

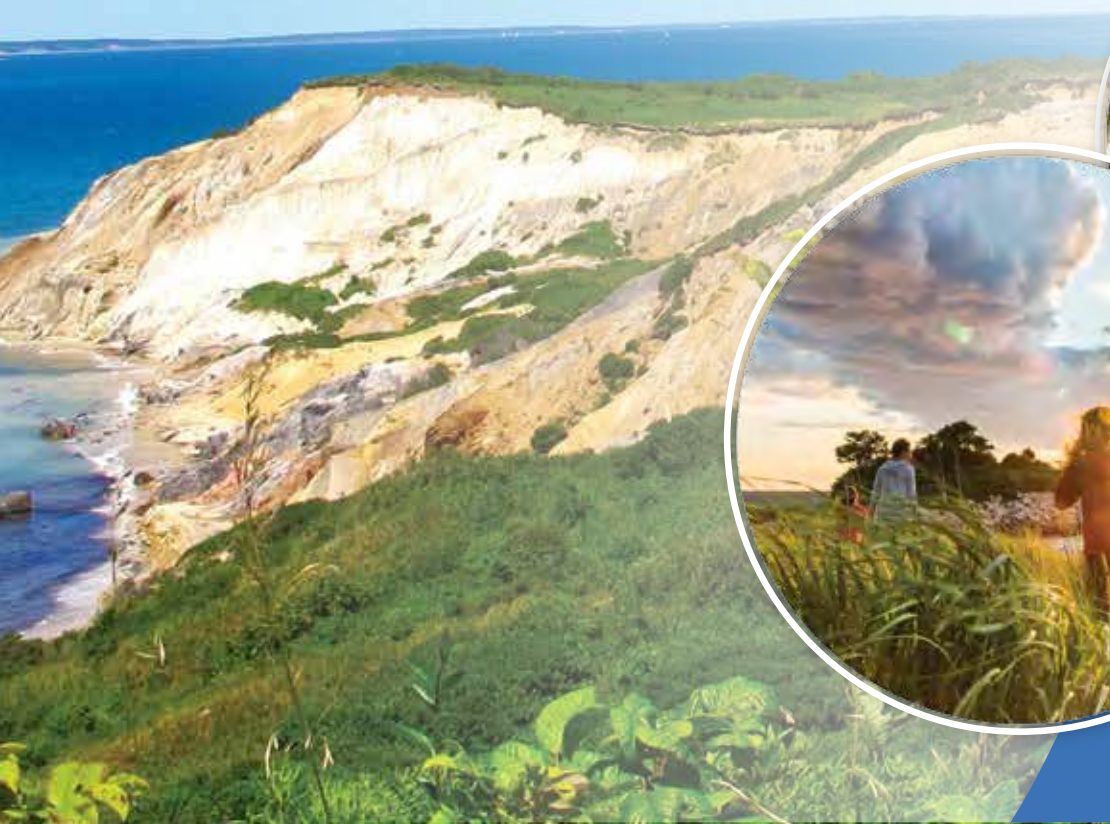


# CAPE COD LIFE

## PUBLICATIONS

— Since 1979 —

LIFE | HOME | ART | ONLINE

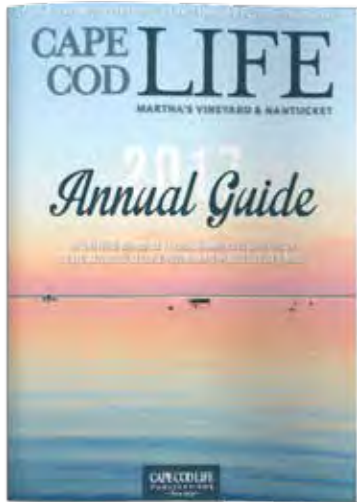




## 2018 MEDIA KIT

# ABOUT US

For almost four decades, Cape Cod Life Publications has been contributing to the quality of life on Cape Cod, Martha's Vineyard, and Nantucket. We raise our readers' awareness of our region's past, present and future.



### Cape Cod LIFE

Cape Cod LIFE is a regional lifestyle magazine that has showcased the natural beauty of Cape Cod, Martha's Vineyard and Nantucket since 1979. Visitors, homeowners and residents alike, are all readers of Cape Cod LIFE. Sold locally, nationally, and internationally, Cape Cod LIFE continues to be the premier lifestyle magazine for this unique coastal region.



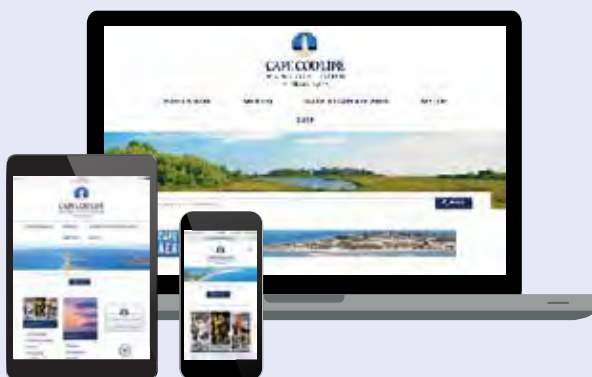
### Cape Cod HOME

Launched in 1996, Cape Cod HOME has become the region's premier shelter magazine and brings readers into the quintessential homes of the area. For over 20 years, Cape Cod HOME features vivid photography and writing as well as exclusive information from a variety of experts within the industry. Each issue brims with fresh ideas and inspiration to bring your simple Cape cottage or sprawling seaside residence to life.



### Cape Cod ART

Highly anticipated each year since 2004, Cape Cod ART showcases the talents and unique canvas of our region's world-famous artistic community. From features of local artists and their original artwork to upcoming cultural events, this high-quality publication, read and cherished by art lovers around the world, applauds the many individuals that make up this vibrant region.



### Cape Cod ONLINE

The digital platform of Cape Cod Life Publications is represented by Cape Cod Life ONLINE. This platform encompasses a website and all social media presence, and provides a user-friendly portal in which readers can explore the Cape and Islands with ease as well as access almost 40 years of published content. With a newly available e-commerce site that offers a variety of coastal inspired products, and an average of 29,000 page views a month, Cape Cod Life ONLINE provides an effective choice for area businesses and products to be showcased in front of an engaged audience.



**2018 PRINT  
MEDIA KIT**

# ADVERTISING DEADLINES & EDITORIAL CALENDAR

CAPE COD LIFE

**2018 ANNUAL GUIDE**

*Town Profiles, A Day in the Life*

ON SALE FOR  
ONE YEAR!



Space: 1/16/18  
Materials: 1/25/18  
On Sale: 2/20/18

**APRIL 2018**

*Gardens*



Space: 2/20/18  
Materials: 2/27/18  
On Sale: 3/27/18

**MAY 2018**

*Weddings & Vacations*



Space: 3/20/18  
Materials: 3/27/18  
On Sale: 4/24/18

**JUNE 2018**

*Annual "Best Of" Issue*



Space: 4/24/18  
Materials: 5/1/18  
On Sale: 5/29/18

**2018 ART ANNUAL**

*Artist Profiles*

ON SALE FOR  
ONE YEAR!



Space: 5/8/18  
Materials: 5/15/18  
On Sale: Mid June

**JULY 2018**

*The Dining Issue*



Space: 5/22/18  
Materials: 5/29/18  
On Sale: 6/26/18

**AUGUST 2018**

*Get out on the Water*



Space: 6/26/18  
Materials: 7/3/18  
On Sale: 7/31/18

**SEPTEMBER/OCTOBER 2018**

*Fairs & Festivals*



Space: 8/7/18  
Materials: 8/14/18  
On Sale: 9/11/18

**NOVEMBER/DECEMBER 2018**

*Holiday & Winter Activities*



Space: 10/9/18  
Materials: 10/16/18  
On Sale: 11/13/18

**2018 ANNUAL**

*Professional Profiles*

ON SALE FOR  
ONE YEAR!



