DAN'S HAMPTONS MEDIA

60 Summers

Dan's 60 Papers

The Most Iconic Brand In The Hamptons

The Leader in Digital, Events & Print Marketing • 2019 Media Kit

DAN'S HAMPTONS MEDIA: The largest, most diverse, fastest-growing media company on the East End

Who We Are

At a time when newspaper and media companies across the country are in decline, **Dan's Hamptons Media** (DHM) has been immersed in an exciting period of growth and evolution. Since 1960, when Dan Rattiner published his first paper in Montauk, *Dan's* has become the most iconic name on the East End, with an unmatched reach and scope of print publications, digital offerings and live-event businesses, all delivering unmatched results.

Dan's Papers—our flagship publication and the largest-circulation publication in the Hamptons and on the North Fork—marks its 60th summer in 2019 and continues the tradition of being a truly unique editorial and marketing offering. Commentary that is timely, informative, satirical and authentic is delivered each week in *Dan's Papers*, featuring wit and insights in stories you can't get anywhere else. It is truly a "Hamptons Original," catering to the interests and needs of locals, residents and visitors to the Hamptons and across the East End.

Dan's Papers is distributed every week from Manhattan to Montauk. The ultimate source for what to do, where to go, where to stay and where to play on both the North Fork and South Fork of Long Island, *Dan's Papers* **is the #1 most widely read print publication** in the Hamptons no matter the season.

Dan's Hamptons Media also publishes, both digitally and in print, the standalone **Hamptons Preview Series** for the summer high season and winter holidays; the annual award-winning *Taste of Summer Dining Guide; Dan's Best of the Best List* and more.

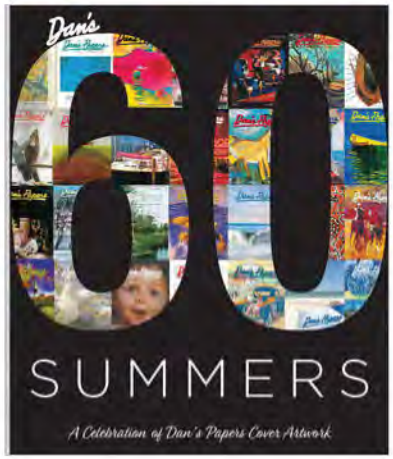
Dan's Hamptons Media's **integrated customized programs** include the most powerful **digital marketing tools** in the market, including the top website in the Hamptons (DansPapers.com), the largest opt-in email database, social media marketing to the largest following of any East End publication, social media marketing, HD video production, website development, the only media company app in market and more.

The new **DanielleHamptons.com,** created by the DHM Lifestyle Division, is a one-of-a-kind digital-only destination, offering a curated experience within the worlds of fashion, wellness and fabulous living. *Behind the Hedges*, an all-glossy magazine and must-read website, brings readers inside the high-end real estate and exquisite lifestyle that only the Hamptons can offer.

Dan's Hamptons Media is also the largest producer of **premium consumer events** in the Hamptons and on the North Fork, offering discerning clients and luxury brands an opportunity to get up close and personal with an affluent and influential audience. Year after year our sponsors rate Dan's Hamptons Media event marketing opportunities the best in the Hamptons.

Welcome to Dan's Hamptons Media. #HereAllYear

Dan's 60 SUMMERS



Every day, every week, every year, *Dan's Papers* is a celebration of everything Hamptons, and 2019 is going to be a jubilee like you've never seen before!

Since its first summer in 1960, *Dan's Papers* has embodied the Hamptons as much as the sea, sand and sunshine that draw hundreds of thousands of people here every year. Capturing the spirit of all things East End—the beaches and the billionaires, the Montauk Lighthouse and the Main Street shops, windmills and Wine Country, farmers and fishermen, artists and entertainers—*Dan's Papers* remains as authentic and indispensable to the Hamptons experience as ever.

A true Hamptons original, *Dan's Papers* will be toasting its 60th summer throughout 2019 with:

• **Special Editorial Sections:** Both in print and online at DansPapers.com, special 60th Summer sections will showcase the rich past of *Dan's Papers* by revisiting classic stories, artwork, photography, interviews, hoaxes and more in all their historic (and often hilarious) glory.

• **Social Media Mania:** Instagram, Facebook and Twitter will be blowing up with #Dans60 posts, engaging more that 75,000 Dan's Hamptons Media social followers in a perpetual party

• **Contests & Giveaways:** Photo contests, art contests, video contests, writing contests—all year long, *Dan's Papers* fans will be sharing their favorite slices of Hamptons and North Fork life from 2019 all the way back to 1960, entering every month for the chance to win fun and fab prizes, from *Dan's Papers* swag to Hamptons experiences and more

• **All New 60th Summer Celebration Merchandise:** Fedoras and baseball caps, T-shirts and canvas cover prints, even a little something to sip on those sunny summer days...

• **The 60 Summers Gala:** This once-in-a-lifetime event takes us back to where it all began! People famously call it The End, but Montauk was the birthplace of *Dan's Papers*, and this food-and-wine extravaganza on the waterfront at Gurney's Montauk Yacht Club will have thousands of guests raising many a glass to 60 more summers to come!

And the much-anticipated publication of...

• **60 for 60: Celebrating 60 Years of Dan's Papers Covers:** A visually stunning collection of favorite *Dan's Papers* covers selected by founder Dan Rattiner himself, this limited edition book captures the aesthetic that has set *Dan's Papers* apart from every other East End publication for decades. From the very first issue of July 1, 1960 through the present day, ***60 for 60*** includes the works of artists ranging from international stars like Elaine de Kooning and Peter Max to local legends such as Daniel Pollera and April Gornik.

