

Coastal

HOME LIFE

2021 MEDIA KIT

REACHING THE MOST AFFLUENT HOMEOWNERS & INDUSTRY PROFESSIONALS IN THE
SOUTH SHORE • CAPE COD • SOUTH COAST • RHODE ISLAND

800-736-9020

WWW.COASTALHOMELIFE.COM



Founded by New England dot Media in 2018, Coastal Home Life is the leading luxury coastal lifestyle magazine in Southern New England. Published bi-monthly, the magazine captures the lifestyle of living in a waterfront community, featuring the best architects, interior designers, landscape architects, real estate experts and home improvement professionals in the region.

From high-end developments to luxury waterfront estates, Coastal Home Life showcases dream homes to our readers but also features local shops and dining, the best vacation escapes near and far, trending products for your home, and tips for improving one's health and wealth. Coastal Home Life magazine is available in print and digital editions.

COASTAL HOME LIFE REACHES OVER

A QUARTER MILLION WEALTHY HOUSEHOLDS & HOME INDUSTRY PROFESSIONALS

at home, at work, on vacation, & at car dealers.

by the numbers

- **15K direct mailed** to the highest earning households & top industry professionals, car dealers, waiting rooms, businesses & more in Southern New England
- **30K+ digital** magazine and online editorial unique readers
- **70K+ email** subscribers engaged at a 21%+ open rate
- **20K+ social** reach on Facebook, and Instagram



WEST BAY & SOUTH COUNTY

Block Island ***
Charlestown
Cranston
East Greenwich
Narragansett
North Kingstown
Providence
South Kingstown
Warwick
Westerly

EAST BAY & AQUIDNECK ISLAND

Barrington
Bristol
Jamestown
Little Compton
Middletown
Newport
Portsmouth
Tiverton
Warren
***Seasonal Coverage

SOUTH COAST

Dartmouth
Fairhaven
Fall River
Marion
Mattapoisett
New Bedford
Onset
Seekonk
Somerset
Swansea
Wareham
Westport



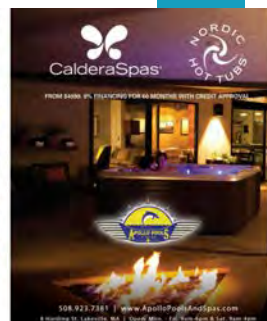
CAPE COD & ISLANDS

Barnstable
Bourne
Brewster
Chatham
Dennis
Falmouth
Harwich
Marthas Vineyard ***
Mashpee
Nantucket ***
Sandwich



SOUTH SHORE

Cohasset
Duxbury
Hanover
Hingham
Kingston
Marshfield
Norwell
Plymouth
Pembroke
Scituate



Avg Net Worth: \$1,200,000

Median Age: 57

Female Audience: 68%

Coastal Home Life

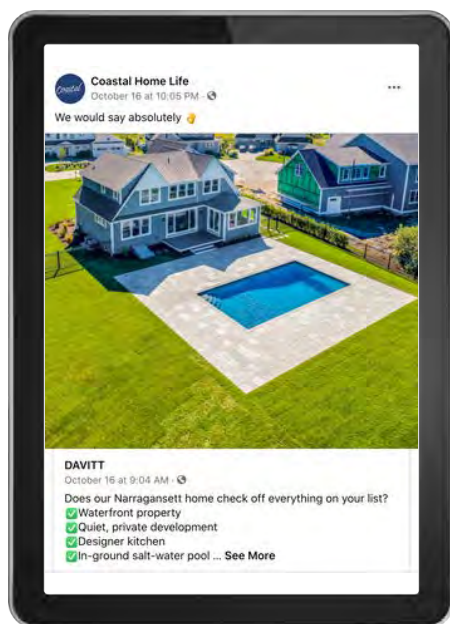
75% OF WOMEN IDENTIFY THEMSELVES AS THE PRIMARY SHOPPERS FOR THEIR HOUSEHOLDS.

85% WOMEN ACCOUNT FOR ALL CONSUMER PURCHASES.