Space: 1/2/18  
Materials: 1/9/18  
On Sale: 2/6/18

**SPRING 2018**

*The Color Issue*



Space: 2/6/18  
Materials: 2/13/18  
On Sale: 3/13/18

**EARLY SUMMER 2018**

*Outdoor Living*



Space: 4/3/18  
Materials: 4/10/18  
On Sale: 5/8/18

CAPE COD HOME

**SUMMER 2018**

*Waterfront Living*



Space: 6/5/18  
Materials: 6/12/18  
On Sale: 7/10/18

**AUTUMN 2018**

*The Kitchen Edition*



Space: 8/28/18  
Materials: 9/4/18  
On Sale: 10/2/18

**WINTER 2018**

*Transforming Interior Spaces*

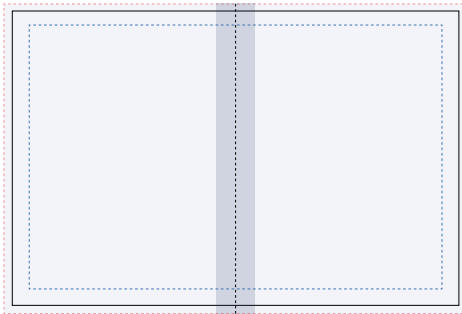


Space: 10/23/18  
Materials: 10/30/18  
On Sale: 11/27/18



2018 PRINT  
MEDIA KIT

# ADVERTISING SIZES & RATES



**TWO PAGE SPREAD**

BLEED: 16.75" X 11.125"

Dotted red line

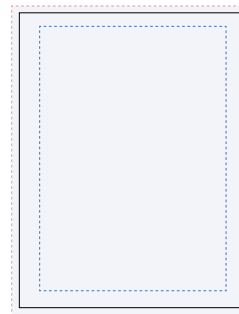
TRIM: 16.5" X 10.875"

Solid black line

MARGIN: 6.875" X 9.75"

Dotted blue line

\*Be mindful of the 1.5" gutter in the middle of the spread.



**FULL PAGE**

BLEED: 8.5" X 11.125"

Dotted red line

TRIM: 8.25" X 10.875"

Solid black line

MARGIN: 6.875" X 9.75"

Dotted blue line

\*Ads without a bleed should be submitted at the margin size.

<b>2/3 PAGE</b>  4.5" X 9.75"	<b>1/2 VERTICAL</b>  4.5" X 7.25"	<b>1/2 HORIZONTAL</b>  6.875" X 4.75"	<b>1/3 SQUARE</b>  4.5" X 4.75"
<b>1/3 VERTICAL</b>  2.125" X 9.75"	<b>1/6 VERTICAL</b>  2.125" X 4.75"	<b>1/6 HORIZONTAL</b>  4.5" X 2.25"	<b>1/12 SQUARE</b>  2.125" X 2.25"
<b>1/2 PAGE*</b>  3.3125" X 9.25"	<b>1/4 PAGE*</b>  3.3125" X 4.5"	<b>1/8 PAGE*</b>  3.3125" X 2.125"	

CAPE COD ART,  
REAL ESTATE &  
SPECIAL SECTIONS  
  
See individual  
pages for pricing  
information.

**PRICING INFORMATION BASED ON FREQUENCY**

AD SIZE	1-3X	4-8X
TWO-PAGE SPREAD	\$3,200	\$3,000
FULL PAGE	\$2,600	\$2,400
2/3	\$1,900	\$1,600
1/2	\$1,500	\$1,300
1/3	\$1,000	\$850
1/6	\$550	\$450
1/12	\$400	\$325
INSIDE FRONT COVER	\$5,365	\$4,645
INSIDE BACK COVER	\$5,150	\$4,345
BACK COVER	\$6,360	\$5,700

Please send digital ad materials (PDF or dropbox link preferred) to your Advertising Sales Representative, and/or the Production Department at [production@capecodlife.com](mailto:production@capecodlife.com)

For questions about digital material requirements, call (508) 419-7381 x 36 or email [production@capecodlife.com](mailto:production@capecodlife.com). For all other questions, contact your Sales Representative.

All ads are "run of the book" determined by the publisher. Guaranteed special positions incur a 15% fee.

- 15% discount for computer-ready ads.
- 10% discount for non-profits. Must provide valid 501(c)3 number.
- 5% discount for payment received by material deadline (pre-invoice).
- 10% discount for multiple insertions in the same issue.

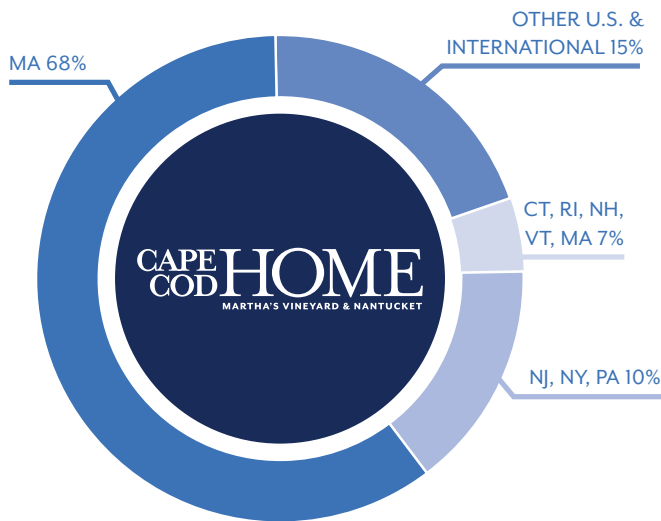
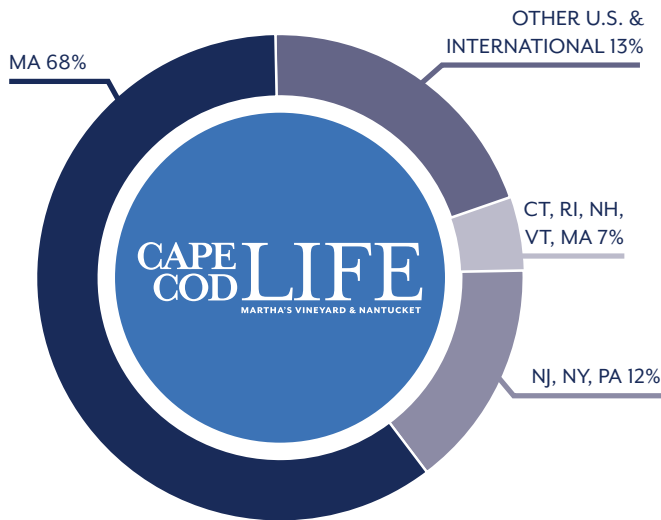
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2018 PRINT  
MEDIA KIT

# READERSHIP & DEMOGRAPHICS

Cape Cod LIFE & Cape Cod HOME circulation is unmatched on the Cape & Islands...