60 for 60 is a time capsule and timeless treasure at once, the story of a one-of-a-kind publication told through the memories, insights and collective creativity of a community of local artists, writers, celebrities and businesses who, together, give *Dan's Papers* a unique resonance in Hamptons history.

MULTI-REACH PLATFORM

DANSPAPERS.COM
- Banners, Cubes
- Native Advertising Placements
- Exclusive Section Sponsorships
- Pop-ups, Stationary Footers

DANIELLEHAMPTONS.COM
- Banners and Cubes
- Pop-ups, Stationary Footers

BEHINDTHEHEDGES.COM
- Banners, Cubes, Skyscrapers
- Native Advertising
- Property and Open House Listings
- Industry Leader Profile Pages

DANSBESTOFTHEBEST.COM
- Custom Business Pages
- Directory Advertising
- Banners, Cubes, Skyscrapers
- Dan's Best of the Best Winner Search
- Dan's List

DAN'S PAPERS: THE APP
- Push Notifications
- Banner Placements
- Sponsorship Opportunities

E-MAIL MARKETING
- **Dan's Hampton Insider:** Weekly Newsletter
- **Danielle Hamptons:** Weekly Newsletter
- **Behind the Hedges:** Daily/Weekly Newsletter
- **Propriety Newsletters:** Exclusive Single-Business Focus
- **Seasonal and Specialty Focus Newsletters:**

—Montauk Insider
—Food & Wine
—North Fork Insider
—House & Home
—Storm Alerts
—Business-to-Business

VIDEO MARKETING
- High Definition (HD) Video Creation & Placement

SOCIAL MEDIA MARKETING
- FaceBook/Twitter/Instagram Programs

DIGITAL SPECIALTY
- Web Development
- Google AdWords
- SEO

DAN'S TASTE OF SUMMER FOOD & WINE EVENTS
- Dan's Rosé Soirée
- Dan's Chefs of the North Forth
- Dan's GrillHampton
- Dan's Taste of Two Forks
- Dan's MonTaco
- Dan's 60 Summers Celebration
- The Taste @ Port Jefferson

COMMUNITY & SEASONAL EVENTS
- Fireside Sessions
- Privet Hedge Awards
- Dan's Kite Fly
- Dan's Literary Festival
- Dan's Best of the Best Celebration

DAN'S PAPERS CUSTOM ADVERTISING OPPORTUNITIES
- Full Color Glossy Pages
- Feature Story and Events Calendar Strip Ads
- Section and Column Sponsor Positions

BEHIND THE HEDGES MAGAZINE
- All-glossy Real Estate & Luxury Lifestyle Publication

TARGETED PUBLICATIONS & SPECIALTY EDITIONS
- Dan's Taste of Summer Dining Guide
- Summer & Holiday Previews
- Dan's List

DAN'S HAMPTONS MEDIA REACH

Dan's Hamptons Media print and digital reach is the unequivocal leader on the East End.

PRINT

32,940+
Audited Monthy Average*

SUPPLEMENTS

22K Monthly Average
35K Behind the Hedges

DIGITAL

120K+
Average Monthly Visitors

DIDITAL NEWSLETTERS +60 HEDGES

655K+ Monthly Opt-In Emails

34,000+ Followers	**26,000+** Followers	**44,000+** Followers

1,127,085 NET MONTHLY REACH

Dan's CIRCULATION & DISTRIBUTION

The Largest Circulation

ON THE EAST END AND IN THE HAMPTONS

WESTHAMPTON BEACH	THE NORTH FORK	SOUTHAMPTON	SAG HARBOR	EAST HAMPTON	MONTAUK
5500	7500	7000	3000	6000	5000
Papers Distributed	Papers Distributed	Papers Distributed	Papers Distributed	Papers Distributed	Papers Distributed

Snapshot of Dan's Papers East End Distribution Numbers

Dan's Papers is the most widely read publication and has had the largest circulation of any single print media on the East End and in the Hamptons for nearly 60 years. **Dan's Papers** delivers more copies in the Hamptons than any other publication.

Distributed Weekly

Dan's Papers is distributed weekly 52 times during the year, unlike other East End publications that are distributed monthly, bi-monthly or only publish between Memorial Day and Labor Day. Dan's Papers serves local residents all year round, in addition to visitors.

Largest Distribution

Reaching a unique market, more copies are distributed in the Hamptons, Shelter Island, Montauk, the North Fork, Patchogue, Port Jefferson, Stony Brook, Setauket and Manhasset, and in select residential neighborhoods in Manhattan, than any other East End publication. On peak summer weeks Dan's Papers distributes more than 45,000 copies. Average weekly distribution in peak summer months is approximately 40,000.

Distribution

More than 1,500 locations get Dan's Papers weekly, including high-end shops, boutiques, restaurants, hotels, inns, galleries, real estate agencies, gourmet grocery stores and hundreds more locales on the East End of Long Island and in NYC. Dan's Papers is dominant in the Hamptons and on the North Fork.

Home Delivery

In addition to hundreds of racked distribution points on Long Island's East End, Dan's Papers is home-delivered every Saturday from Memorial Day to Labor Day to over 500 oceanfront estates and cottages in the Hamptons.

Manhattan Delivery

Dan's Papers is also circulated in Manhattan to select retail shops, gourmet grocery stores, boutiques, bid boxes in high-traffic locations and to doorman buildings on the Upper East and Upper West Sides of the city.

Dan's REACHING 1,500 LOCATIONS

Weekly distribution to more than 1,500 locations. These include high-end shops, boutiques, restaurants, hotels, inns, galleries, real estate agencies, gourmet grocery stores and hundreds more locations from the East End of Long Island and Manhattan. You'll also find Dan's Papers in such key locations as Sayville, Patchogue, Port Jefferson and the Three Village area, as well as along the Gold Coast and in Manhasset, including the Miracle Mile.

