

THE PRESS NEWS GROUP MAGAZINE SUPPLEMENTS

Deadlines, Rates & Information for 2012



Online or in print, The Press News Group outshines all others



Press newspapers have the largest circulation of any newspaper group in the Hamptons. No other advertising vehicle—weekly or daily newspaper, shopper, radio station or cable TV—can deliver the same guaranteed penetration of the entire Hamptons market.

ABOUT OUR MARKET

Press newspapers and websites blanket the affluent oceanfront and bayfront communities of southeastern Long Island. The heart of our coverage area is the Hamptons, a world-famous resort area with a resident population of more than 80,000 plus some 60,000 second-home residents. The area includes the communities of Westhampton, Southampton Bridgehampton, Sag Harbor, East Hampton and Montauk, to list just a few.

WHO WE ARE

Our focus is on community. From local government and politics to arts, entertainment, sports and real estate, Press newspapers and websites provide comprehensive coverage of everything going on in the diverse neighborhoods that make up southeastern Long Island. Not just gossip and glitz, but real news that residents and homeowners depend on.

AWARD-WINNING JOURNALISM

Press newspapers consistently rank among the best newspapers in the nation for both editorial and advertising excellence. The Press newspapers have won numerous awards for journalism and design, including the prestigious General Excellence Award from the New York Press Association in four of the last five years. We consider credibility, integrity and the respect of our readers to be our most important asset.

27EAST

27east.com is the online publication of the Hamptons' leading newspapers, The Southampton Press and The East Hampton Press. Since August 2009, 27east has become, by far, the most popular and fastest-growing local website. Every month, 27east reaches about 90,000 readers and receives about 1.2 million page views – more than 3 to 4 times that of our closest competitor, Hamptons.com.

HELPFUL SUPPORT

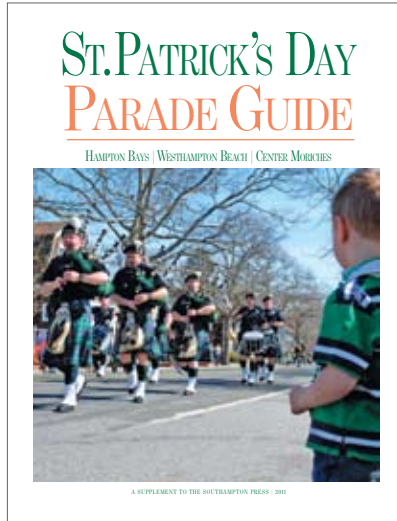
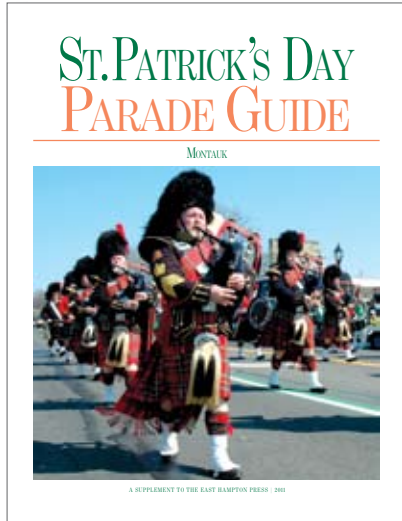
Our objective is to provide you with quality advertising that contributes to the growth and success of your business. Our professional account executives, with the support of our experienced production staff, look forward to working with you to plan an advertising program that fits your budget and produces results, both print and online.

THE PRESS
NEWS GROUP

THE SOUTHAMPTON PRESS | 27EAST.COM | THE EAST HAMPTON PRESS

St. Patrick's Day Parade Guides

The traditional start to the retail season, St. Patrick's Day is the perfect holiday to jump-start your year! This year we're publishing two separate parade guides. The first will focus on the Hampton Bays, Westhampton Beach and Center Moriches parades and will run as an insert in *The Southampton Press Western Edition*. Our second guide will feature the Montauk parade and will run as an insert in *The East Hampton Press*. Whether you choose to advertise in one guide or both, it's the perfect vehicle to reconnect with your customers as spring approaches.



