

coastal lifestyle
CAPE COD
& THE ISLANDS

COASTAL
Celebrations
MAGAZINE
NEWPORT, BOSTON, CAPE COD & THE ISLANDS

CAPE + COAST
HOME DESIGN MAGAZINE





WHO WE ARE

Scorton Creek Media is a locally owned media company that affords integrated marketing strategies to support and grow your business.



Cape Cod & the Islands Magazine highlights the people, places, and experiences that make life in the region unique.

Social and digital platforms reach & engage our Coastal Lifestyle audiences beyond print.

@capeandislandsmag @coastallifestyletv @coastalcelebrationsmag

Affiliate and non-profit collaborations

We are proud to collaborate with local organizations.



COASTAL LIFESTYLE
CAPE COD & THE ISLANDS

Coastal Lifestyle TV 10 episodes airing Saturdays, 12:30P on WSBK TV, TV38 Boston, RCN (ASTOUND) Ch 11 and YouTube, showcases the hidden gems and distinctive lifestyle of the Cape & Islands.

SCORTON CREEK MEDIA
MEDIA MULTI-MEDIA PLATFORMS

POISED FOR GROWTH 2025-2026

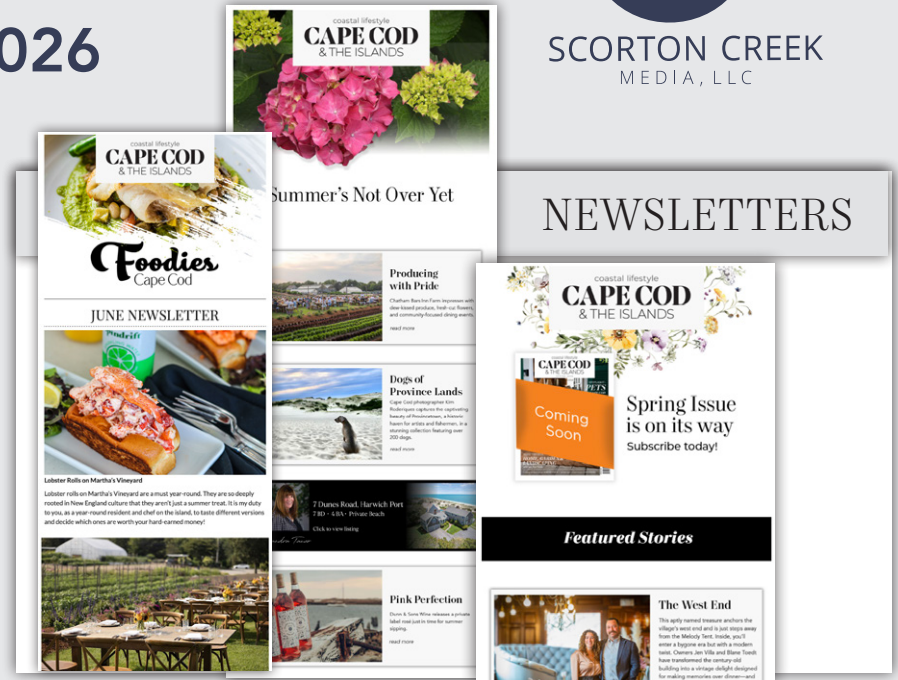


SCORTON CREEK
MEDIA, LLC

PRINT



NEWSLETTERS



SOCIAL MEDIA



11K+ follows on Instagram

60K+ views on Instagram

17K+ reel views

@capeandislandsmag

@coastallifestyletv

@coastalcelebrationsmag

TV



Season 2 Airing Fall 2025

Showcasing the hidden gems and
distinctive lifestyle of our region!

coastal lifestyle

CAPE COD

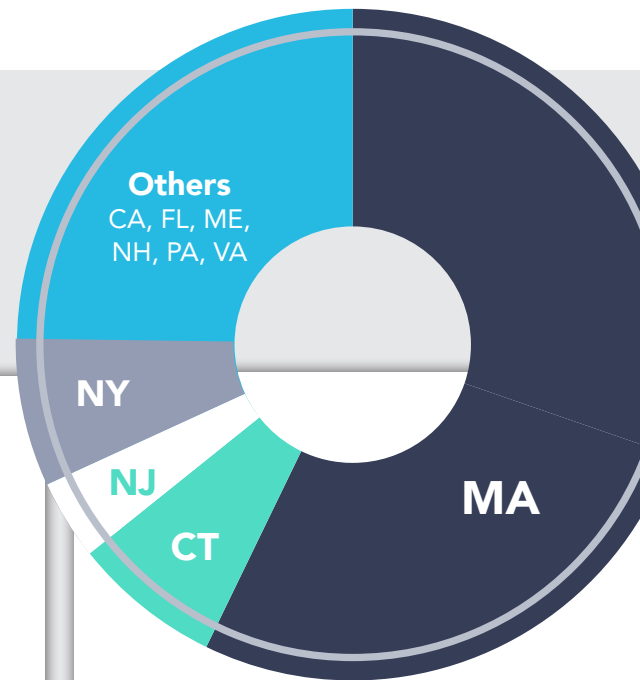
& THE ISLANDS

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

Full list of newsstand locations:

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!



