

WEBSITE ADVERTISING

The Hamptons' Most Popular Website



Who we are:

27east.com is the online publication of the Hamptons' leading newspapers, *The Southampton Press* and *The East Hampton Press*. The heart of our coverage area is the Hamptons, a world-famous resort area that includes some of the country's most affluent communities with a combined resident population of more than 80,000, plus some 60,000 second-home owners.

Statistics and Growth:

27east.com is, by far, the Hamptons' most popular and frequently visited local website. On a monthly basis, 27east.com reaches 100,000 unique visitors (readers) and receives approximately 1.2 million page views – about 3 times that of our closest competitor, Hamptons.com.*

This past summer, our site traffic soared 40% above our record levels of summer 2010. From 2008 to 2010, 27east.com doubled its page views year to year.

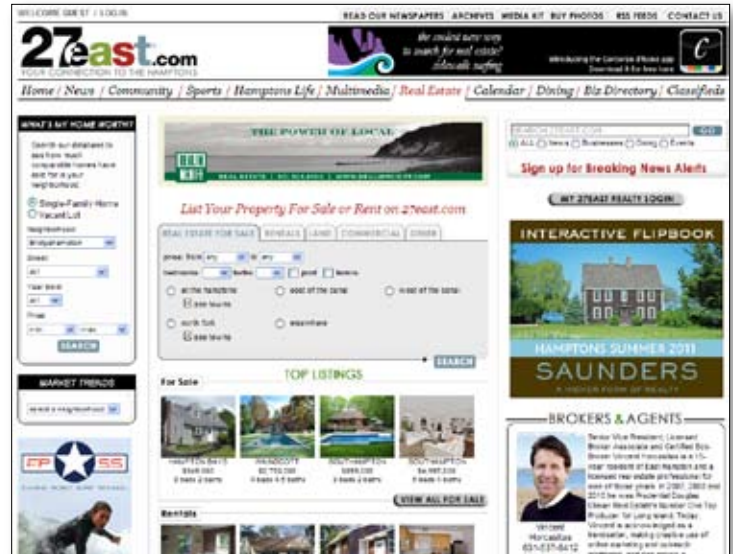
Visitor Loyalty:

27east.com not only attracts an ever-growing audience but a loyal one. Thousands of our site visitors pay for premium content. In sharp contrast with our closest competitor, 27east.com can boast a high rate of visitor frequency with nearly 40% of our readers visiting the site at least once a day; 50% log on at least twice a week.** Visitor frequency is critical for an advertiser; it enhances the exposure and effectiveness of your ad.

Marketing opportunities:

27east.com offers a variety of advertising opportunities for every budget, plus additional discounts for our print advertisers. Whether your customers live in the Hamptons year-round or seasonally, 27east.com reaches more of them, more frequently, than any other local website. Advertising online is more important than ever. Make 27east.com part of your marketing plan today!

* Quantcast
** Google Analytics



Call or e-mail us today to learn more about growing your business on the Hamptons' most highly trafficked website.

Eva Saleh | 631-377-9567 | esaleh@27east.com



SITE TRAFFIC COMPARISONS:

