James Lane

POST



2027

Media Kit

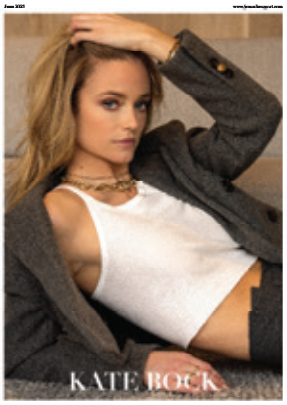
James Lane Post • sales@jameslanepost.com • www.jameslanepost.com • @jameslanepost

James Lane Post is a Hamptons-based boutique media company that highlights stories that give back and uplift. With content that will appeal to all readers, the publication — written by award-winning journalists — highlights the best-of-the-best in style, dining, arts & culture, real estate, travel, events, design, philanthropy, and acts as an overall guide to what's happening in the Hamptons, the North Fork, New York City, and beyond.

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
— POST —



James Lane
— POST —



James Lane
— Real Estate & Home —



James Lane
— Real Estate —



James Lane
— POST —



James Lane
— Real Estate —



James Lane
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James Lane
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James Lane
— Hamptons Fashion Week —



James Lane
— Real Estate —



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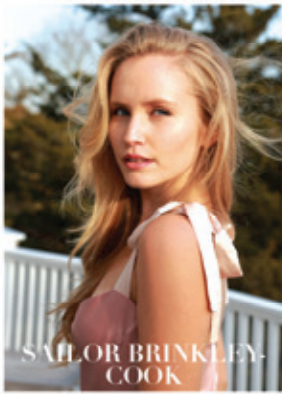
James Lane
— Real Estate & Design —



James Lane
— Style —



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James Lane
— Design —



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— Real Estate —



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— Real Estate —



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— Dining & Travel —



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— Design & Style —



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James Lane
— Real Estate —



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— Dining —



James Lane
— Hamptons Fashion Week —



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— Real Estate —



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— Design & Style —



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James Lane Post's print publication, a broadsheet printed on premium stock newsprint, is distributed prior to key weekends on 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 15,000+ 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.

READERSHIP DEMOGRAPHICS

East Hampton Town • Population: 29,400

Percent of the population that owns their home: 79%

Median Household Income: $132,348

Southampton Town • Population: 69,000+

Percent of the population that owns their home: 82%

Median Household Income: $128,594

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

Southold Town • Population: 24,260

Percent of the population that owns their home: 82%

Median Household Income $116,667

Median Home Sales Price Mid-Year 2026

Southampton Village: $4,275,000

East Hampton Village: $5,550,000

All Hamptons Markets: $2,500,000

North Fork: $927,500



EAST END DISTRIBUTION

James Lane Post is distributed to hundreds of East End businesses year-round. The East End market has become less seasonal, adding to its already thriving community. Many New York City residents are using their second homes in a more year-round capacity.

NEW YORK CITY DISTRIBUTION

James Lane Post's front (A) section is now distributed to 50+ luxury residential buildings in Manhattan and Grand Central Partnership multi-racks in prime Midtown locations.

EVENT DISTRIBUTION

James Lane Post's front (A) section is also distributed at events and retreats hosted and sponsored by James Lane Post in a variety of luxury markets. Events have been held in the Hamptons, New York City, Palm Beach, Miami, France, and Italy.

Sources: Census.gov, BHS Market Reports



JAMES LANE POST BROADSHEET

James Lane Post print publication, a broadsheet printed on premium stock newsprint, is distributed prior to key weekends.

Publishing Dates

Eight Issues of James Lane Post will be published in 2027:

- Presidents' Day - *the travel issue*
- Spring - *the real estate issue*
- Memorial Day - *the dining issue*
- Fourth of July - *the art issue*
- August - *the style / design issue*
- Labor Day - *the wellness issue*
- Fall - *the business issue*
- Holiday - *the philanthropy issue*

Distribution

Key locations: Westhampton to Montauk, Riverhead to Orient, Manhattan, & events across additional luxury markets