LOCATIONS WHERE YOU CAN FIND DAN'S PAPERS INCLUDE:

(Some but by no means all of our popular locations)

MANHATTAN
32nd and Fifth
32nd and Park
52nd and Park
61st and Madison
33rd at 6th Avenue
67th at Lexington
Penn Station

WESTERN SUFFOLK
Le Soir
Port Jeff Ferry
Sunset Harbour
MacArthur Airport
King Kullens

BELLPORT/PATCHOGUE
Pamela Lerner Antiques
Phoenix Gallery
Gallery 125
Royal Oak Diner
Patchogue Theatre
CVS

WESTHAMPTON
Best Yet
Elliman
Corcoran
Shock Ice Cream
Trumpets at the Gate
Beach Bakery
Messina Jewelry
Westhampton Beach Tennis
Gloria Jewel
Lynn Stoller

HAMPTON BAYS/QUOGUE
Stop & Shop
Hampton Coffee
E Salon & Day Spa
Wild by Nature
New Moon Cafe
Stone Creek Inn
Hampton Maid
Quogue Club
Tony's Asian Fusion

SOUTHAMPTON
Southampton Social Club
BMW of Southampton
Audi of Southampton
Porsche of Southampton
Union Cantina
Nestseekers
Elliman
London Jewlers
Hampton Coffee
75 Main
Magaschoni
Village Cheese Shoppe
Sequin
Kevin Maple Salon
Missoni Home
Citarella
CVS
Goldberg's
The Golden Pear
7-Eleven
Blue Duck Bakery
Stop & Shop

SAGAPONACK
Loaves & Fishes
Sagg Store
The Wölffer Wine Stand
Wölffer Estate Vineyards

BRIDGEHAMPTON
Nestseekers
Elliman
25 Park
Bobby Van's
Almond
Loaves & Fishes
Helen Ficalora
Citarella
Candy Kitchen
Starbucks
World Pie
Pierre's
The Golden Pear
King Kullen

SHELTER ISLAND
Ram's Head Inn
Derring Harbor Inn
Pridwin Hotel
Sunset Beach Hotel
Bella Vita
The Chequit

SAG HARBOR/NOYAC
Bay Burger
Corcoran Group
Golden Pear
Romany Kramoris Gallery
Bay Street Theater
Beacon
Bell & Anchor
Cromer's Market
Page at 63 Main
Schiavoni's

RIVERHEAD
Spa Belleza
Jamesport Manor Inn
Hotel Indigo
Inn & Spa at East Wind
Jedediah Hawkins Inn
Suffolk Theater
Stop & Shop
Martha Clara Vineyards
East End Arts Council
LI Aquarium
Hyatt Place East End
Digger's
Tanger Outlet Center

NORTH FORK
King Kullen
Vineyard 48
Impulse Boutique
Bruce's Cheese Emporium
Greenport Tea Co.
A Lure
Lenz Winery
Duck Walk Vineyard
Pindar Vineyard
Raphael Vineyards
Harborfront Inn
Creations By Lisa
Gallery M
1670 House
Love Lane Kitchen
Blue Duck Bakery
Claudio's
Orient Point Ferry
Amano

WAINSCOTT
Breadzilla
Twice Upon a Bagel
The Creeks
Seafood Shoppe
La Capannina

EAST HAMPTON
London Jewelers
The Maidstone Hotel
Scoop
Guild Hall
The Palm
The Golden Pear
Michael Kors
LuLu Lemon
Golden Pear
1770 House
Baker House
Natropathica
Stop & Shop
Citarella

SPRINGS
Maidstone Market
Michael's Restaurant
Springs General Store
One Stop Market

AMAGANSETT
Barry's Bootcamp
Hampton Chutney Co.
Amagansett Farmers Market
IGA
Indian Wells Tavern

MONTAUK
Montauk Yacht Club
Gurney's Montauk
Solé East
Gosman's Dock
Navy Beach
7-Eleven
IGA
Goldberg's
White's Drug & Dept. Store

Dan's CLIENT TESTIMONIALS

"We got 3 calls today from people seeing our ad in Memorial Day edition!!! Anthony and myself are very happy about that!"

—**Leo's Electric**

LEO'S ELECTRIC
LICENSED ELECTRICAL CONTRACTORS

Southampton
RACQUET CLUB & CAMP

Hampton Country Day Camp and Southampton Camp & Club have truly enjoyed our creative partnership with Dan's Papers for the past 10 years. Everyone on the Dan's team shares our commitment to growing our brand and spreading "the good word" about our summer camp programs to the East End. We look forward to working with Dan's for many years to come!

—**Southampton Racquet/Hampton Country Day Camp**

corcoran
corcoran group real estate

"Partnering with Dan's and Behind the Hedges was one of the best business decisions I have ever made. My listings have incredible exposure. Everyone reads Dan's and Behind the Hedges for their superior real estate coverage. It certainly has elevated my profile as a Hamptons broker."

—**Mary Slattery,**
Corcoran Real Estate

"We have success with Dan's dedicated e-blasts. It's a unique market on the East End, so we're always trying new ways of reaching a new audience."

—**Tracy Mitchell, Executive Director**
Bay Street Theater

BAY STREET THEATER

"Dan's Papers is not only an East End institution, but a powerful and effective way to get your message across. BNB has tangible results from its advertising in *Dan's Papers*. We have a long-term relationship that we value, and *Dan's Papers* will always be part of our media mix."

—**Claudia Pilato**
VP, Director of Marketing BNB Bank

BNB Bank

Dan's CLIENT TESTIMONIALS

Our experience with Dan's Papers has been first rate in all areas of media they provide. The combination of print, digital and live events has now worked for 3 summers and New York Prime Beef has established a most viable presence in the Hamptons. Thank you Dan's!