27east.com vs. Hamptons.com, SouthamptonPatch.com & EastHamptonPatch.com

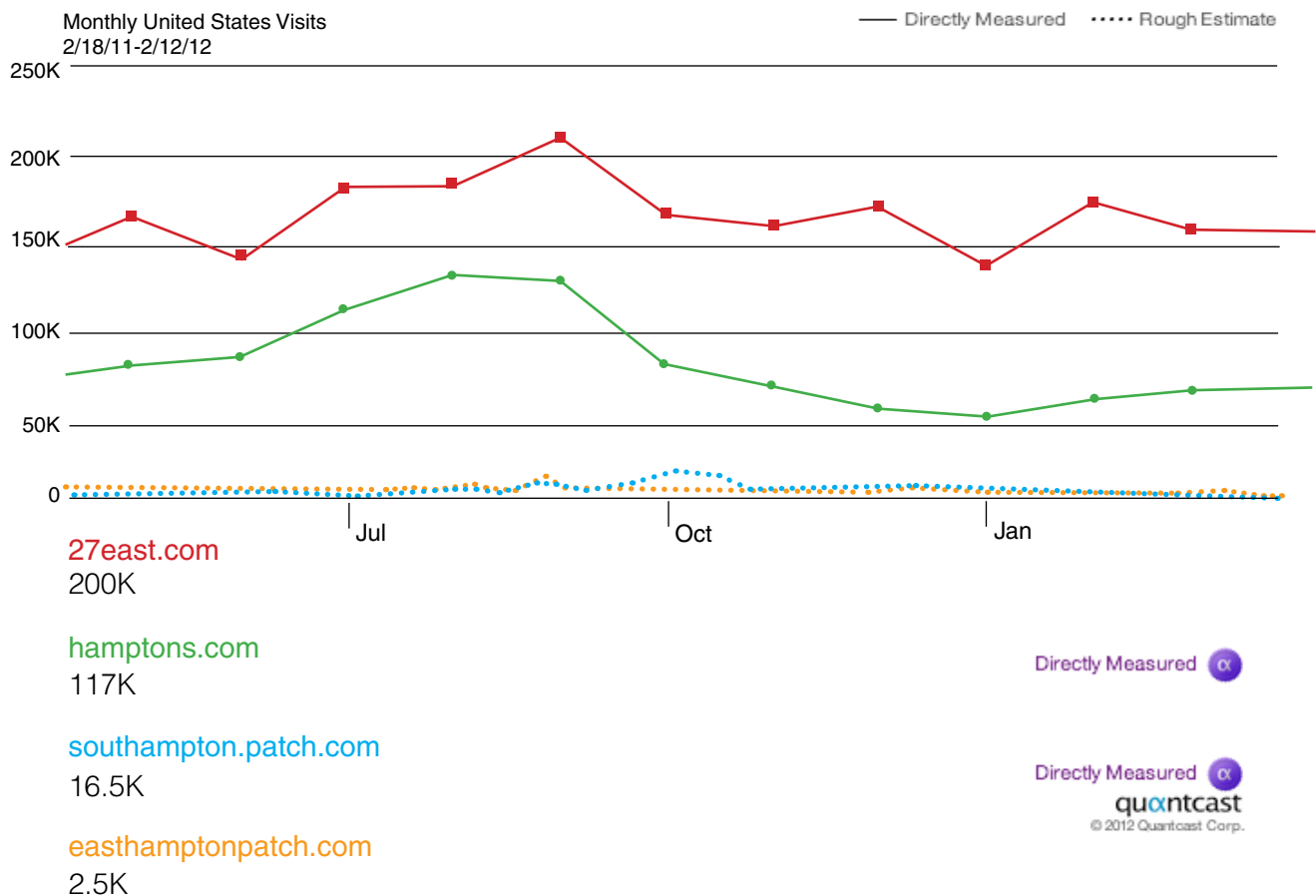
Quantcast.com is considered the **leading auditor of websites**, and its reports are used by major advertising agencies and advertising networks.

Quantcast statistics are more reliable because they are based on “directly measured data” of websites that have registered with it. (Website registration is free; viewing site traffic statistics on Quantcast.com is also free.)

On the other hand, the reports of other site traffic “auditors” (e.g., Compete.com, Alexa) are based on samples – NOT “directly measured data” -- and are estimates only.

Visitor frequency and pageviews per person are critical for an advertiser; they greatly enhance an ad’s exposure and effectiveness.

VISITS (Per Month)

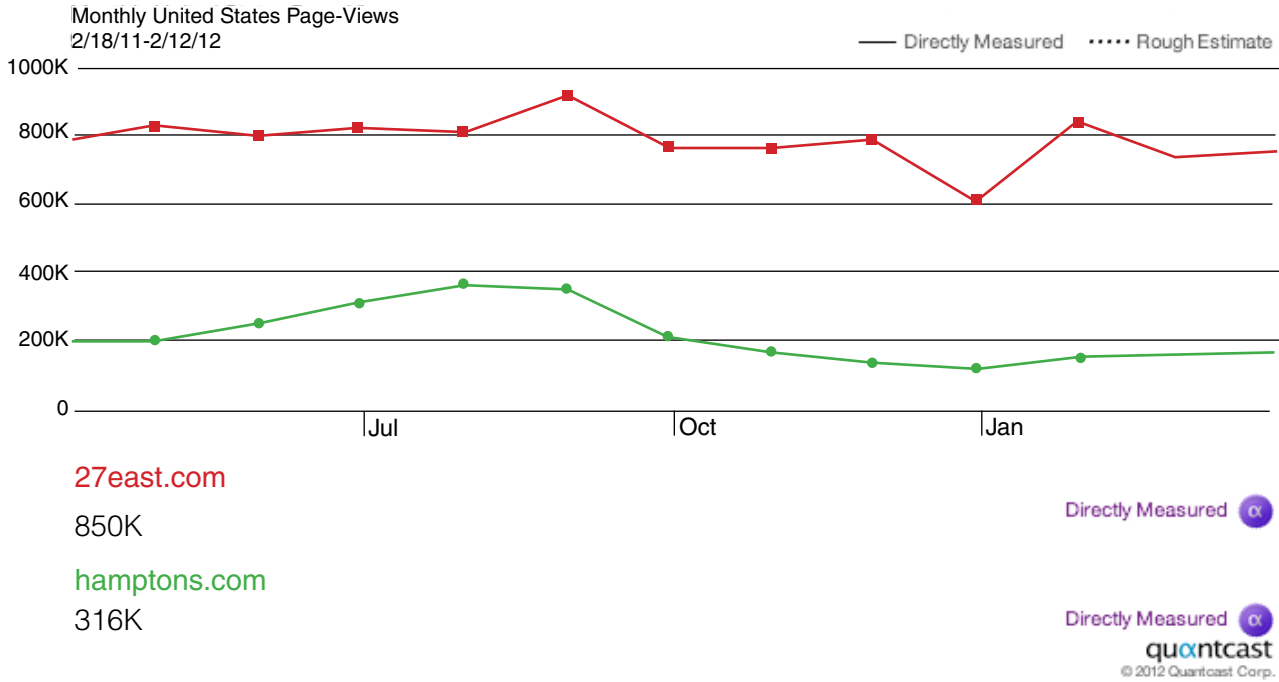


Call or e-mail us today to learn more about growing your business on the Hamptons' most highly trafficked website.