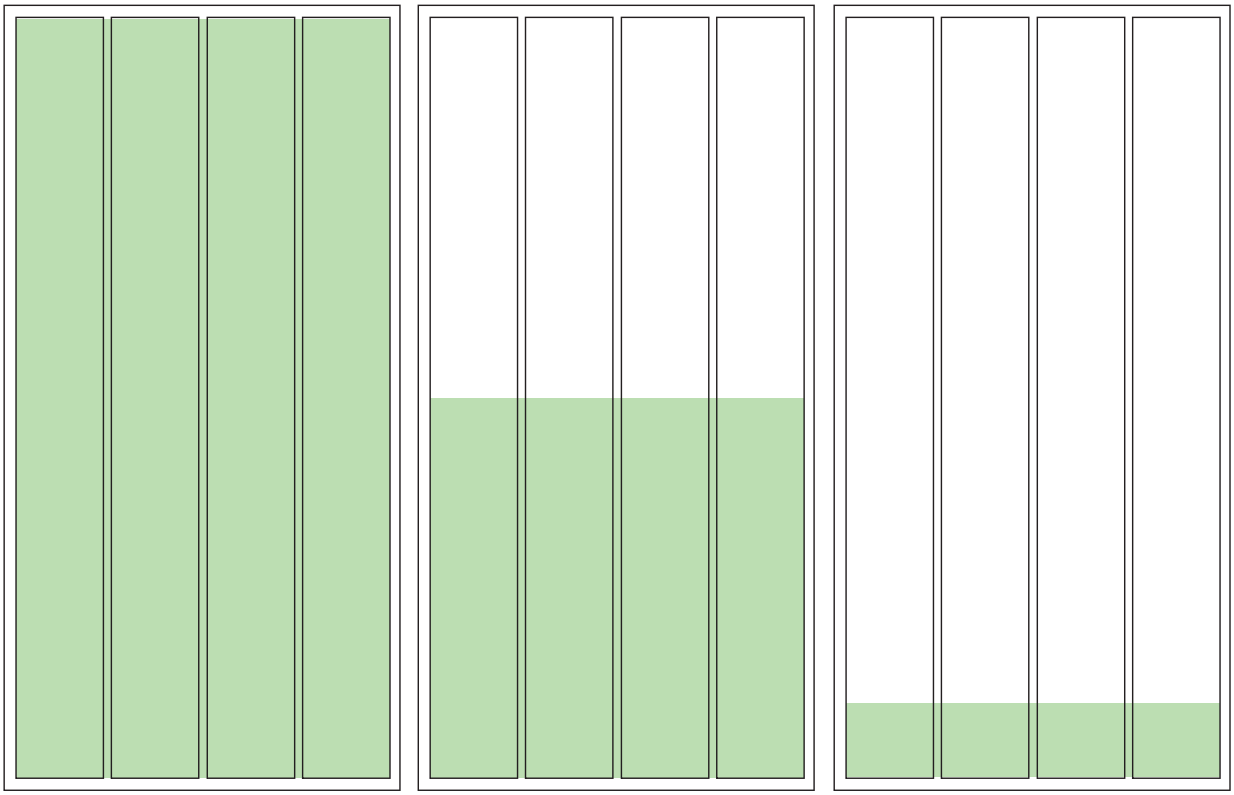
James Lane Post Print Advertising Specifications
2027 Print Rate Card

Front (A) Section (premium placement & distributed throughout Hamptons, North Fork, New York City, and events in additional luxury markets)

Ad Size	Specs	1x Open Rate	4x Rate	8x Rate
Full Page	12.5” x 20.5”	$3,000	$2,600	$2,300
Half Page	12.5” x 10”	$2,000	$1,700	$1,400
Banner Ad	12.5” x 2”	$1000	$800	$700

Inside Sections (distributed throughout the Hamptons & North Fork)