—The Team at NYPB

"I find it to be the greatest event in the Hamptons."

—Joe Farrell
Founder of Farrell Building Company
(On Dan's Taste of Two Forks Event)

FARRELL
BUILDING COMPANY

CIUFFO CABINETRY
A family tradition of fine woodworking since 1907

We often hear "we saw you in Dan's" from clients and admirers and this could not have happened without your impressive digital media campaigns, circulation and editorial teams efforts in expanding the reach of Dans on the East End and local firms featured in your pages like us at Ciuffo Cabinetry.

—Gary and Joe
Ciuffo Cabinetry

"My advertising dollar has always been well-invested in *Dan's Papers*. A single booking via my *Dan's* ad pays for an entire season of ads."

—Ray Red
Musician, Ray Red Entertainment

"Everyone picks up Dan's and Dan's always bends over backwards to help our clients reach their goals. Their events keep getting better and better... Dan's continues to innovate and find new ways to reach people in the Hamptons"

—Lynn Blumenfeld
Blumenfeld + Fleming

Dan's AUDIENCE, DEMOGRAPHICS & DATA

KEY DEMOGRAPHICS

FEMALE	52%
MALE	48%
SINGLE	40%
MARRIED	60%
AGE 50 +	39%
AGE 35 - 49	35%
AGE 18 - 34	26%

Educated

College/Advanced Degree	87%

Affluent Earners

OVER $500K	22%
OVER $250K	41%
OVER $100K	82%

Net Worth

Over $5 Million	33%
$1 Million - $5 Million	67%
Median Net Worth	$5.6M

$1.5M Avg Value Of Primary Residence

Own Primary Residence	84%
Own Multiple Homes	76%
Average Luxury Home Sale Price	$8.1M

*Spending Habits MORE LIKELY TO PURCHASE

Purchase Luxury Watches	5x
Shop at Luxury Retailers	5x
Purchase Women's Designer Fashion and Accessories	6x
Drive a Luxury Vehicle	6x
Spend more than $3,000 on Domestic Travel	5x
Travel First Class	8x
Visit a Spa during a Vacation	6x

*VS. US National Average

BUYING BEHAVIOR

(plan to buy in the next 12 months)

Apparel/Accessories

Women's Clothing	69%
Men's Clothing	59%
Children's Clothing	19%
Jewelry/Watches	54%

Technology

Flat Screen TV/Home Theater	67%
Computer/Laptop	54%
Smartphone	73%
iPad/Tablet	50%

House & Home

Home Decor/Accessories	45%
Furniture	40%
Small Appliances	27%
Large Appliances	24%
Carpeting/Rugs	23%
Antiques	17%

Use Smartphone For:

Email	67%
Texting	64%
Internet	59%
Direction/Maps	55%
Apps	51%
Social Media	58%
Own an ipad or Tablet	50%
Use at Home or Office	*42%

Where They Vacation

Caribbean/Bermuda	70%
Europe	51%
Mexico/Canada	35%
Asia	08%

Dine Out At East End Restaurants

2 to 3 times per week	75%
More than 3 times per week	20%
Once per week	05%

READER LOYALTY

81% Read the paper every week

Auto Ownership

Three or more vehicles	46%
Two vehicles	32%
Four or more vehicles	15%

Brand Choices

(plan to BUY or LEASE in the next 12 months)

Mercedes	24%
BMW	23%
Audi	20%
Lexus	18%
Ford	15%
Lincoln	14%
Range Rover	14%
Chevrolet	12%
Chrysler	11%
Cadillac	10%
Nissan	06%
Ferrari	03%
Aston Martin	03%

Current Auto Ownership

Toyota	20%
BMW	19%
Ford	17%
Mercedes	16%
Chrysler	14%
Chevrolet	13%
Honda	13%
Lexus	10%
Nissan	10%
Audi	08%
Volvo/Cadillac	07%
Acrua	04%
Range Rover	03%

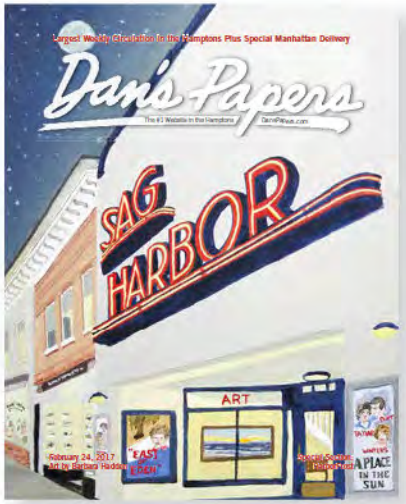
Leisure Activities/Private Clubs

Golf Club	75%
Beach Club	25%
Social Club	75%
University Club (i.e. Harvard Club)	25%
Tennis Club	75%

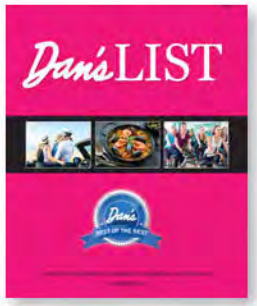
* DHM Consumer Survey, 9/2018

PRINT & MAGAZINE OFFERINGS

Most-read print publication on the East End since 1960



Foremost real estate & luxury lifestyle magazine in the Hamptons



DIGITAL WEBSITE OFFERINGS

DansPapers.com

DanielleHamptons.com

BEHIND THE HEDGES.COM

BEST-OF-THE-BEST Dan's DansBOTB.COM

DansPapers.com:
The East End's Most Popular Site

DanielleHamptons.com:
The Ultimate Hamptons Lifestyle Insider

BehindTheHedges.com:
The Premier Source for Hamptons Real Estate

DansBestOfTheBest.com:
The go-to business directory and resource for the best of everything Hamptons & North Fork

The Hamptons' Premier Live Events!