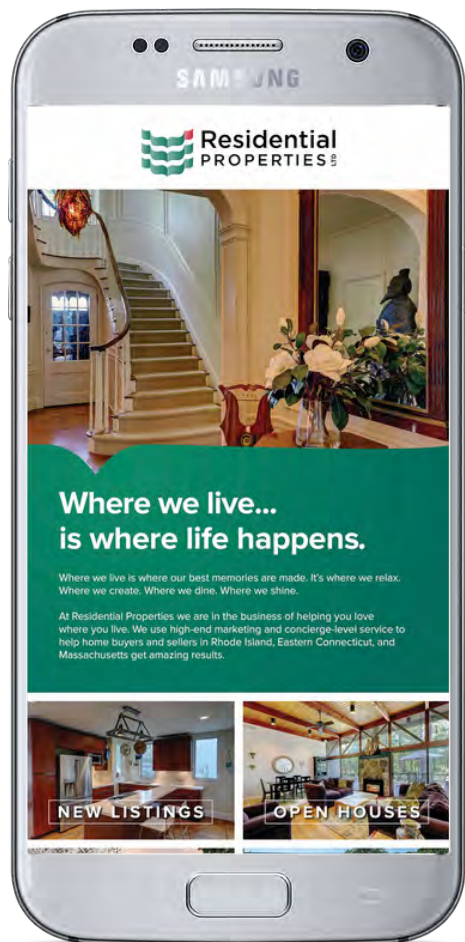
57% TAKE AT LEAST ONE VACATION PER YEAR

65% HAVE A HOUSEHOLD INCOME OVER \$75K

73% LIVE IN HOMES VALUED OVER \$500K



SOCIAL ASSIST



DEDICATED EBLAST



HALF PAGE

FULL PAGE

FULL SPREAD



THE WEEKLY CURRENT NEWSLETTER

COMPLETE MULTI-MEDIA PACKAGES

PRINT & DIGITAL MAGAZINES | WEEKLY ENEWS & DEDICATED EBLASTS
GEO, EVENT & ADDRESSABLE FENCING | SOCIAL MEDIA ASSIST
CUSTOM AUDIENCE DEVELOPMENT THROUGH SWEEPSTAKES & CONTESTS

2021 CALENDAR

DESIGN BUILD | OUTDOOR LIVING | REAL ESTATE | MARKETPLACE | LIFESTYLE

JAN/FEB: SOUTH COAST | SPACE DEADLINE: 12/12/20

Essentials: Master Suites and Organized Spaces

Sensational Sleep Options and Storage Solutions for Every Room

MARCH/APRIL: CAPE & ISLANDS | SPACE DEADLINE: 2/12/21

Essentials: Kitchen & Baths

Cooks Quarters and The Perfect Oasis

MAY/JUNE: SOUTH COUNTY & WEST BAY | SPACE DEADLINE: 4/12/21

Outdoors: Pools, Patios & More

Cool Off, Seating in the Shade and Lavish Landscapes

JULY/AUG: EAST BAY & AQUIDNECK ISLAND | SPACE DEADLINE: 6/12/21

Design Build: Top 10 Architects & Top 5 Custom Homes

The Best Architects and Award Winning Custom Homes

SEPT/OCT: SOUTH SHORE LIVING | SPACE DEADLINE: 8/12/21

Entertaining: Basements, Garages, Gyms & More

Great Rooms for Gathering, Inviting Places for Favorite Hobbies and Workout Rooms Galore

NOV/DEC: VACATION HOME LIVING | SPACE DEADLINE: 10/12/21

Local: Shop, Dine & Unwind

5 Favorites Local Spots for Holiday Shopping, Dining and Experiences

SPECIAL SPONSORSHIPS

Opportunity to feature your brand on the opening page of the following departments.

Accents: Local Home Decor

Marketplace: Best Bites & Beverages

Outdoor Living: Seasonal Trends

Living In: Regional Focus

Lifestyle & Leisure: Fashion, Travel, Cars & Boats

EXCLUSIVE FEATURES

Showcase your brand in these special advertising sections through advertorial stories or profiles.