HAMPTON BAYS, WESTHAMPTON BEACH, CENTER MORICHES ST. PATRICK'S DAY PARADE GUIDE		
ADVERTISING DEADLINE		AVAILABLE ON NEWSSTANDS
February 10		March 8
AD SIZE	Open Rate	Contract Rate
Full	\$552	\$502
1/2 Page (H or V)	\$304	\$276
1/4 Page (V)	\$157	\$142
1/8 Page (H)	\$79	\$72
Glossy Surfaces	Prices Available Upon Request	
Color Rates	Add \$100 per ad size, 1/2 page or greater; \$50 for 1/4 or 1/8	

MONTAUK ST. PATRICK'S DAY PARADE GUIDE		
ADVERTISING DEADLINE		AVAILABLE ON NEWSSTANDS
February 24		March 21
AD SIZE	Open Rate	Contract Rate
Full	\$467	\$424
1/2 Page (H or V)	\$265	\$241
1/4 Page (V)	\$145	\$132
1/8 Page (H)	\$76	\$65
Color Rates	Add \$100 per ad size, 1/2 page or greater; \$50 for 1/4 or 1/8	

Open For Business

This annual supplement to *The East Hampton Press* and *The Southampton Press Eastern and Western Editions* will open your door to our 60,000 readers. Whether you do business on the South Fork already or would like to start, you can use this definitive business source book to share with prospective and existing clients the secrets of your success.

Press Run: 30,000

OPEN FOR BUSINESS

ADVERTISING DEADLINE		AVAILABLE ON NEWSSTANDS	
March 15		April 5	
AD SIZE	Open Rate	Contract Rate	
Full	\$1,111	\$1,010	
1/2 Page (H or V)	\$631	\$574	
1/4 Page (V)	\$378	\$344	
Glossy Surfaces	Prices available upon request		
27east.com Directory	Add \$150 a year		



Hamptons Vacation Guide

The only free, complete guide to vacationing on the South Fork, this four-color glossy magazine-style publication is distributed beginning Memorial Day weekend at attractions, inns, restaurants, shops, markets and tourist spots throughout the Hamptons. With a distribution of 25,000 copies it's never been easier to reach the entire South Fork vacation market with a single ad.

Distribution: Free on newsstands, plus hotels, inns and restaurants

Press Run: 25,000

HAMPTONS VACATION GUIDE

ADVERTISING DEADLINE		AVAILABLE ON NEWSSTANDS	
April 27		Memorial Day Weekend	
AD SIZE	Open Rate	Contract Rate	
Full	\$1,102	\$1,002	
1/2 Page (H or V)	\$670	\$609	
1/4 Page (V)	\$401	\$365	
1/8 Page (H)	\$249	\$227	
Glossy Surfaces	Prices available upon request		
Color Rates	Add \$100 per ad size, 1/2 page or greater; \$50 for 1/4 or 1/8		

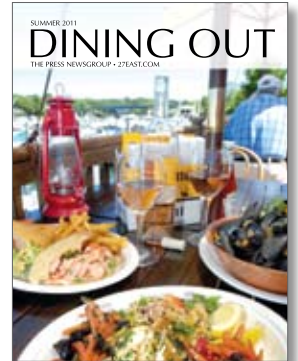


Dining Out & Entertaining

Dining Out & Entertaining is the East End's premier dining guide. With 30,000 copies distributed on both the North and South forks, there is no better vehicle to showcase your restaurant or entertainment services to residents and visitors all season long. Distributed as a supplement to *The East Hampton Press* and *The Southampton Press Eastern & Western Editions*.