Dan's Taste of Summer: 5 Food & Spirits Events

Community-based arts & entertainment

EVENT OFFERINGS

Dan's TASTE OF SUMMER

Dan's ROSÉ SOIRÉE
The Hamptons Summer Kickoff Event

Dan's CHEFS OF THE NORTH FORK

Dan's GRILLHAMPTON

Dan's TASTE OF TWO FORKS

Dan's Corona MON TACO at Gurney's Montauk Yacht Club

60 Summers

THE TASTE @ PORT JEFFERSON

FIRESIDE SESSIONS

The Privet Hedge Awards

Dan's KITE FLY 47TH

LITERARY PRIZE FOR Dan's Papers 2019 NONFICTION

BEST OF THE BEST Dan's 2019

The #1 Paper in New York State for Advertising Excellence 2016 + 2018!

The Hamptons' and North Fork's most iconic brand & most responsive medium for 60 Summers

Dan's Papers

PRINT EDITION

- **Maximize visibility across the East End and in Manhattan** capitalizing on awareness and brand building programs that help generate buzz and extend exposure year round.
- **Tap into Dan's Papers audience development strengths and direct opportunities** that are guaranteed to reach your target customer and help grow client base.
- **Educate and communicate your brand, your products and services** to Dan's affluent and influential audience throughout the year.

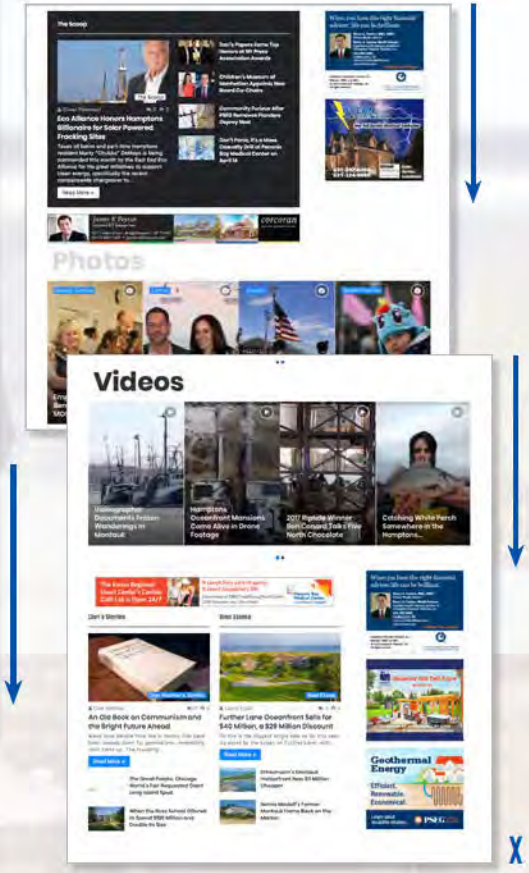
Hamptons Real Estate & Lifestyle... Step Inside!

BEHIND THE HEDGES MAGAZINE

- **New look and editorial focus** taking readers inside the world of high-end Hamptons real estate
- **Features and insights** from the leading real estate editorial team on the East End
- **Publishing 11x a year**, April through November plus special year-end issue

PRINT DANS HAMPTONS MEDIA

The most-visited website for What to Do, Where to Go, Where to Stay and Where to Play in the Hamptons and North Fork all year round



DansPapers.com

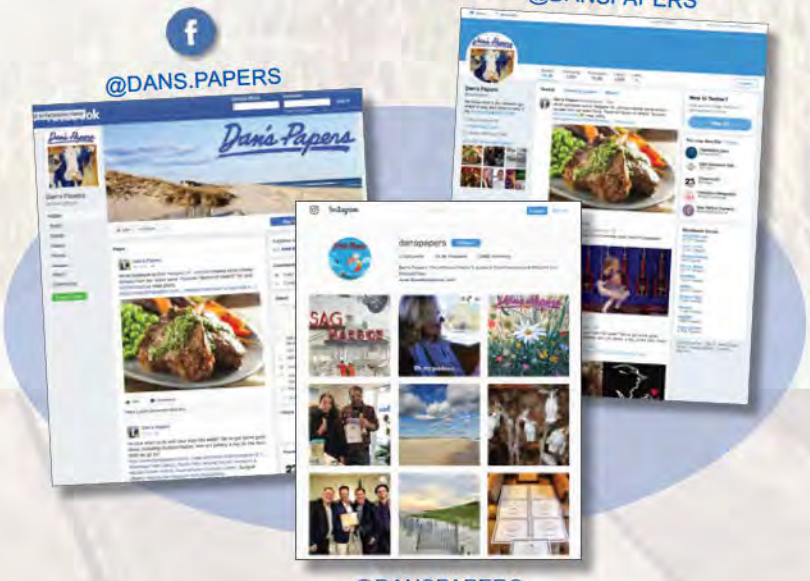
1.45M VISITORS | **OVER 2.88M** PAGE VIEWS

Per Year

- High-visibility banner and cube ad placements
- Custom site section sponsorship positions
- Native advertising opportunities within high-traffic editorial sections
- Redesigned in 2018

@DANSPAPERS

@DANS.PAPERS



@DANSPAPERS

DANS HAMPTONS MEDIA WEB

Banner Advertising

Leaderboard advertising, traditional banners on the Home Page and Run of Site in every section throughout DansPapers.com give your business maximum exposure.

Content Marketing Opportunities

Immersing your brand and voice into DansPapers.com content is a powerful way to reach and engage potential customers. Provide thought leadership, generate leads and improve brand visibility and loyalty as content is read online and shared via social media.

Branded Expert Columns

DansPapers.com offers experts in myriad fields unique opportunities to have their voices and expert advice integrated into our daily editorial content. Speak directly to our readers by writing a featured, recurring column about your expertise in House & Home, Real Estate, Food & Wine, Money Matters and more.

