

coastal lifestyle

# CAPE COD

& THE ISLANDS

## WHO WE ARE

*Cape Cod & The Islands* is a locally owned, independent magazine that highlights the people, places, and experiences that make life in the region unique. Our team of experts publishes four issues a year, and through the eyes and lenses of local talent, we cover everything from home design, art, food, travel, and wellness to feature stories about local people and businesses. *Cape Cod & The Islands* prints 33,000 magazines, which are distributed on newsstands and in businesses throughout New England. From active and proud year-round residents to dedicated visitors, our readers rely on our publication to elevate their experience of life on the Cape and islands.



Dedicated columnists share their specialized area of interest in every issue:

- Lifestyle Features
- A Day in the Life
- Home Design
- Home Remodeling
- Local Profiles
- Cape Corner Spotlight
- Food & Drink / Recipes
- Writer's Shack / Literature
- + more

| ISSUE DEADLINES  | Spring Issue    | Summer Issue   | Fall Issue     | Holiday Issue |
|--|-----------------|----------------|----------------|---------------|
| Newsstand (Week of)                                      | <b>April 7</b>  | <b>June 23</b> | <b>Sept 21</b> | <b>Nov 16</b> |
| Design In-House Ad Materials (Fri)                       | <b>March 13</b> | <b>May 29</b>  | <b>Aug 21</b>  | <b>Oct 16</b> |
| Final Space Reservations and Print Ready Materials (Wed) | <b>March 18</b> | <b>June 5</b>  | <b>Aug 26</b>  | <b>Oct 23</b> |

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2020 / 2021 EDITORIAL CALENDAR

**Spring 2020 (Late March, April, May)**

Spring is a season of beginnings: the chilly days of winter have come to a close, and the region begins to blossom.

**Summer 2020 (Late June, July, August)**

Summer on the Cape and islands is about local traditions, family celebrations, alfresco dining and entertainment, and long lazy beach days, but it is also a time of discovery.

**Fall 2020 (September, October, November)**

A time of changing leaves, rich harvest, and lingering beach days, fall is a secret that many prefer to keep to themselves.

**Holiday 2020 (Late October, November, December)**

The pace may slow down during the snowy days of the year, but the region offers an abundance of cold-weather experiences.



**Kelly Chase**

EDITOR-IN-CHIEF

kchase@capecodandtheislandsmag.com

781.264.7652

is a published nonfiction author and magazine editor with a decade's worth of experience. To her, the reader experience is paramount: "A strong issue should be equal parts entertaining and informative," she says. Kelly recruits and partners with talented writers and photographers in order to tell the most compelling stories about Cape Cod and the islands.



**Eric Brust-Akdemir**

PUBLISHER / ART DIRECTOR

ericbrust@capecodandtheislandsmag.com

617.257.2756

A Cape Cod enthusiast, Eric has been designing layouts for magazines for more than 15 years. He has worked on many national and regional publications, including *Chatham Living by the Sea* and *South Shore Home Life & Style*. His idea of a perfect day includes kayaking, hiking and exploring Cape Cod and the Islands. He lives in Sandwich with his husband, nine chickens and cats.

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## CAPE COD IS A DESTINATION

Distribution of *Cape Cod & The Islands* magazine will be in popular **supermarkets** and on Cape Cod, Nantucket, and Martha's Vineyard as well as other stores throughout New England and New York.

Full list:

[capecodandtheislandsmag.com/available-at-these-stores](http://capecodandtheislandsmag.com/available-at-these-stores)

Look for *Cape Cod & The Islands* at **Barnes & Noble** in Massachusetts, Rhode Island, Connecticut, Maine, New Hampshire and New York!

## STATS ON OUR REGION'S VISITORS

Focus groups conducted in May 2019 said their favorite activities while visiting Cape Cod and the Islands included the beaches, dining and shopping.

63% were female; 37% Male

7% were in the 18-24 age range  
21% were in the 25-34 age range  
36% were in the 35-54 age range  
22% were in the 55-64 age range  
14% were 65+.



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Premium Positions including inside front cover, inside back cover, back cover and first 10 pages available.



~~-\$3,900~~ **\$2,340** **TWO-PAGE SPREAD**

(Front of the book first 10 pages)

Trim: 17" x 10.875"

Non-bleed: 16" x 10" (white border)

Bleed: 17.25" x 11.125"

Live area\*\* (for bleed): 17" x 10"

\*\* Do not place text outside live area.

~~-\$2,500~~ **\$1,500** **FULL PAGE**

Trim: 8.5" x 10.875"

Non-bleed: 7.75" x 10" (white border)

Bleed: 8.75" x 11.125"

Live area\*\* (for bleed): 7.75" x 10"

\*\* Do not place text outside live area.