READERSHIP	LIFE	HOME
MAILED COPIES	16,956	9,422
NEWSSTAND & OTHER CARRIERS	9,960	6,975
TOTAL PAID CIRCULATION	26,916	16,397
TOTAL DISTRIBUTION	28,016	17,397
ADDITIONAL READERS PER COPY	4.8	4.8
<b>*TOTAL READERSHIP</b>	<b>162,493</b>	<b>100,903</b>

**73%**

OF OUR READERS MADE PURCHASES FROM ADVERTISERS SEEN IN OUR PUBLICATIONS

**96%**

OF OUR READERS VISITED A BUSINESS THAT ADVERTISED IN OUR PUBLICATIONS

OUR AUDIENCE	LIFE	HOME
AVERAGE AGE	52	47.5
MALE READERS	32%	18%
FEMALE READERS	68%	82%
OWN RESIDENCE	95%	97%
<b>OWN VACATION HOME</b>		
Cape Cod & Island residents	24%	23%
Other Massachusetts residents	54%	48%
Other United States residents	32%	35%

**AVERAGE INCOME FOR BOTH  
CAPE COD LIFE & HOME READERS:  
\$198,300**

\*Based on the 2017 Cape Cod LIFE & Cape Cod HOME Annual Guide issues, as reported in annual U.S. Postal circulation statement.



2018 PRINT  
MEDIA KIT

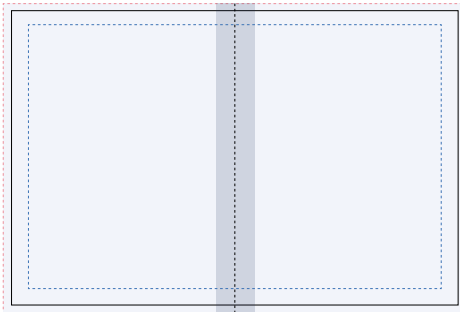
# REAL ESTATE



Cape Cod real estate is truly an investment. What better way to showcase the listings and services you can provide potential buyers and sellers than inclusion in the robust Real Estate section in all of our issues of Cape Cod LIFE, Cape Cod HOME and Cape Cod ART.

### COMPLIMENTARY SUBSCRIPTIONS\*

If you place more than five ads in a given year, you will receive five complimentary subscriptions for each ad placed.



#### TWO PAGE SPREAD

BLEED: 16.75" X 11.125"

Dotted red line -----

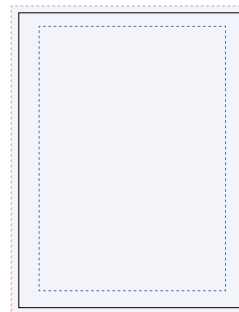
TRIM: 16.5" X 10.875"

Solid black line \_\_\_\_\_

MARGIN: 6.875" X 9.75"

Dotted blue line -----

\*Be mindful of the 1.5" gutter in the middle of the spread.



#### FULL PAGE

BLEED: 8.5" X 11.125"

Dotted red line -----

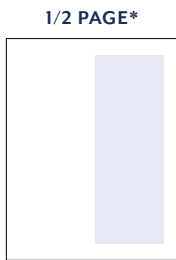
TRIM: 8.25" X 10.875"

Solid black line \_\_\_\_\_

MARGIN: 6.875" X 9.75"

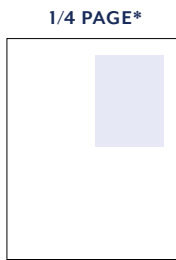
Dotted blue line -----

\*Ads without a bleed should be submitted at the margin size.



1/2 PAGE\*

3.3125" X 9.25"



1/4 PAGE\*

3.3125" X 4.5"



1/8 PAGE\*

3.3125" X 2.125"



AD SIZE	TRIM	1-4X	*5-8X	*9 PLUS
FULL PAGE	TRIM: 8.25" X 10.875" • MARGIN: 6.875" X 9.75" Please add .125" on all sides for bleed.	\$2,000	\$1,700	\$1,350
1/2 HORIZONTAL/VERTICAL	H: 6.875" x 4.75" • V: 3.3125" x 9.25"	\$1,100	\$900	\$700
1/4 PAGE	3.3125" x 4.5"	\$575	\$475	\$375
1/8 PAGE	3.3125" x 2.125"	\$300	\$250	\$200

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- 5% discount for payment received by material deadline (pre-invoice).
- 10% discount for multiple insertions in the same issue.

For additional advertising opportunities including digital, special sections and sponsorships, contact an advertising sales representative at [sales@capecodlife.com](mailto:sales@capecodlife.com).



**2018 PRINT  
MEDIA KIT**

# DINING & LODGING

From Bourne to Provincetown and the Islands, we provide the best places on Cape Cod and the Islands to grab a bite or rest your head. Whether you are looking for a family-friendly place to stay during school vacation or a romantic restaurant for Valentine's Day, be sure to check out our list of Cape Cod hotels & restaurants. **Receive a 50-word Dining & Lodging listing in eight issues of *Cape Cod LIFE* when you advertise in at least four issues!**



AD SIZE	TRIM	1-3X	4-8X
FULL PAGE*		\$1,900	\$1,800
Bleed:	8.5" x 11.125"		
Trim:	8.25" x 10.875"		
Margin:	6.875" x 9.75"		
2/3 PAGE	4.5" x 9.75"	\$1,700	\$1,600
1/2 HORIZONTAL	6.875" x 4.75"	\$1,400	\$1,200
1/2 VERTICAL	4.5" x 7.25"	\$1,400	\$1,200
1/3 SQUARE	4.5" x 4.75"	\$900	\$750
1/3 VERTICAL	2.215" x 9.75"	\$900	\$750
1/6 HORIZONTAL	4.5" x 2.25"	\$500	\$450
1/6 VERTICAL	2.125" x 4.75"	\$500	\$450
1/12 PAGE	2.125" x 2.25"	\$350	\$300
DINING SPOTLIGHT	FULL PAGE LAYOUT (See example on reverse side)	\$1,500 NET	\$1,350 NET

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## Dining on the Cape & Islands

### TWO CAPE COD DINING TRADITIONS



#### DAN'L WEBSTER INN & SPA

With a 300-year history of providing food, drink and rest to weary travelers, the **Dan'l Webster Inn & Spa** has earned its place among Cape Cod's finest, longest running restaurants. Sitting majestically in the heart of Sandwich Village, the building is elegant, the professional staff welcoming, and

the food, nothing less than fabulous. Whether you select a classic dish

## DINING & LODGING SPOTLIGHT SAMPLE PAGE

you'll immediately know why the "DW" has been recognized by DiRONA (Distinguished Restaurants of North America) since 1995. Distinctive dining rooms, including the glass-walled conservatory, are perfect settings for a night out or a special occasion. Casual dress is perfectly acceptable... after all, *this is Cape Cod!*

In keeping with the design of the Inn's original colonial tap room, the adjacent Tavern at the Inn offers the same menu as the main restaurant as well as a lighter fare of delectable sandwiches and pizza.



#### HEARTH 'N KETTLE RESTAURANT

Since 1973, **Hearth 'n Kettle** has been a favorite choice for family-friendly dining. With three locations on Cape Cod, "H'n K" offers comfortable seating in a cozy, colonial atmosphere. A large menu features fresh seafood, all-natural chicken and beef; sandwiches, salads and summery specialty drinks from the bar. Breakfast is Served All Day! Great kids' menu.

*The Dan'l Webster Inn & Spa and Hearth 'n Kettle Restaurants are both part of the family owned and operated Catania Hospitality Group collection of award-winning restaurants, hotels and spas founded 43 years ago by V.J. Catania.*

### The Dan'l Webster Inn & Spa

149 Main Street  
Sandwich

Reservations suggested:  
(508) 888-3622

Open 7 Days  
Breakfast, Lunch  
and Dinner

Weddings • Functions  
48 Rooms & Suites  
Beach Plum Spa  
Outdoor Pool

DanlWebsterInn.com

Open Daily at 7am

Breakfast, Lunch  
and Dinner

#### Hyannis

at the Cape Codder Resort  
1225 Iyannough Road  
(508) 568-2935

#### South Yarmouth

1196 Main Street (Rte 28)  
(508) 394-2252

#### Orleans

9 West Road  
(508) 240-0111

also in Plymouth &  
Weymouth, MA

HearthnKettle.com





2018 DIGITAL  
MEDIA KIT

# NEWSLETTER ADVERTISING

Our audience extends past our magazines. With regular email newsletters we stay in touch, inform and intrigue our over 40,000 opt-in subscribers. Each month we announce our latest issue, and all of the not-to-miss features plus bonus content.