Section Sponsorship

Showcase your business in the most popular sections of DansPapers.com as the Exclusive Sponsor of a full section such as our Calendar of Events, Read the Paper Online, South O' the Highway, Dan's Stories, House & Home, Food & Wine and more.

Social Media Sponsored Posts

Dan's Papers' powerful social media presence reaches thousands of Facebook, Twitter and Instagram followers who can become customers and ambassadors for your business. Leverage Dan's social media following of 104,000+ through a sponsored post to generate buzz for your brand!

Weekly Dan's Papers Email Newsletters

Reach a dedicated consumer audience interacting with the Dan's Papers brand in an intimate setting. Our weekly email newsletter is sent out to thousands of opt-in subscribers*, reaching a select readership that wants to be on the "insider's list" of what's happening in the Hamptons and on the North Fork.

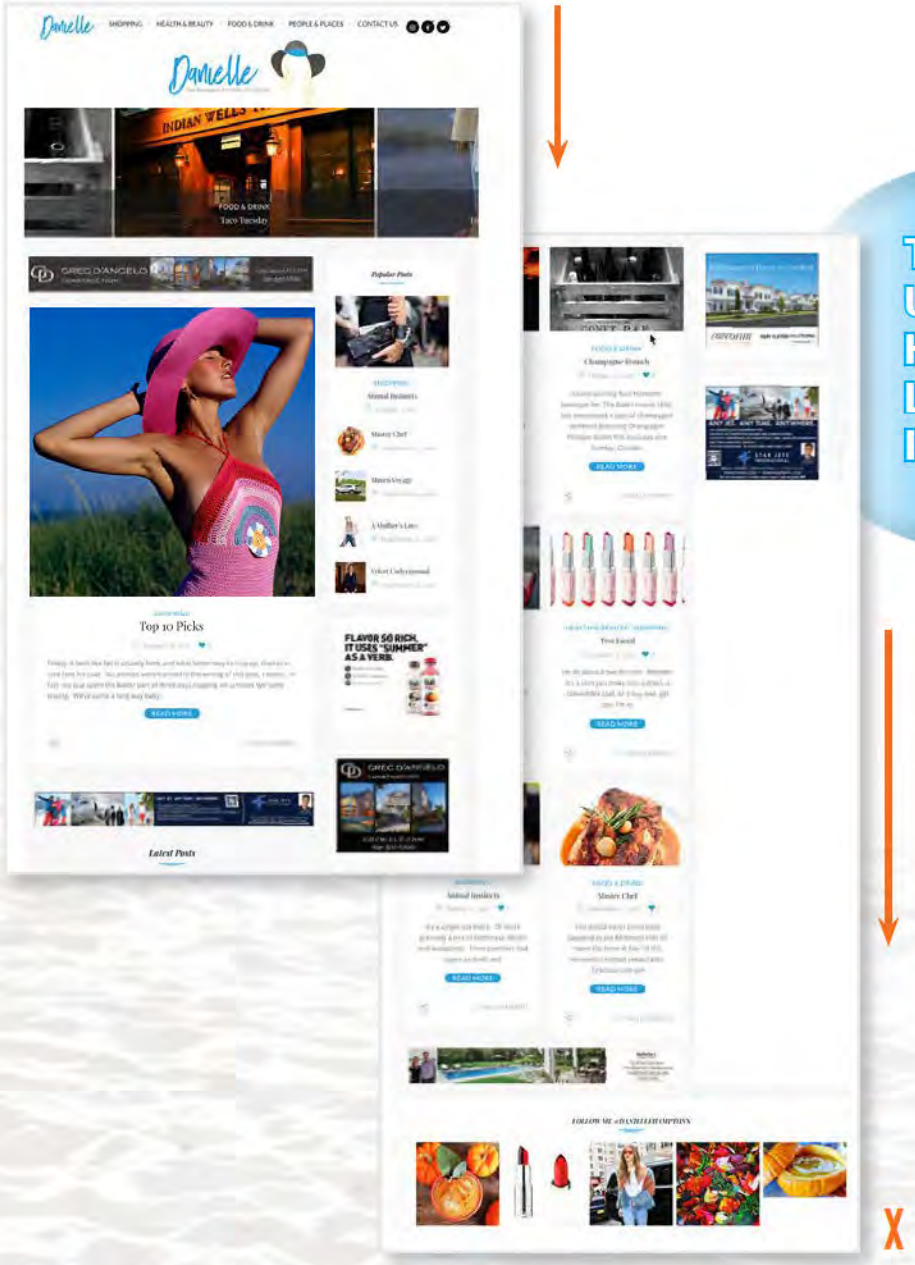
Our family of newsletters includes Dan's Hamptons Insider, Dan's Food & Wine Insider, Dan's Montauk Insider, House & Home Insider, Behind the Hedges Open House Insider, Summer Camp Insider and more.

With ads getting placement within the newsletter's content area, readers are more likely to engage with your ads just as they would with our stories.

Proprietary Emails

A custom-designed exclusive email sent from Dan's Papers to our 47,000+ opt-in subscribers. Reach a captive audience with your specific look, message, subject line and other custom elements.