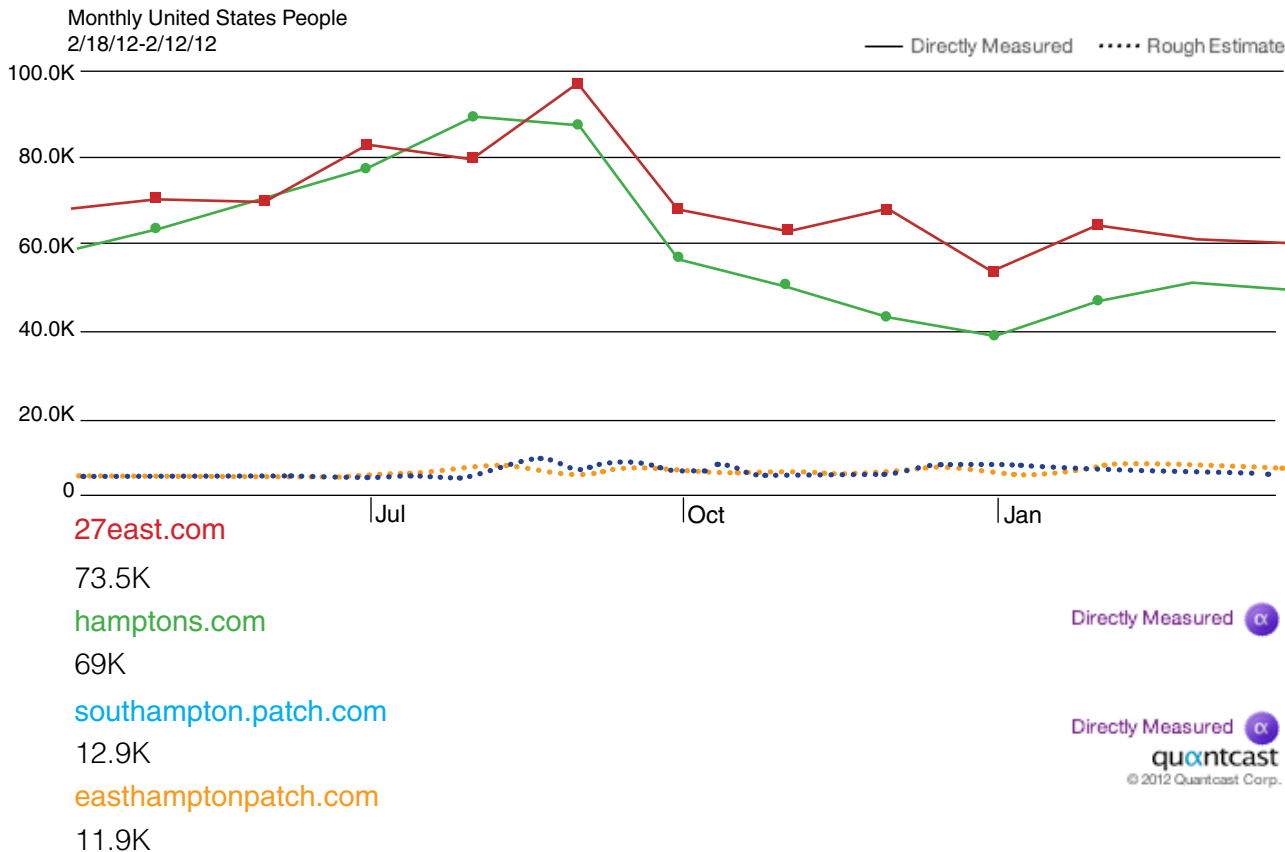
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PAGEVIEWS (Per Month)

NOTE: Quantcast does not have enough data to display frequency graphs for **SouthamptonPatch.com** or **EastHampton.Patch.com**.



PEOPLE (Per Month)



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27EAST.COM REACHES MORE PEOPLE, MORE OFTEN, THAN ANY OTHER LOCAL WEBSITE.

Our site reaches an affluent, well-educated adult audience, primarily from the Hamptons, eastern Long Island and New York City area.

SITE TRAFFIC (per month):

1.2M page views
230,000 visits
100,000 unique visitors
6 page views per visit

VISITOR LOYALTY:

40% visit at least once a day
50% visit at least twice a week

DEMOGRAPHICS:

GENDER

55% Female
45% Male

AGE

30% ages 18-34
33% ages 35-49
30% ages 50+

AFFLUENCE

35% \$100,000+
32% \$60,000-\$100,000

EDUCATION

48% College
22% Graduate School

GEOGRAPHY:

47% Hamptons
25% NYC
18% Other Long Island
2% Other NY state
7% Out of state
1% International

UNIQUE VISITORS



VISITS



PAGE VIEWS