**AVERAGE OPEN RATE 26.33%**  
**AVERAGE CLICK RATE 12.12%**



We found that 47% of marketers report that email generates the most ROI for their organization and 58% plan to increase spending on email marketing in 2018.

~ 2017 Email Marketing Industry Report



**44,123**

EMAIL SUBSCRIBERS

## DEDICATED EMAIL MARKETING



**Newsletter Sponsor**  
\$1,000 per month  
Limit one sponsor per month  
500px X 200px • 150 dpi



**Newsletter Ad**  
\$200 per month  
Limit 6 ads per month  
600px X 600px • 150 dpi



**ADVERTORIAL  
EBLASTS  
\$1,500**

325 words maximum  
photo 600px wide  
150 dpi



**BRANDED  
EBLASTS  
\$1,000**

600px wide  
1500px high maximum  
150 dpi

\*Based upon availability

Cape Cod Life Publications reserves the right to approve schedule and content



2018 PRINT  
MEDIA KIT

# CAPE & ISLANDS ACCENTS

This special editorial-style section is designed specifically for Cape & Islands entrepreneurs seeking an economical way to showcase their products and services to readers of Cape Cod LIFE and/or Cape Cod HOME.

AVAILABLE IN EVERY ISSUE OF CAPE COD LIFE & CAPE COD HOME



### Sit Back and Relax

A fire pit creates an instant gathering area for you and your guests where you can tell a story, have a cocktail or simply sit back and relax. The ambience created by wood burning, gas and propane firepits will not only allow you to enjoy your evening to the fullest but will also extend your outdoor entertaining season.

#### PAINE'S PATIO

674 MacArthur Blvd  
Pocasset, MA 02559  
508-563-7557  
www.painespatio.com



### Signs of The Cape & Islands

Stylish handcrafted quarterboards and house number signs in a variety of motifs feature durable marine enamels and 23-karat gold leaf. These unique home accents are truly delightful. Call for a free brochure. We ship worldwide. These are wonderful gifts for all occasions.

#### CHATHAM SIGN SHOP

40 Kent Place, Chatham  
800-547-4467  
www.chathamsignshop.com



### Heidi Weddendorf

Goldsmith / silversmith on Nantucket.

14k wave bracelet, pearl bangle, pyrite bracelet and pearl & leather bracelets. Also available in sterling silver.

#### Heidi Weddendorf

774-236-9064  
heidiweddendorf.com  
heidiweddendorf@yahoo.com  
Available at:

Erica Wilson  
25 Main Street  
Nantucket

Artists Association of Nantucket  
19 Washington Street  
Nantucket

Follow us on:



## REQUIREMENTS & RATES

- ¼ page ad units  
(ads may be arranged 3 or 4 to a page)
- Standardized Format (all elements submitted by client)
  - 50 words of text (max)
  - 40-character headline (max)
  - One image: 300 dpi, at least 3"x 3"
- Submit required copy & image to your advertising sales representative.

Frequency:

1-3x \$500 NET PER ISSUE

4-8x \$425 NET PER ISSUE

5% DISCOUNT for payment received by materials deadline  
(pre-invoice)

For additional advertising opportunities including digital, special sections and sponsorships, contact an advertising sales representative at [sales@capecodlife.com](mailto:sales@capecodlife.com).

Where the land ends...LIFE begins™ 13 Steeple Street, Suite 204 • P.O. Box 1439 • Mashpee, MA • 508-419-7381 • fax: 508-477-1225



2018 PRINT  
MEDIA KIT

# CAPE & ISLANDS SPOTLIGHT

We have a new look and name for our Readers' Resources special advertising section. Cape & Islands Spotlight is a special advertorial section highlighting our advertisers' businesses and organizations. Choose a single-page or two-page presence, which includes any combination of text and photographs. The advertiser chooses the topic he or she wants to discuss and our editorial department writes the commentary. Photos to be provided by the customer. If a photo shoot is needed, one can be scheduled for an additional fee.

*No matter how big or small, every story deserves to be in the spotlight!*

AD SIZE	DETAILS
TWO PAGE	\$2,500 NET
ONE PAGE	\$1,500 NET

Cape & Islands SPOTLIGHT

**FROM DREAM TO REALITY**  
Create something special with iKitchens Etc.



In 2006, Rich Carl and Lou Ann Burgess started the design-build construction company, iKitchens Etc. Over the years, the company has been recognized for their dedication to communication, creativity and customer satisfaction. A recent move to East Falmouth welcomes clients to a new design center. "One of the challenges of remodeling is the large number of decisions homeowners have to wade through," says Carl. "In our design center, customers have the opportunity to see many different types of products without being overwhelmed."

talented team of designers, project managers, carpenters and outside tradespeople they have assembled to work on their clients' homes. "If we need to bring in outside expertise, we don't bid your project out. We work with people that show up when they say they will, do what they need to do and charge a fair price," says Carl. That's the kind of energy that ensures the family business continues to bring dreams to life.

With a motto of "Dream, Plan, Create, and Enjoy," the company uses a cloud-based project management software to ensure that the customer is involved in every step of the process, even if they are making decisions remotely. Their interface allows customers to view posted photos daily as well as work schedules and up-to-date financials. "For us, communication is number one," says Carl. "Plenty of craftsmen create beautiful work, but if it's not what you want or if the plumber shows up while you're in your pajamas, you're not going to be happy."



**IKITCHENS ETC.**  
321 East Falmouth Highway in East Falmouth  
508-457-1530 • ikitchensetc.com

Continuous communication, continuity between design and construction, and being a one-stop shop sets this company apart. Their attention to detail extends to the

**THE CHARLOTTE INN  
MARTHA'S VINEYARD**  
TIMELESS LUXURY FOR TODAY'S TRAVELER

The idea of time travel is an intriguing possibility. And for many people, a visit to The Charlotte Inn in Edgartown is the next best thing. Sam Conover, the inn's long-time proprietor, confesses that he prefers the amenities of a prior era. "When my wife and I would live in the 1930s," Conover says, "I was just a simple, grander time. People were not so rushed. They took the time to be polite and interested in others, and not at all in a hurry to get things like a classic cocktail served in a sophisticated setting, beautiful antiques, and a memorable meal."

All of these and more are available to guests who choose to stay at the stately inn that Conover has owned since 1974. Then he purchased the property on South Summer Street and renovated it from top to bottom in old-world European style. The inn, which Conover runs with his wife, Paula, has earned a Forbes four star rating and is a member of the Park & Chateau internationally renowned luxury hotels. The inn's 17 rooms and two guest suites are exquisitely appointed with elegant Edwardian-style decor, sumptuous bedding, fresh flowers and an impressive collection of fine art and antique gathered on travels here and overseas.

Martha's Vineyard, an international vacation destination, is popular for its seaside charm, abundant natural beauty, rich maritime history, and diverse activities. But The Charlotte Inn offers something not easily found elsewhere: calm and serenity. Conover, who owns neither a cell phone nor a computer, is adamant about the "incognito policy" maintained throughout the inn's public areas. The restriction enhances a sense of tranquility and timelessness, as well as respect for the other guests. The inn and its private gardens offer nooks and corners to browse an antiques auction catalog, leaf through a book of 19th-century poetry, or settle into an overstaffed leather club chair in front of the fireplace with a good Scotch on the glass of wine as they read.