- Custom designed email exclusively promoting your business
- You own 100% of the message and the content
- Sent to our 47,000+ opt-in database, making you a qualified Dan's Media Partner



The Ultimate Hamptons Lifestyle Insider

DanielleHamptons.com

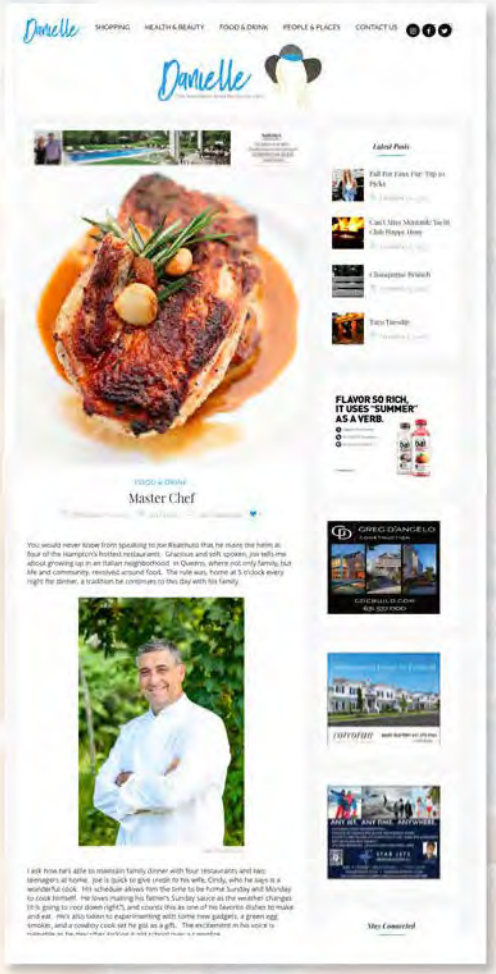
- **Meet Danielle** – She's your super connected, uber chic best friend with unprecedented insider access to the Hamptons. She's the ultimate expert on beauty and fashion, entertaining, and living a healthy lifestyle. Cultured, yet approachable, with a dry sense of humor, she knows the hot chefs, the coolest designers and up-and-coming artists. Her lifestyle is aspirational without being inaccessible.

Category Page Leaderboard & Cube Advertising

*NOTE: Any 300 x 250 cube slot can be a video spot

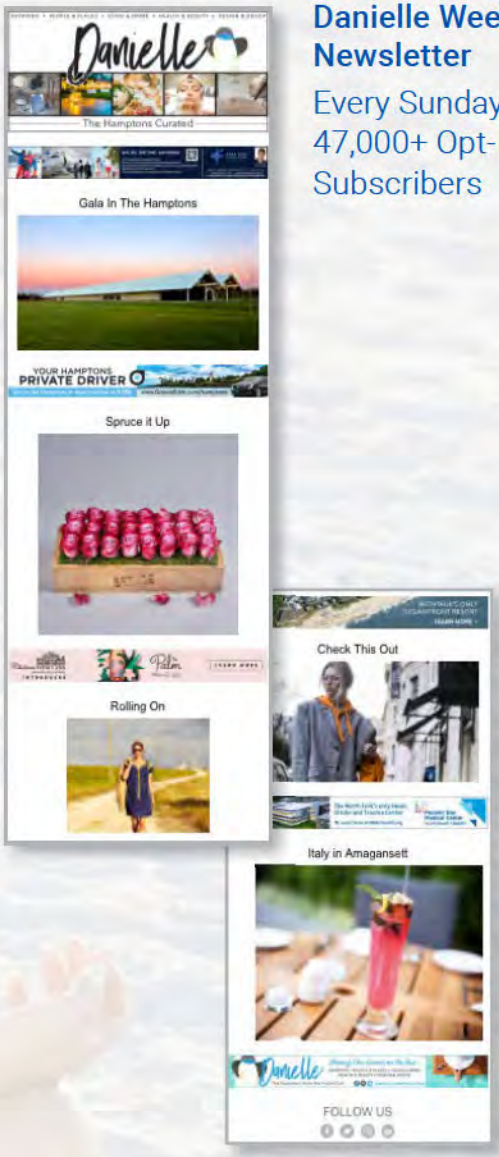
Post Page Leaderboard & Cube Advertising

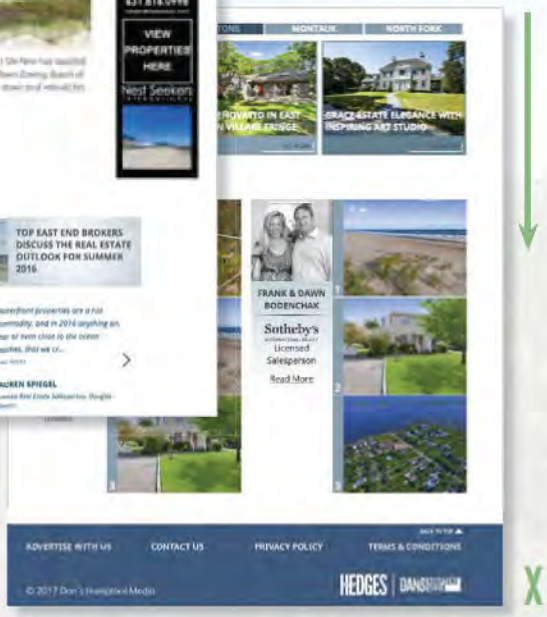
*NOTE: Any 300 x 250 cube slot can be a video spot



Danielle Weekly Newsletter

Every Sunday to 47,000+ Opt-In Subscribers





X

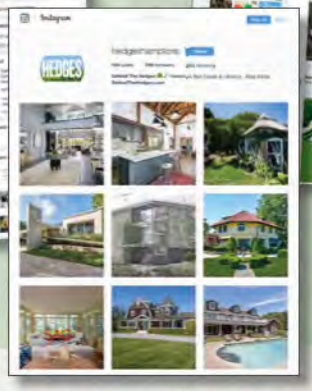
The insider's guide to the highly competitive and lucrative Hampton's Real Estate market

BEHIND THE HEDGES.COM

- The premier destination for insider news and insights into Hamptons real estate
- Must-read daily coverage from the market's top editor
- Custom banner ad design and placements
- Prominent Property and Open House listings