Press Run: 30,000

DINING OUT		
ADVERTISING DEADLINE		AVAILABLE ON NEWSSTANDS
May 31		June 21
AD SIZE	Open Rate	Contract Rate
Full	\$511	\$450
2 Page Spread	\$816	\$742
1 Year Enhanced 27east.com food and wine listing with ad	\$200	\$150
Glossy Surfaces	Prices available upon request	
Color Rates	Add \$100 per page	



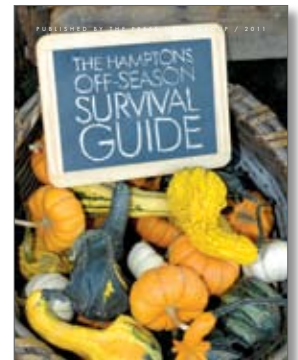
Hamptons Harvest

The off-season in the Hamptons, to the degree that such a thing still exists, is that time when the summer crowds and noise have diminished, giving way to a sense of calm and the feeling that now we can truly savor more of the many joys of this exceptional locale. Savvy residents and visitors—both day-trippers and second-home owners—make the most of fall's gifts, which extend way beyond arguably the finest weather of the year. The Hampton Off-Season Survival Guide will help readers capitalize on all benefits the off-season brings to the beautiful East End.

Distributed as a supplement to *The East Hampton Press* and *The Southampton Press Eastern & Western Editions*.

Press Run: 26,000

HAMPTONS HARVEST		
ADVERTISING DEADLINE		AVAILABLE ON NEWSSTANDS
August 17		September 13
AD SIZE	Open Rate	Contract Rate
Full	\$994	\$903
1/2 Page (H or V)	\$608	\$552
1/4 Page (V)	\$376	\$342
1/8 Page (H)	\$249	\$227
Glossy Surfaces	Prices available upon request	
Color Rates	Add \$100 per ad size, 1/2 page or greater; \$50 for 1/4 or 1/8	

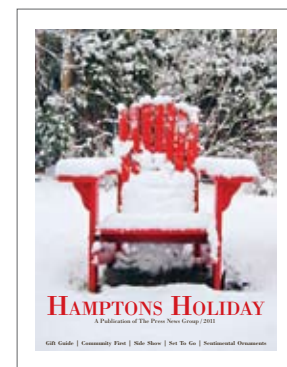


Hamptons Holiday

This award-winning holiday publication is a true Hamptons classic! Distributed as a supplement to The East Hampton Press, The Southampton Press Eastern & Western Editions, plus free additional from Montauk to Eastport, this guide to holiday events and activities is the perfect opportunity to maximize your presence during this important retail period.

Press Run: 26,000

HAMPTONS HOLIDAY		
ADVERTISING DEADLINE		AVAILABLE ON NEWSSTANDS
October 26		November 15
AD SIZE	Open Rate	Contract Rate
Full	\$1,029	\$1,099
1/2 Page (H or V)	\$848	\$770
1/4 Page (V)	\$466	\$423
1/8 Page (H)	\$274	\$249
Glossy Surfaces	Prices available upon request	
Color Rates	Add \$100 per ad size, 1/2 page or greater; \$50 for 1/4 or 1/8	