~~-\$1,900~~ **\$1,140** **2/3 VERTICAL**

4.75" x 10"

~~-\$1,450~~ **\$870** **1/2 HORIZONTAL**

7.75" x 4.75"

~~-\$950~~ **\$500** **1/3 SQUARE**

4.75" x 4.75"

**1/3 VERTICAL**

2.25" x 10"

(column)

~~-\$550~~ **\$300** **1/6 VERTICAL**

2.25" x 4.75"

**1/6 HORIZONTAL**

4.75" x 2.25"

**DESIGN SERVICES FOR ADS** are offered free of charge (a \$150 value). Please provide photo(s) and text for your ad. You will be allowed up to 3 revisions of your advertisement (additional revisions cost \$50 per revision)

**PREFERRED FILE TYPE:**

High-res, PDFX1a. Email files under 7MB to

[ericbrust@capecodandtheislandsmag.com](mailto:ericbrust@capecodandtheislandsmag.com), or send large files for free via [wetransfer.com](http://wetransfer.com) or [dropbox.com](http://dropbox.com)

**TRIM SIZE:** 8.5" x 10.875" / perfect bound

**RECOMMENDED LINE SCREEN:** 150 lpi, 300 dpi

**BLEED:** Allow .125" all around for bleed to trim off during binding (i.e., bleed size is 9.25" x 11.125") Available only on full page and spreads (call for fractionals)

**LIVE/SAFETY AREA:** All type or graphics not intended to trim should be .5" in from trim (i.e. live area is 8" x 10")

**CROSSOVER SAFETY FOR SPREADS:** Headlines: .125" each side of the gutter Body text: .25" each side of the gutter

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Our readers follow us on Instagram and from there, get redirected to our blog and other social channels.

Our followers looking for new products and services, come to *Cape Cod & The Islands* to find tips and recommendations they can trust. With an array of options — from standard sponsored posts to product spotlights and Instagram takeovers — we will work together to strategically combine professional imagery and engaging content that help our followers learn about your brand.

**SOCIAL CAMPAIGNS  
START AT \$350**

**\$350**



**STANDARD SPONSORED**

**INSTAGRAM POSTS**

A quick and effective way to share your product/services with our rapidly growing and interactive Instagram community, consisting of *Cape Cod & The Islands* readers across Cape Cod & the Islands and throughout the region.

**\$550**



**INSTAGRAM**

**PRODUCT SPOTLIGHT**

Looking to promote a new product? We'll use our editorial expertise and deep understanding of our audience to style and photograph your product in a way our Instagram audience will love, resulting in authentic content that increases awareness and builds buzz for your brand.

**\$750**



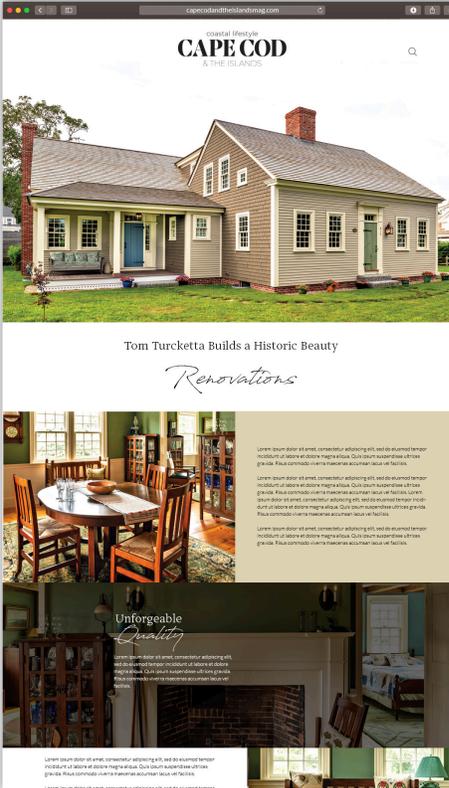
**INSTAGRAM TAKEOVER**

We love helping our clients grow their own Instagram followers, and taking over your account is such a fun way to collaborate! We'll work together to choose images and captions that will be conveyed through the *Cape Cod & The Islands* voice on your own account to increase followers and interaction.

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We are delighted to offer **SPONSORED WEB POSTS** to our wonderful vendors and brands. These highly coveted posts are prime features that draw much reader attention and interaction! Each feature is posted on our main page and supported with a social media push to our loyal followers. We use what we know about our readers to create custom posts, written exclusively by a *Cape Cod & The Islands* editor, that integrates seamlessly into our editorial content while positioning your brand perfectly for our audience.

### \$750 SPONSORED POSTS

Limited to one per month; will stay on our site for 12 months.

Includes:

- Written blog post 200 words (photos provided by advertiser)
- Boosts on social media

**SPONSORED EDITORIAL**, or native content, is a form of paid media where the ad experience follows similar guidelines to editorial content and may be presented in various formats (i.e. Q&As; featured editorials; event promotions; etc.)

This content is to be written and/or edited by a *Cape Cod & The Islands* editor and published in the issue. We will also post the content to our website and boost on social media.

### \$4,500 SPONSORED EDITORIAL 1-PAGE

### \$6,900 SPONSORED EDITORIAL 2-PAGE SPREAD

Includes:

- Editorial feature (1 page) printed in *Cape Cod & The Islands*
- Professional photographer to take pictures (2 hour visit)
- Sponsored web post
- Boosts on social media