SUBSCRIPTIONS

Massachusetts - 63%

New York - 8%

Connecticut- 7%

New Jersey - 4%

Others, CA, FL, ME,

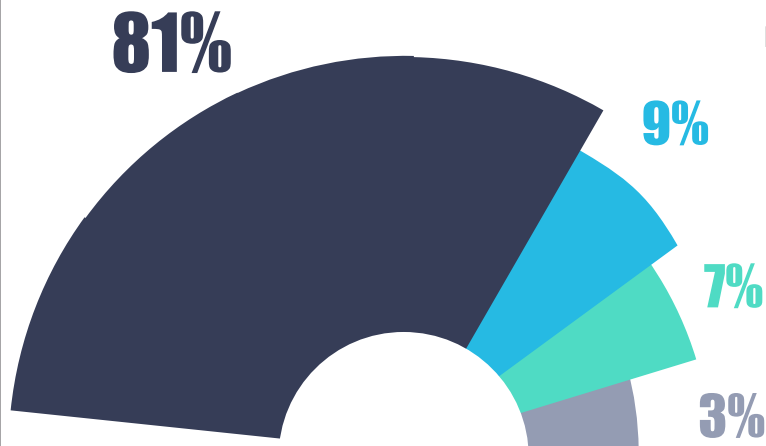
NH, VA, PA - 18%

SUBSCRIBERS FROM MASSACHUSETTS

54% Cape Cod and the Islands

13% Greater Boston

12% South Shore



NEWSSTAND SALES

Cape Cod and the Islands- 81%

S. Shore- 9%

Greater Boston- 7%

NY/NJ, CT, ME,

NH, VT other- 3%

Direct Mail Distribution

- **Affluent Property Owners:** Delivered directly to high-income Cape Cod homeowners, targeting our most valuable demographic.
- **Growing Subscriber Base:** Magazines mailed to engaged local readers who have specifically requested our publication.
- **Business & Professional:** Magazines distributed to high-traffic professional locations including medical offices, business centers, and client waiting areas.



coastal lifestyle
CAPE COD
& THE ISLANDS

PUBLICATION DATES

Spring 2026

Pet Spotlight

Home, Garden & Landscaping Special Section

AD CLOSE DATE: 2/27/26

PUBLICATION DATE: LATE MARCH

Early Summer 2025

Restaurant Spotlight

Local Artists Special Section

AD CLOSE DATE: 5/02/25

PUBLICATION DATE: LATE MAY

Late Summer 2025

Home Design Spotlight

Health, Beauty & Wellness Special Section

AD CLOSE DATE: 7/11/25

PUBLICATION DATE: EARLY AUGUST

Fall - Winter 2025

Philanthropic Spotlight

Gift Guide Special Sales Section

AD CLOSE DATE: 9/12/25

PUBLICATION DATE: EARLY OCTOBER

STATS ON OUR READERS

managerial/professional 81%

college degree or higher 67%

homeowners 94%

female 73%

*Readership is approximately
15,000 per issue*

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+.

36% Spend 1 - 3 hours reading an issue

57% Saved one or more issues

62% Passed magazine on to someone else

COASTAL *Celebrations* MAGAZINE

NEWPORT, BOSTON, CAPE COD & THE ISLANDS

Next issue: Annual 2026

AD CLOSE DATE: 12/19/25

PUBLICATION DATE: LATE JANUARY 2026



INAUGURAL ISSUE LAUNCH 2026

A new luxury home magazine showcasing the coastal lifestyle of Southern New England. Featuring breathtaking estates, sophisticated interior design, and the refined living that defines New England's most exclusive coastal communities.