Design Build: 2 or 4 story of a featured custom home

Seaside Six: Top 6 Listings in Focus Region

Vacation Homes: 2 or 4 page featured private community

Great Escape: 2 or 4 story of a featured destination

MONTHLY BUNDLES

SPREAD BUNDLE

\$950 X12

*Two pages each issue (6) | x4 dedicated email blasts annually
Positions in weekly enews | Social Assist (Likes, Comments & Shares)*

FULL BUNDLE

\$750 X12

*Full page each issue (6) | x3 dedicated email blasts annually
Positions in weekly enews | Social Assist (Likes, Comments & Shares)*

HALF BUNDLE

\$550 X12

*Half page each issue (6) | x2 dedicated email blasts annually
Positions in weekly enews | Social Assist (Likes, Comments & Shares)*

A LA CARTE ADVERTISING

x1 magazine and email advertising

PRIME FRONT SPREAD

\$2575

*1st, 2nd or 3rd front spread &
x2 eblasts*

FULL PAGE DISPLAY

\$1775

PRIME + 15%

full page display ad and x1 eblast

ADVERTORIAL STORY

\$VARIES

*2, 4, 6, or 8 page story inside w/
digital marketing & reprints*

HALF PAGE DISPLAY

\$1250

half page display ad and x1 eblast

BRAND TAKEOVER

\$6500

*all banners x1 month, x2 eblasts, x2 enews
banners, x2 social campaigns, x1 4-page
center trunk special insert w/ soft touch or
gloss cover, option of gate fold*

THIRD PAGE DISPLAY

\$975

third page display ad and x1 eblast

FRONT COVER PACKAGE



BACK COVER PACKAGE



A COMPLETE MULTI-MEDIA APPROACH CONTACT US FOR AVAILABILITY

- front cover main image and 4-page story inside OR back cover with front cover mention and 2-page story inside.
- feature on CoastalHomeLife.com w/ backlinks & lead generation form
- dedicated eblasts to over 70K subscribers (FC x2 and BC x1)
- inclusion in weekly enews for 2-months
- social media paid/organic campaign

FRONT COVER - \$5500
BACK COVER - \$3750



CUSTOM AUDIENCE PACKAGE

Database of Entries Is Yours to Keep & Re-Market To

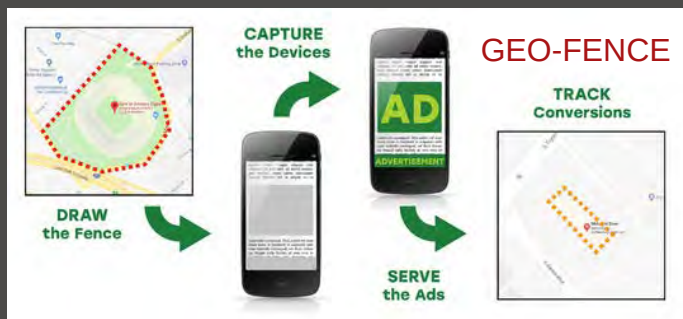
- geo, event and/or addressable fence of 100K impressions+ campaign
- x2 email blasts to enter the sweepstakes or contest
- x2 enews positions to enter the sweepstakes or contest
- organic/paid social campaign to enter the sweepstakes/contest
- enter to win display ad in Coastal Home Life Magazine

FROM \$2,750 + PRIZE(S) FOR SWEEPSTAKES/GIVEAWAY

Offer Extra Entries, A Thank You Message Call to Action & Bounceback Offer in Thank You for Entering Email

GEO, EVENT & ADDRESSABLE FENCING

Target Your Audience, Serve Them Mobile Ads and Track Conversions



- Target households in neighborhoods near recently listed and/or sold homes
- Geo-target an event audience and advertise to them after the event
- Geo-fence specific locations and advertise to them for 30-days

FROM \$15/CPM | EXAMPLE 100,000 IMPRESSIONS = \$1500

Address	City	State	Zip
123 Main St	Miami	FL	33125
456 Main St	Miami	FL	33125
789 Main St	Miami	FL	33125

ADDRESSABLE-FENCE



HOME.GOLF.LIFE.

PRINT. DIGITAL. SOCIAL.

BRANDING & GRAPHIC DESIGN <> PRINTING & MAILING
WEB DESIGN & HOSTING <> SOCIAL, EMAIL & CONTENT MARKETING
DIGITAL & PRINT ADVERTISING <> GEO, EVENT & ADDRESSABLE FENCING

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