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

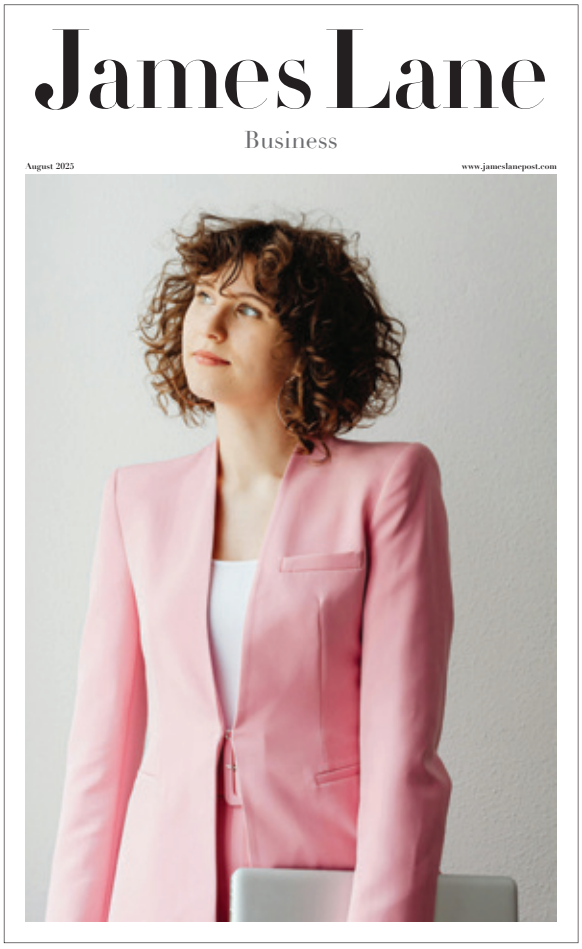


Full Page
12.5”x 20.5”

Half Page
12.5”x 10”

Full-Width Banner
12.5”x 2”

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”)	$9,000
FULL PAGE ARTICLE	1000 Words / 2 Photos	$3000
HALF PAGE ARTICLE	600 Words / 1 Photo	$2000
DIGITAL ARTICLE	600 Words / 2 Photos	$1500

JAMESLANEPOST.COM

JamesLanePost.com acts as a guide to what's happening on the East End and New York City. Boasting 497,000 search result users and 73,000 to 97,000 unique users per month 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. 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.



James Lane Post Digital Specifications
2027 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.





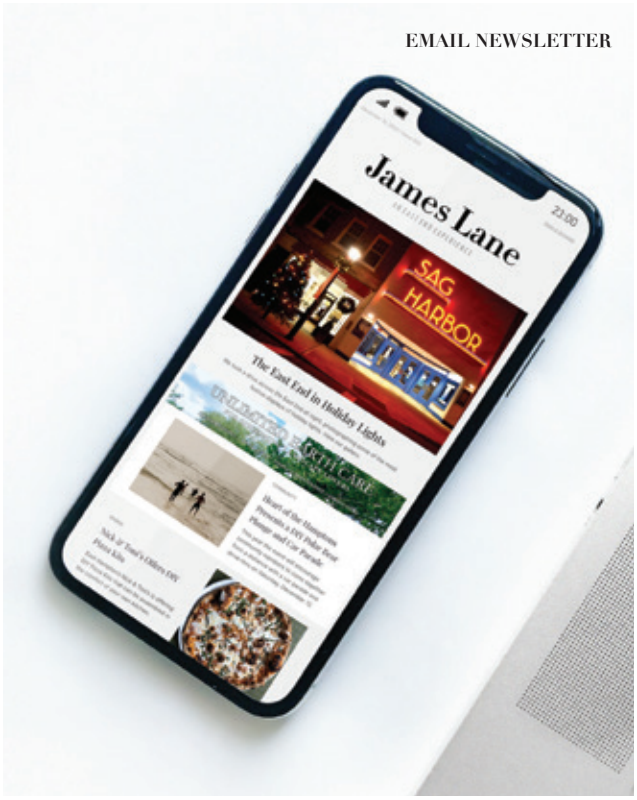
Sponsored Social Media Posts

The James Lane Post social media platforms boast a combined 15,000+ followers (majority East End/New York-based on Facebook, Instagram, and X)



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

EMAIL NEWSLETTER



The Weekly Email Newsletter

Our weekly newsletter includes top articles, sent to 30,000+ East End/NYC subscribers.

EMAIL NEWSLETTER	Specs		1 Month		6 Months		12 Months
Cube Banner	600px x 500px		$650		$550		$450
Leaderboard Banner	1485px x 190px		$650		$550		$450

Event Curation & Partnerships

James Lane Post's specialty is curating intimate events that stand out — from talks to cocktail parties to retreats to dinner series. 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. We can develop a special event that is the perfect fit for your brand or venue, or you can be included in one of our existing events.