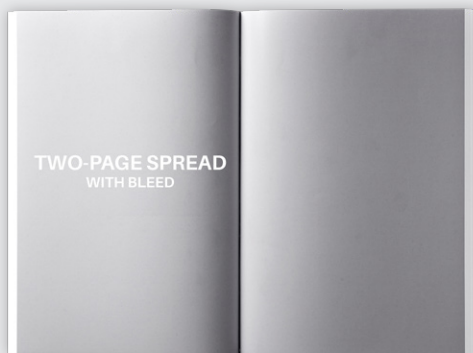
Oversized decorative magazine
Full page trim size 10 in x 12 in

Annual 2026

AD CLOSE DATE: 1/23/26

PUBLICATION DATE: LATE FEBRUARY 2026

TECHNICAL SPECS



Spread: 16.75 in (w) x 10.875 in (h) trim
 17 in (w) x 10.875 in (h) bleed

Full page: 8.375 in (w) x 10.875 in (h) trim
 8.625 in (w) x 11.125 in (h) bleed

Two Third Vert 4.75 in (w) x 10 in (h)

Half Horizontal 7.75 in (w) x 4.75 in (h)

Quarter 3.75 in (w) x 4.75 in (h)



CUSTOM AD DESIGN SERVICES:

Our professional design team creates tailored advertisements that capture your brand essence. We handle all aspects of production to deliver polished, eye-catching ads. Creative Assets Required: High-resolution logo (300 dpi or higher) Quality imagery (minimum 300 dpi)



TRIM SIZE: 8.375 in (w) x 10.875 in (h) / perfect bound

RECOMMENDED SCREEN: 300 dpi

BLEED: Allow .125" all around for bleed to trim off during binding (i.e., bleed size is 8.375 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



SPONSORED CONTENT IN PRINT & ON THE WEB



COMPLETE 2-PAGE SPONSORED FEATURE:

CUSTOM CONTENT SHOWCASE: A full page (600 words) professionally crafted to tell your brand's unique story, highlighting your values, mission, and what sets your products apart
VISUAL BRAND DISPLAY: A complete full-page visual presentation featuring your imagery, logo, contact information, website, and other essential brand elements

PREMIUM 1-PAGE SPONSORED CONTENT:

CUSTOM STORY SECTION: Half-page professional content (300 words) crafted to showcase your brand's unique value proposition and compelling narrative
VISUAL BRANDING DISPLAY: Complementary half-page dedicated to your visual identity, featuring your logo, high-quality imagery, contact information, and digital presence

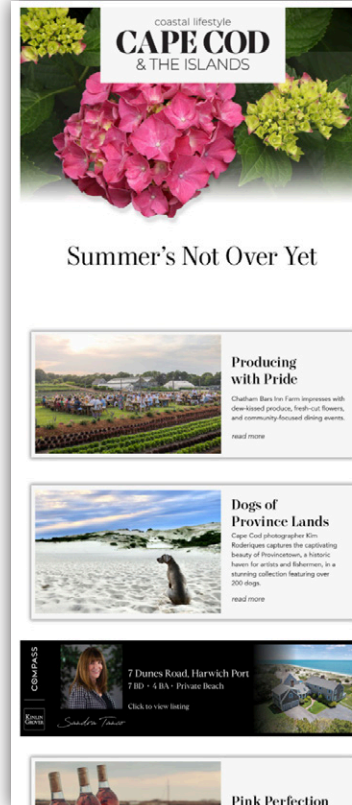
Content Creation Options:

- Professional writer assigned to craft your content, or submit your own narrative
- Receive PDF of publication cover and your sponsored article for use on your website and social media

Your printed sponsor content will live on our website under *Business Spotlight*.

Website Performance: **28K** Active Viewers Each Year

DIGITAL BANNERS ON E-NEWSLETTERS



3 SPONSORSHIP OPTIONS

- CCAI Newsletter
- Foodies Newsletter
- Custom Branded Newsletter

Sponsorship includes:

Your company logo in the Newsletter header

Top feature story positioning accompanied by a 1920w X 600h banner

Clickable access to your website

Increased Brand Visibility

Digital banners on our e-newsletters place your brand directly in front of potential customers as they browse our newsletter.

Monthly e-newsletters Sent once a month. Includes: stories, events, and local information.