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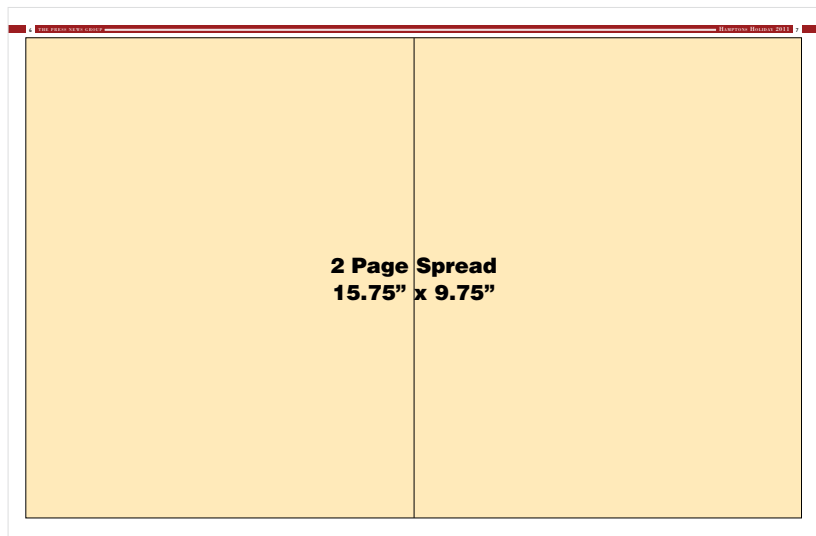
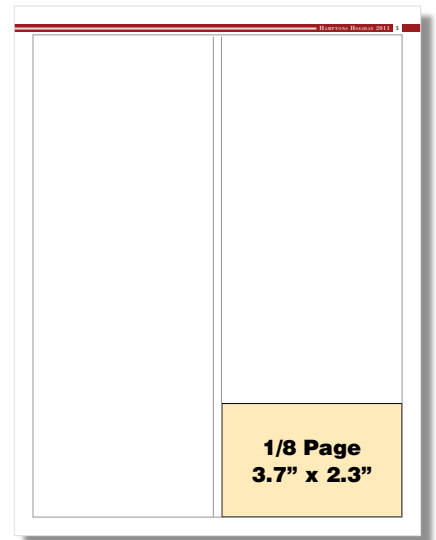
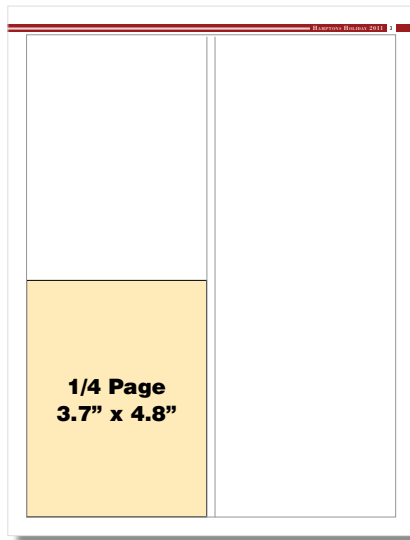
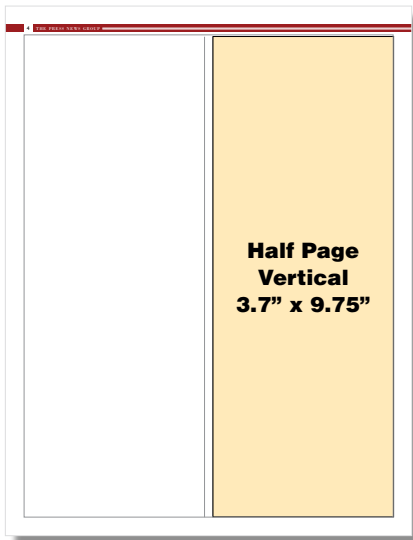
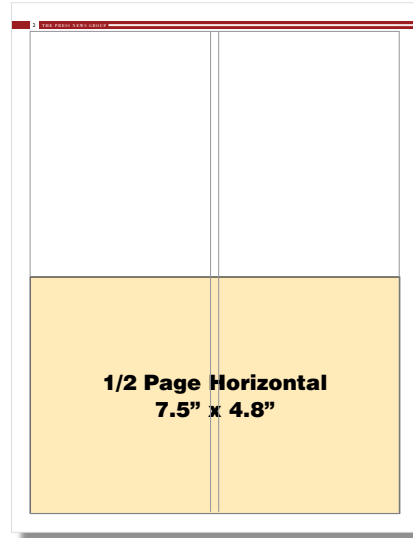
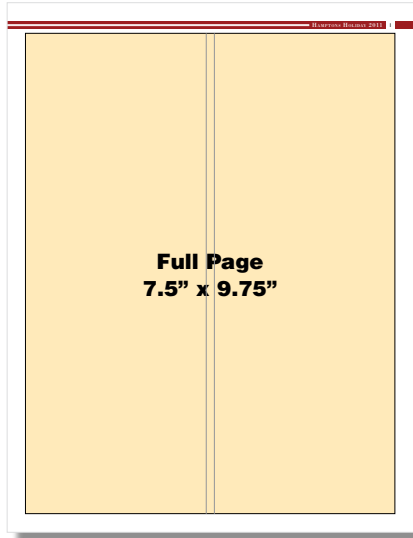
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MAGAZINE AD SIZES





THE PRESS
● NEWS GROUP

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