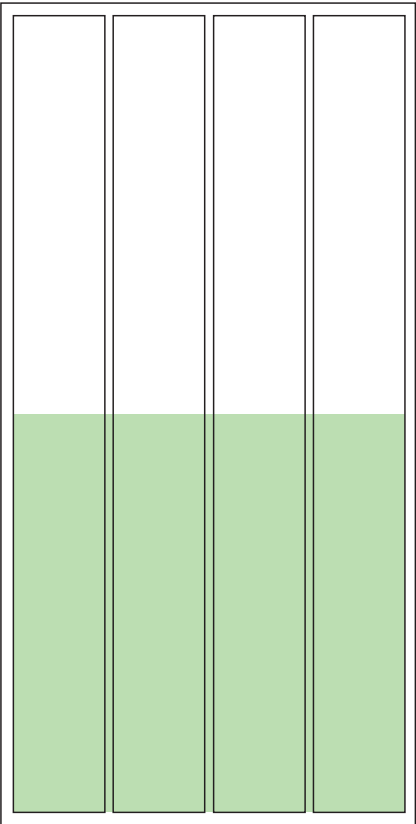
James Lane Post Print Advertising Specifications

2026 Print Rate Card

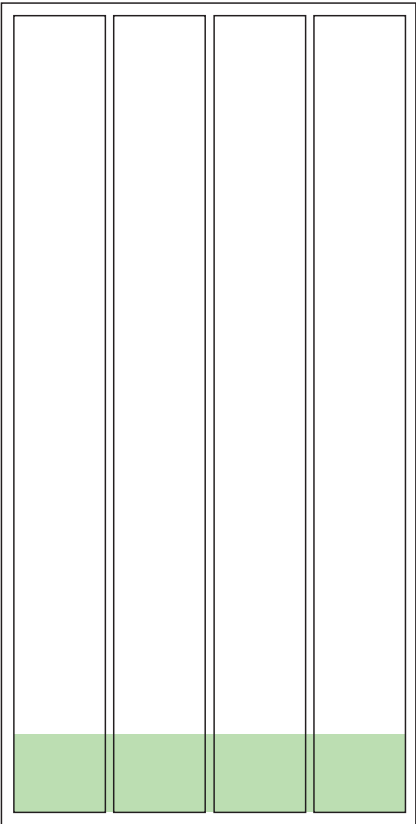
Ad Size	Specs	1x Open Rate	4x Rate	8x Rate
Full Page	12.5" x 20.5"	\$2,600	\$2,300	\$2,100
Half Page	12.5" x 10"	\$1,600	\$1,400	\$1,200
Banner Ad	12.5" x 2"	\$800	\$700	\$600



Full Page  
12.5" x 20.5"



Half Page  
12.5" x 10"



Full-Width Banner  
12.5" x 2"



JAMES LANE POST BRANDED CONTENT SPECIFICATIONS



At James Lane Post, we know that every brand has a story to tell. Our branded content combines editorial quality with your message. We craft your content to engage readers and raise awareness, ensuring your message feels authentic and inspiring. Custom features are professionally edited to highlight your brand, product, or service.

Print features are distributed across the East End, keeping your brand in the hands of our influential readership. Digital features are SEO optimized and built to perform online, helping your brand gain long-term visibility across search engines.

Print	Specs/Info	Investment
SPECIAL SECTION COVER + FULL PAGE ARTICLE + 1 FULL PAGE PREMIUM PLACED AD	1000 Words / 2 Photos 1 Full Page Ad (12.5" x 20.5")	\$7,000
FULL PAGE ARTICLE	1000 Words / 2 Photos	\$2,500
HALF PAGE ARTICLE	600 Words / 1 Photo	\$1,500
DIGITAL ARTICLE	600 Words / 2 Photos	\$800



## 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
	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.





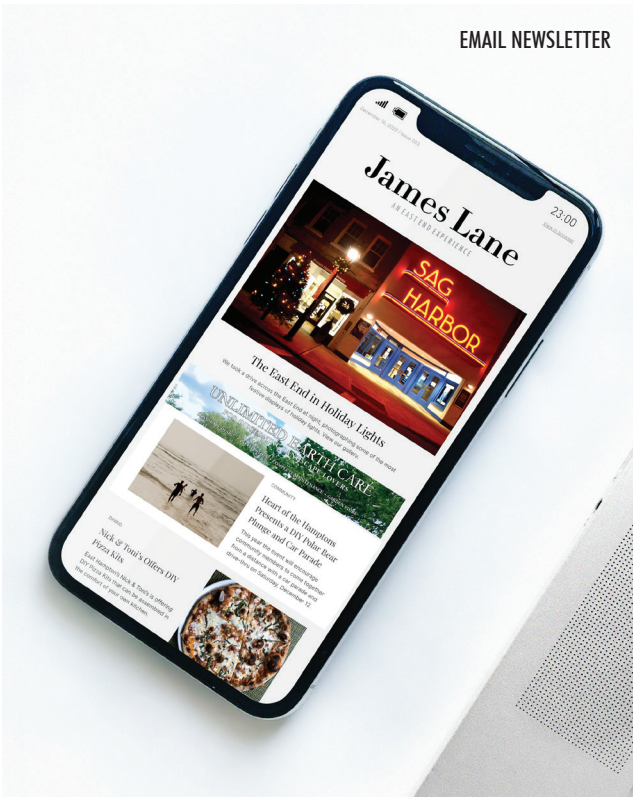
Sponsored Social Media Posts: Slots & Specifications

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