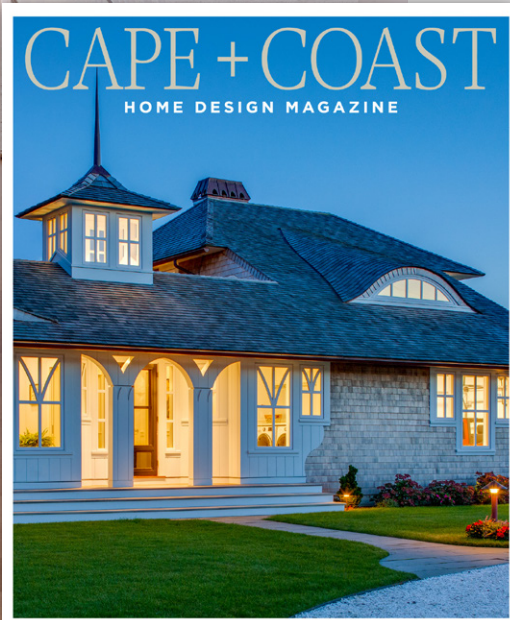
FOODIES newsletter

Sent once a month. A popular newsletter includes: recipes, food stories, and food events.

66.2%
OPEN RATES

5.9%
CLICK RATES

5K+
READERS



CAPE + COAST

HOME DESIGN MAGAZINE

A premium oversized coffee table magazine dedicated to the luxurious homes and distinctive architectural styles of New England's most prestigious coastal communities. This large-format publication showcases the elegant estates of Cape Cod, the historic summer cottages of Newport, the refined island residences of Nantucket and Martha's Vineyard, and the sophisticated urban dwellings of Boston.

Each issue features stunning full-page photography that captures the essence of coastal New England living, with meticulous attention to architectural details, interior design elements, and breathtaking landscapes. The magazine's generous dimensions and heavy stock paper highlight the craftsmanship of featured homes through immersive visual storytelling.

	Trim	Bleed
Spread:		
\$5,000	20 in (w) x 12 in (h)	20.25 in (w) x 12.25 in (h)
Full page:		
\$3,100	10 in (w) x 12 in (h)	10.25 in (w) x 12.25 in (h)
Half Horizontal		
\$2,100	9.5 in (w) x 5.5 in (h)	

PREMIUM DISTRIBUTION NETWORK:

Complimentary issue bundles delivered to all advertisers for showroom display. Strategic placement at select boutique newsstands throughout Boston metro, South Shore, South Coast, Newport, Martha's Vineyard, Nantucket, and Cape Cod. Available at Barnes & Noble locations across the Northeast.

EXCLUSIVE AUDIENCE REACH:

Connect with a cultivated readership of 30,000 affluent consumers who possess significant purchasing power and an appreciation for premium quality and sophisticated lifestyle.

COASTAL *Celebrations* MAGAZINE

NEWPORT, BOSTON, CAPE COD & THE ISLANDS

In the enchanting region of New England, weddings hold a special allure, drawing couples from all around to celebrate their love amidst the picturesque landscapes and coastal charms. From the ever-popular Cape Cod & the islands to the idyllic mansions in Newport, as well as the quaint towns sprinkled across the Northeast, to Boston and other cities where a wealth of wedding resources awaits.

Every year, New England becomes the backdrop for beautifully celebrated weddings that embrace diverse styles and themes. Whether it's an elegant black-tie affair in a historic mansion or a laid-back toes-in-the-sand ceremony on a scenic beach, love and joy fill the air as couples exchange vows.

	Trim	Bleed
Spread:		
\$4,000	16.75 in (w) x 10.875 in (h)	17 in (w) x 11.125 in (h)
Full page:		
\$2,100	8.375 in (w) x 10.875 in (h)	8.625 in (w) x 11.125 in (h)
Half Horizontal		
\$1,500	7.75 in (w) x 4.75 in (h)	

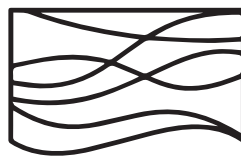
PREMIUM DISTRIBUTION NETWORK:

Complimentary issue bundles delivered to all advertisers for showroom display. Wedding expos and trade shows. Newsstands throughout Boston metro, South Shore, South Coast, Newport, Martha's Vineyard, Nantucket, and Cape Cod. Available at Barnes & Noble locations along the east coast, from Maine to Miami.

EXCLUSIVE AUDIENCE REACH:

Connect with a cultivated readership of 30,000 affluent brides and wedding planners who possess significant purchasing power and an appreciation for premium quality and sophisticated matrimonial celebrations.





COASTAL LIFESTYLE
CAPE COD & THE ISLANDS



Join us as your host, **Sarah Lapsley Martin**, showcases the hidden gems and distinctive lifestyle of our region! From the pages of ***Cape Cod & The Islands Magazine***

WSBK-TV **38**

This Fall on
Local Boston network
Social Media and
Streaming Services

AVG. HHI, TV REACH: 8,000 A 18+

Print and video packages are available.



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CAPE + COAST
HOME DESIGN MAGAZINE

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