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

James Lane Post Issue Events





James Lane Post hosts a cocktail reception or special event for select print editions. 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 your brand and to be incorporated into the event.

TITLE SPONSOR: $20,000 (4 events)

- title sponsorship of 4 James Lane Post issue release events in the Hamptons/North Fork, including naming rights & category exclusivity
- 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 print issue (4 total)
- 12 month digital banner ad on Jameslanepost.com & James Lane Post weekly newsletter, sent to 30,000+ subscribers

EVENT SPONSOR: $6,000 (4 events)

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



Cookbook Brunch

James Lane Post's Cookbook Brunch takes place on Saturday, May 1, at the Southampton Inn. Guests enjoy a delicious 3-course brunch with flowing wine from RGNY & James Lane Post, and delight in cookbook signings with celebrity chefs and authors.













Title Sponsorship - $10,000

- naming rights "Cookbook Brunch Presented by Brand"
- category exclusivity
- photography captured at the event
- logo inclusion on invitation and marketing materials
- brand exposure at the event with gifting opportunities
- 12 tickets to the Cookbook Brunch
- 2 full-page advertisements in James Lane Post print editions
- 2 month digital leaderboard banner on the James Lane Post weekly newsletter
- 2 month digital leaderboard banner on jameslanepost.com
- 1 collaborative Instagram static post or reel

Silver Sponsorship - $5,000

- photography captured at the event
- logo inclusion on invitation
- brand exposure at the event with gifting opportunities
- 8 tickets to the Cookbook Brunch
- 1 full page advertisement in James Lane Post print edition
- 1 month digital leaderboard banner on the James Lane Post weekly newsletter
- 1 month digital leaderboard banner on jameslanepost.com

Bronze Sponsorship - $1000

- photography captured at the event
- logo inclusion on invitation
- 4 tickets to the Cookbook Brunch
- brand exposure at the event with gifting opportunities

Real Estate Open House Events











James Lane Post will host an open house at your real estate listing for up to 50 guests. The collaboration provides your listing exposure in print, digital, and on social media, and brings strategic guests to view the property. Includes:

- event curation
- invitation design & distribution
- photography captured at the event
- 2 cases wine to serve
- bartender & event staff
- light bites
- gift bags
- 1 full page advertisement in James Lane Post print edition
- 1 month digital leaderboard banner on the James Lane Post weekly newsletter
- 1 month digital leaderboard banner on jameslanepost.com
- event recap on jameslanepost.com

Cost: $5,000

Additional add-ons: videography, rentals, catering, florals, valet parking, and cleaning services/garbage removal

James Lane Post Product Collaborations

James Lane Post x RGNY wine collaboration

About our wines: In a blend of artistry and camaraderie, James Lane Post has partnered with RGNY to create two limited-edition wines. The collaboration embodies the spirit of friendship, creativity, and a shared passion for exceptional wine from the acclaimed North Fork vineyard. Our 2023 James Lane Post x RGNY Bordeaux-style Scielo Red Blend offers a supple, well-balanced blend of Cabernet Franc, Cabernet Sauvignon, Merlot, Petit Verdot, and Malbec. The 2024 James Lane Post x RGNY Scielo Summer Rosé is a bright, elegant blend of Merlot, Cabernet Franc, and Malbec. Each bottle is adorned with artwork from North Fork artist Verona Peñalba.

Wholesale Wine Selections: Red Blend: $200 per case • Rosé: $184 per case

James Lane Post x Buena Vida Coffee collaboration

About our coffee: James Lane Post has partnered with Buena Vida Specialty Coffee to create a "James Lane Roast." Buena Vida works seed-to-cup with regenerative-certified farms across Costa Rica, producing specialty coffee that restores soil health, supports farmers' prosperity, and expresses the flavor of healthy ecosystems. From Costa Rica's Los Santos region at 1,600 meters above sea level, the Brumas del Zurquí roast delivers a vibrant cup with notes of caramel, honey, bright blueberry tones, and orange-like citrus acidity, finishing with a smooth medium body.

Wholesale Coffee: $25 / 12 oz bag whole bean