Guests can enjoy a full breakfast at the in-house restaurant, The Terrace at The Charlotte Inn. The main dining room seats 40, and in warmer seasons, the shady terrace offers additional seating for 15. Executive chef, Justin Melnick, and his wife, Emily, who serves as pastry chef, are both Culinary Institute of America trained professionals, and count their blessings to be able to live and raise their two young daughters on Martha's Vineyard, and to be able to work for such a unique restaurant. "I can't believe I have such an unbelievable place where I get to come to work every day," Melnick says with childlike exuberance.

Melnick insists. The Terrace classic American cuisine with a touch of modern flair is a culinary masterpiece. The inn's menu changes three months, allowing the chef to design the menu according to what's seasonally available, and to serve more culinary creativity. Melnick is also responsible for the impeccably crafted vintage cocktails. Clearly complementing the nostalgic, old-world flavor that Conover has infused throughout the inn, The Terrace has a selection of drinks that would be right at home in a Neal-Coward production's romp Newport or a perfect Keyo Marhaban, for example.

The Terrace serves dinner nightly during the summer and is open to the public. The summer menu showcases traditional favorites with creative variations such as the vegetable medley, the chef's daily selection of hors d'oeuvres and Emily's decadent desserts. "It is very common that we have some of the same guests year after year," Melnick says. "A longtime guest might love our pasta Ridgeway, or the roasted chicken, and they have been dining about it all year. These items will always be available; they have become part of that family's Vineyard memories."

In the off-season, the restaurant offers a prix-fixe menu that changes weekly, allowing the chef to design the menu according to what's seasonally available, and to serve more culinary creativity. Melnick is also responsible for the impeccably crafted vintage cocktails. Clearly complementing the nostalgic, old-world flavor that Conover has infused throughout the inn, The Terrace has a selection of drinks that would be right at home in a Neal-Coward production's romp Newport or a perfect Keyo Marhaban, for example.

**THE CHARLOTTE INN**  
508-627-4751 • thecharlotteinn.com

**THE TERRACE AT THE CHARLOTTE INN**  
508-627-6227 • theterraceinn.com  
27 South Summer Street, Edgartown, MA

**RECEIVE A 10% DISCOUNT  
ON AN ADDITIONAL AD IN THE  
SAME ISSUE AS YOUR SPOTLIGHT.**

Make the Cape & Islands Spotlight your own. Work with our editorial department and designers to create an advertorial piece that highlights your business, event, or organization. We will make sure your message is displayed with engaging text and inviting visuals. Whether you want more text or more photos, we will make your message shine!

All ads are "run of the book" determined by the publisher. Guaranteed special positions incur a 15% fee.

• 5% discount for payment received by material deadline (pre-invoice).

For additional advertising opportunities including digital, special sections and sponsorships, contact an advertising sales representative at [sales@capecodlife.com](mailto:sales@capecodlife.com).

Where the land ends...LIFE begins™ 13 Steeple Street, Suite 204 • P.O. Box 1439 • Mashpee, MA • 508-419-7381 • fax: 508-477-1225



2018 PRINT  
MEDIA KIT

# CAPE & ISLANDS HOME ESSENTIALS

Showcase your business in our Home Essentials Section



DAN CUTRONA



SEAN LITCHFIELD



RICHARD HILGENDORFF



RICHARD HILGENDORFF



MICHAEL LEE

## ADVERTISING RATES

1/2 PAGE\* \$900  
6.875" x 4.75"

1/4 PAGE \$475  
3.3125" x 4.5"

1/8 PAGE \$300  
3.3125" x 2.125"

## ADVERTISING DEADLINES

2018 Annual Guide	1/9/18
Spring	2/13/18
Early Summer	4/10/18
Summer	6/12/18
Autumn	9/4/18
Winter	10/30/18

2 | Cape Cod HOME | AUTUMN 2015

WWW.CAPECODLIFE.COM | Cape Cod HOME | 3

2018 Annual: Professional Profiles

Spring: The Color Issue

Early Summer: Outdoor Living

Summer: Waterfront Living

Autumn: The Kitchen Edition

Winter: Transforming Interiors

• 15% discount for computer-ready ads.

• 5% discount for payment received by material deadline (pre-invoice).

• 10% discount for multiple insertions in the same issue.

All ads are "run of the book" determined by the publisher. Guaranteed special positions incur a 15% fee.

For additional advertising opportunities including digital, special sections and sponsorships, contact an advertising sales representative at [sales@capecodlife.com](mailto:sales@capecodlife.com).



**2018 DIGITAL  
MEDIA KIT**



**BEST OF**  
**Cape Cod**  
*& the Islands*

Cape Cod LIFE's Annual Readers' Choice Awards  
& Photography Contest • Since 1991

\*Based on the 2017 'Best Of' the Cape Cod & the Islands Annual Readers' Choice Awards Online Voting

**13,126**

PEOPLE VOTED



**65,000+**

INDIVIDUAL VOTES CAST



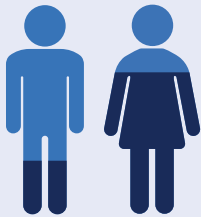
**3,576**

PHOTOS SUBMITTED



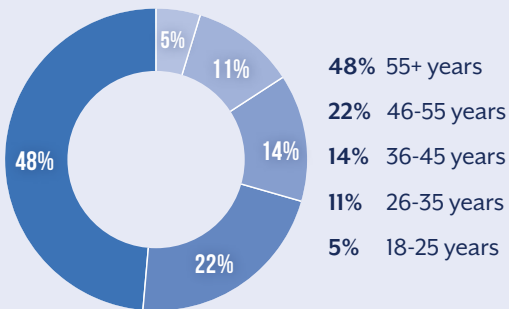
**WHO ARE CAPE COD LIFE'S 'BEST OF' VOTERS?**

**30%**  
MALE  
VOTERS



**70%**  
FEMALE  
VOTERS

Age range for 'Best Of' voters



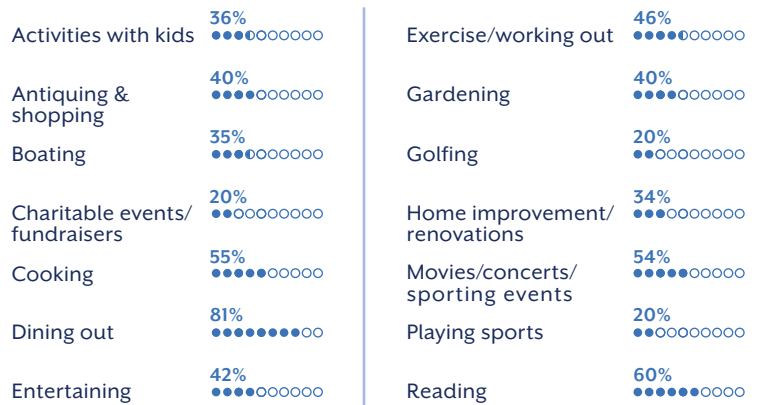
Time spent on Cape Cod & the Islands

**47% YEAR-ROUND**

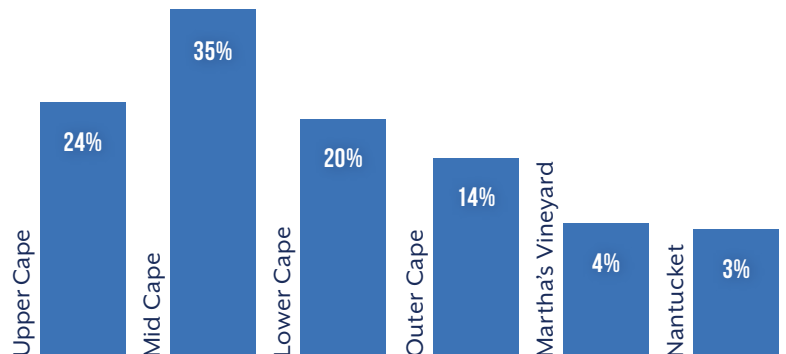
**16% SEASONAL**

**37% VACATIONER**

**WHAT DO 'BEST OF' VOTERS ENJOY DOING ON THE CAPE & ISLANDS?**



**WHERE ARE OUR VOTERS' FAVORITE AREAS OF CAPE COD & THE ISLANDS?**





2018 MEDIA KIT

# ACHIEVEMENTS & RECOGNITION

## Cape Cod Life Publications & Capecodlife.com:



### HERMES CREATIVE AWARDS

#### PLATINUM:

2017 Cape Cod LIFE Annual Guide  
2016 Cape Cod LIFE Annual Guide  
2016 Cape Cod ART Annual Guide  
2017 Cape Cod HOME Annual Guide



#### PLATINUM:

2017 Online Publication  
**GOLD**  
2017 Home Page  
2017 Website Design



### American graphic design awards

2016 Cape Cod LIFE June  
2015 Cape Cod LIFE September/October  
2015 Cape Cod HOME Autumn  
2015 Cape Cod HOME Winter  
2014 Cape Cod HOME Spring



2017 Finalist: *Winners announced Oct. 11*  
Best City/Regional Website

“The kids were super excited to get their hands on a copy of this month’s Cape Cod Life Magazine so they could show it off to their friends.”

*Sarah Jordan McCaffery*  
Photographer

Sarah’s photo was selected as the cover for Cape Cod LIFE’s Annual ‘Best of’ issue. Her iconic Cape Cod photo featuring her three children was selected out of thousands of photos submitted to the annual photo contest.

## Testimonials from our advertisers:

I have advertised in all three of the Cape Cod Life Publications products, LIFE, HOME and ART and I have enjoyed editorial coverage in all the titles. Every time my various businesses are included in an issue, I experience direct feedback from customers, other professionals and countless members of the community; and all of it is positive!

*Anthi Frangiadis, Architect & Artist*  
*The Drawing Room*  
*at Anthi Frangiadis Associates*

Cape Cod Life Publications has been the only major publication we have consistently worked with to promote our building business. It is because of the quality of their work, the exposure we get, the feedback we get from our clients and the great service we get from their friendly sales people and the management staff. It has been an absolute pleasure all these years and we look forward to continuing our relationship.

*Ralph Cataldo, President*  
*Cataldo Custom Builders*





2018 DIGITAL  
MEDIA KIT

# NEWSLETTER CALENDAR

## JANUARY



- Cape Cod HOME  
2018 Annual

## FEBRUARY



- Cape Cod LIFE  
2018 Annual

## MARCH



- Cape Cod HOME  
Spring 2018

## APRIL



- Cape Cod LIFE - April 2018

## MAY



- Cape Cod LIFE - May 2018
- Cape Cod HOME  
Early Summer 2018

## JUNE



- Cape Cod LIFE - June 2018  
including "Best Of" content!
- Cape Cod ART 2018 Annual

## JULY



- Cape Cod HOME  
Summer 2018
- Cape Cod LIFE - July 2018

## AUGUST



- Cape Cod LIFE  
August 2018

## SEPTEMBER



- Cape Cod HOME  
Autumn 2018

## OCTOBER



- Cape Cod LIFE  
September/October 2018

## NOVEMBER



- Cape Cod LIFE  
November/December 2018

## DECEMBER



- Cape Cod HOME  
Winter 2018

## NEWSLETTER ADVERTISING OPPORTUNITIES

### Email Newsletter Sponsor

\$1,000 per month

*Limit one sponsor per month*

### Email Newsletter Ad

\$200 per month

*6 ad maximum per newsletter*

*Please contact your Advertising Sales Representative for material deadlines.*

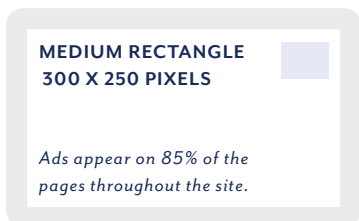
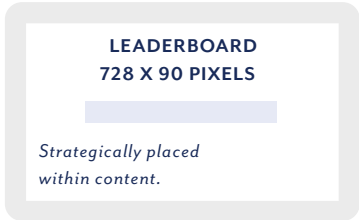
*Email Newsletter Sponsorship and Advertising is guaranteed a minimum of two email blasts per month.*



**2018 DIGITAL  
MEDIA KIT**

# ADVERTISING SIZES & RATES

Our newly designed website, capecodlife.com, launched in 2017, is the Guide to Cape Cod. From our lighthouse tours, shoreline walks, and historic sites & museums guide to a complete aerial tour of the coastline of Cape Cod and the Islands, we have unique content that viewers want to see. Every issue produced since 1979 is available to purchase as well as years of articles to read and enjoy. In addition to a new e-commerce site offering coastal inspired products. Our highly engaged social media and email marketing platforms connect with our audience on a very committed level.



## WEBSITE ADVERTISING PACKAGES: 12 MONTHS

**EXECUTIVE** **\$2,000**

Sponsor Button, Medium Rectangle, Leaderboard, Half Page, Super Leaderboard, & Business Directory Listing. *\*\$1,000 in savings when compared to buying individual ads.*

**PROFESSIONAL** **\$1200**

Sponsor Button, Medium Rectangle, Leaderboard, & Business Directory Listing. *\*\$300 in savings when compared to buying individual ads.*

**STARTER** **\$400**

Sponsor Button & Business Directory Listing.

## INDIVIDUAL WEBSITE AD: MONTHLY

AD SIZE	3 MONTHS	6 MONTHS	12 MONTHS
MEDIUM RECTANGLE	\$200	\$300	\$500
LEADERBOARD	\$300	\$400	\$600
HALF PAGE	\$400	\$500	\$700
SUPER LEADERBOARD	\$500	\$600	\$800

The Cape Cod Life Business Directory is an interactive guide to businesses on the Cape and Islands.

**INCLUDED FOR ONE YEAR WITH EVERY ONLINE AD!**

Please send JPEG ad files and the exact URL to which the ad should link to your Advertising Sales Representative, and/or the Production Department at [production@capecodlife.com](mailto:production@capecodlife.com)

For questions about digital material requirements, call (508) 419-7381 x 36 or email [production@capecodlife.com](mailto:production@capecodlife.com). For all other questions, contact your Sales Representative.

15% discount for print advertisers. For more information, call 508-419-7381, or your advertising sales representative, or email: [sales@capecodlife.com](mailto:sales@capecodlife.com).



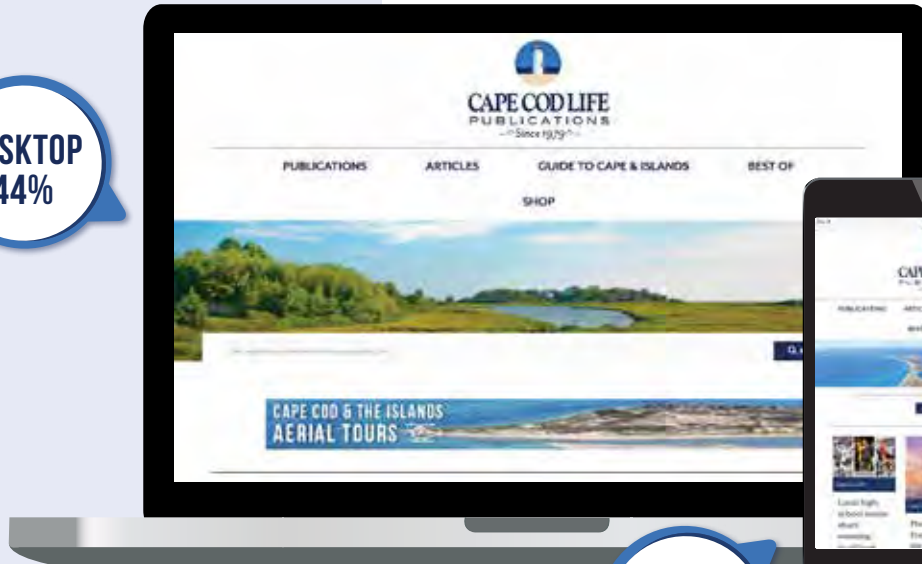


2018 DIGITAL  
MEDIA KIT

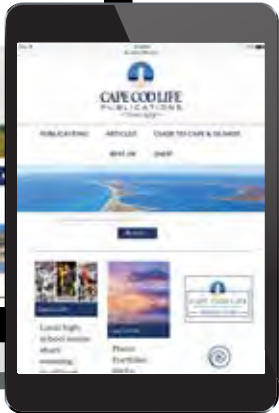
# ONLINE DEMOGRAPHICS

RESULTS FROM SEPTEMBER 15, 2016 - SEPTEMBER 15, 2017

DESKTOP  
44%



MOBILE  
41%



TABLET  
15%

11,819

AVERAGE SESSIONS PER MONTH

29,546

AVERAGE PAGEVIEWS PER MONTH

2:01

AVERAGE SESSION DURATION

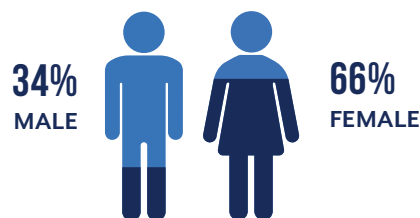
A *session* is a period of time spent on our website by a visitor with a unique IP address. For example a single session can contain multiple pageviews, events, social interactions, and ecommerce transactions.

A *pageview* represents each time a user visits a page.

## TOP PAGES

1. 'BEST OF'
2. PHOTO GALLERIES
3. EDITORIAL ARTICLES

## WHO ARE CAPECODLIFE.COM VIEWERS?



### AGE

- 48% 55-65+ years
- 33% 35-54 years
- 19% 18-34 years

- News Junkies
- Travel Buffs
- Home & Garden Enthusiasts
- Food & Dining Enthusiasts
- Shoppers
- Art & Theatre Aficionados



**2018 DIGITAL  
MEDIA KIT**

# SOCIAL MEDIA

Cape Cod Life Publications has social media presence on Facebook, Twitter, Instagram and Pinterest. Daily posts link back to capecodlife.com, keeping everyone up to date with our new content.



**24,740**

FACEBOOK FOLLOWERS



**13,000**

INSTAGRAM FOLLOWERS

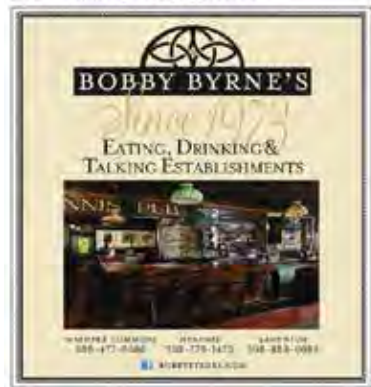


**15,300**

TWITTER FOLLOWERS



## SPONSORED FACEBOOK & INSTAGRAM POSTS



Reach new customers, make our audience your audience with sponsored social media posts.

**FACEBOOK POST: \$500**

**INSTAGRAM POST: \$500**

Contact your sales rep for more information.

Content subject to approval by Cape Cod Life Publications. Limit 2 post per month, per customer.

All prices are NET and are not valid for any form of discount.

Sponsored Social Media posts must be paid in advance.

### SOCIAL MEDIA IMPRESSIONS PER MONTH

**FACEBOOK**

107.3k Post impressions  
Reach 21,028 • Engagement 8,178

**INSTAGRAM**

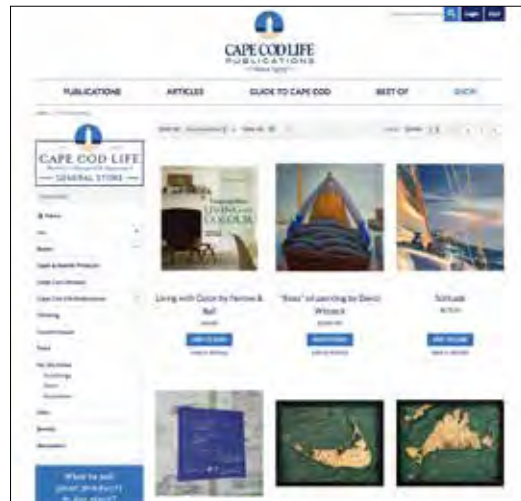
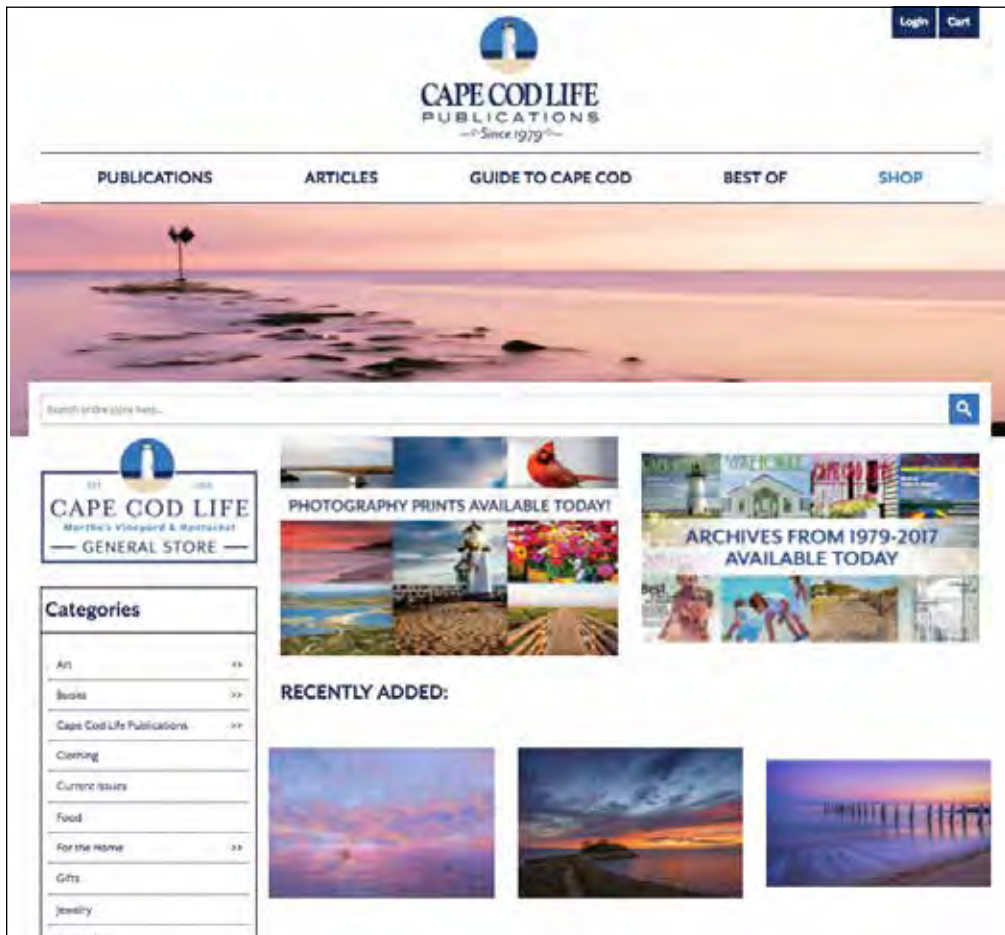
48k Post impressions

**TWITTER**

35.2k Post impressions

# Introducing the Cape Cod Life General Store

If you love Cape Cod and the Islands, don't miss your chance to be part of this fascinating collection of themed products and gift items.



- ART
- BOOKS
- CAPE & ISLANDS PRODUCTS
- CLOTHING
- FOOD
- FOR THE HOME
- GIFTS
- JEWELRY
- PETS
- RECREATION
- SERVICES

**JOIN OUR OTHER VENDORS & BE PART OF OUR CAPE COD LIFE GENERAL STORE!**

## CAPE COD LIFE PUBLICATIONS *stats at a glance*

### PRINT

CC LIFE distribution - 28,016

Total readership - 162,493

CC HOME distribution - 17,397

Total readership - 100,903

.....

### SOCIAL

Facebook followers - 24,740

Twitter followers - 14,800+

Instagram followers - 13,000+

.....

### DIGITAL

capecodlife.com average

monthly page views - 29,546

E-newsletter recipients - 44,123

## THE E-COMMERCE WORLD IS GROWING!

Don't miss this opportunity to include one or more of your products for sale in the **Cape Cod Life General Store online.**

**CALL YOUR SALES REPRESENTATIVE TODAY! 508-419-7381**



Laura Taylor - ext. 33

Julie Wagner - ext. 24

Laura Crocker - ext. 16

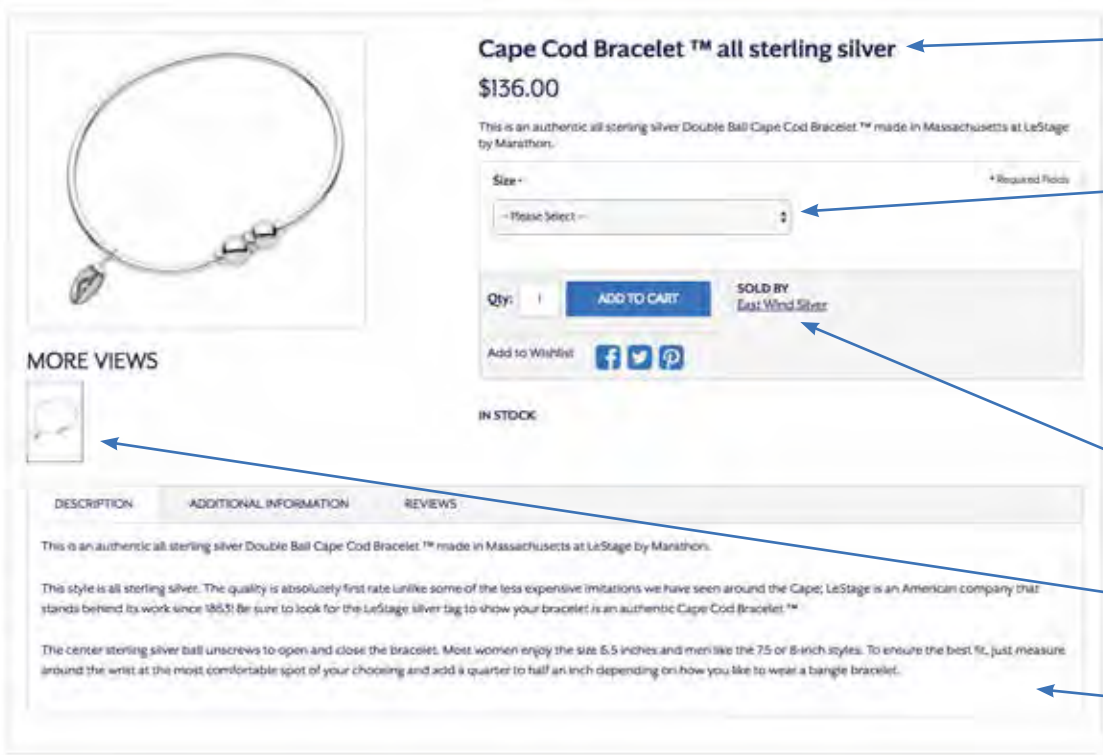
Steve Dewey - ext. 13

Stacey Smith - ext. 12

.....Where the land ends...LIFE begins™.....



Cape Cod Life Publications | 13 Steeple Street, Ste. 204 | P.O. Box 1439 | Mashpee, MA 02649  
capecodlife.com | phone: 508-419-7381 | fax: 508-477-1225



NAME OF ITEM FOR SALE

OPTIONS FOR VARIANTS INCLUDING SIZE, COLOR, STYLE, ETC.

PHOTOS & PRICE WILL CHANGE BASED ON SELECTION FROM DROP DOWN MENU.

NAME OF VENDOR OFFERING ITEM FOR SALE

IMAGE ENLARGES TO SHOW FULL ITEM DETAIL

PRODUCT DESCRIPTION

**We are offering a wide variety of products including: jewelry, decor, clothing, household items, food and more!**

## HOW TO PARTICIPATE:

### VENDOR PROVIDES:

- Photos, descriptions, selling prices & variables (if necessary)
- Vendors who advertise with Cape Cod Life Publications will be paid 85% of the selling price. Participating vendors not advertising with Cape Cod Life Publications will be paid 75% of the selling price.\**

### PARTICIPATION FEES:

- Vendor pays a one-time \$100 setup fee which can include up to ten different products when a new account is opened.
- To add, delete or substitute a product, and/or change the photo or text the change fee is \$10 per product.

## TERMS & CONDITIONS

*Cape Cod Life receives orders, processes payments and forwards orders and payments to participating vendors. Vendors then ship the ordered product(s) to the customers. The prices of online offerings must be the same prices for those products as offered by participating vendor(s), online or retail. \*Vendors must have a PayPal business account to receive immediate payments.\**

### RETURN POLICY

*Items may be returned or exchanged for credit if shipped within 10 days of receipt of delivery. Items may be returned in person, or by USPS or other delivery service to the vendor; a store credit or refund will be offered. The itemized sales receipt must accompany any claim for refund, which will be made only to the original account used to purchase the item. A gift receipt or itemized receipt must be presented for any exchange or store credit. Items presented for return or exchange must be in the same like-new condition as when shipped. There are not refunds on items damaged in shipping. In the case, you must file a claim with the carrier.*

*Items on clearance or those custom made cannot be returned or exchanged. "Final sale" items are not returnable; all "on sale", and "special order" items are considered "final sale."*



## PROCEDURE & REQUIREMENTS

### MATERIAL REQUIREMENTS

High resolution image. 600 pixels wide x 800 tall.

Image should be well lit on a neutral background

**Cape Cod Life offers photography assistance for an additional fee.**

### PROCEDURE

Image(s) and product information form should be emailed to [vendor@capecodlife.com](mailto:vendor@capecodlife.com)

**Material deadline:** the 25th of the month prior to being added to the store. If materials are not turned in by the deadline there is no guarantee the item will be posted by the first of the month. Items not received by the deadline will be added at our earliest convenience. **Products will be uploaded to the store monthly on or before the first of each month.**

### CUSTOMER QUESTIONS?

Contact us at [vendor@capecodlife.com](mailto:vendor@capecodlife.com) or 508-419-7381