@BEHINDTHEHEDGES

@HEDGESHAMPTONS

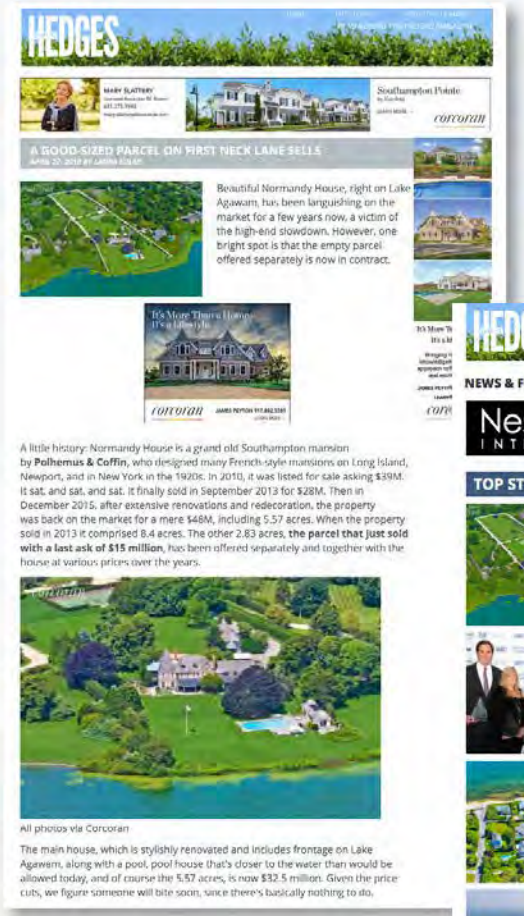


@HEDGESHAMPTONS

Over 45K Reach & Engagement

DANS HAMPTONS MEDIA WEB

Top Story Leaderboard, Skyscraper, Cube & Billboard Advertising



News & Features Leaderboard, Skyscraper & Billboard Advertising

BEHIND THE HEDGES NEWSLETTERS

Hedges Daily:
Sent to 5,000+ Industry insiders

Hedges Weekly:
Sent to 47k+ opt in Hamptons Readers who want to keep up with where to buy and the hottest real estate news.

20–25% Avg OPEN RATE

15–20% Avg CLICK THROUGH RATE

Dan's Best of the Best!
Honoring the top businesses in the Hamptons and on the North Fork for more than 2 decades.

TOP CUBE
300x250

WEBSITE

DansB0TB.com

- Winners in more than 500 Categories
- More than 100,000 votes annually
- The go-to business directory and resource for the best of everything Hamptons & North Fork
- Ratings, Reviews, Recommendations—Yelp meets Trip Advisor meets Zagat, this is the home for the best of everything on the East End
- Custom Business Pages, Directory Advertising, Banners, Cubes, Skyscrapers

DAN'S BEST OF THE BEST

DAN'S LIST ANNUAL PUBLICATION

ANNUAL AWARDS CEREMONY

BOTB VOTING

WEBSITE

The only East End company that has an app.

Dan's

THE APP

All of your favorite Dan's Papers content at your fingertips:

- Top Stories
- The Famous Dan's Calendar of Events
- South o' the Highway Celebrity Scoop
- Dan's Features
- Dan's List: Every Best of the Best Winner in Your Hand!

Dan's THE APP

Push Notifications

Pop-Up Footer Ad

FOOTER AD: (IN APP)
Size 350 x 50
Can link thru to Voting Page or your Website.
(Max 3 Advertisers per position)

Pop-Up Cube Ad

POP UP AD: (IN APP)
Size 300 x 250
Can pop up on any page within the Dan's App.
Scheduled at any time.
Can link thru to Voting Page or your Website.

Broadcast Banners

Dan's TASTE OF SUMMER

Dan's Rosé Soirée – The Hamptons Summer Kickoff Event	Dan's Chefs of the North Fork	Dan's Grill Hampton	Dan's Taste of Two Forks	Dan's Mon Taco	60 Summers	The Taste @ Port Jefferson
5/26/19	**7/6/19**	**7/19/19**	**7/20/19**	**8/2/19**	**8/3/19**	**10/19/19**
SOUTHAMPTON ARTS CENTER	THE HALYARD @ SOUNDVIEW GREENPORT	FAIRVIEW FARM BRIDGEHAMPTON	FAIRVIEW FARM BRIDGEHAMPTON	GURNEY'S MONTAUK YACHT CLUB RESORT & MARINA	GURNEY'S MONTAUK YACHT CLUB RESORT & MARINA	PORT JEFFERSON VILLAGE CENTER

Each year Dan's Hamptons Media provides a number of unique and exciting marketing venues for businesses to connect with both consumers and other businesses. These annual events offer your business an opportunity to weave your marketing message into the fabric of the community. Dan's Hamptons Media's unique events provide your business with the venue to increase brand recognition, consumer awareness, B-to-B marketing opportunities and product sampling opportunities.

Meet consumers and businesses face-to-face in a professional, fun, exciting and unique atmosphere. Reward your staff and your best clients at events that enhance the goodwill you want your company, store or business to achieve.

All sponsors of Dan's Hamptons Media Events will receive a customized marketing program with high-value-added amenities that include editorial coverage before and after the event, photo-ops, event signage, logo and business recognition in all promotional materials and advertising, inclusion in all Dan's Papers radio spots leading up to the event, social media marketing, sampling opportunities and email marketing.

DANSHAMPTONS MEDIA EVENTS

Dan's ROSÉ SOIRÉE

The Hamptons Summer Kickoff Event

Memorial Day Weekend
Sunday, May 26th, 2019
Southampton Arts Center
Jobs Lane, Southampton
General Admission 5:00-8:00 PM
***Rosé After Dark* VIP After Party**
8:00–10:00 PM

Toast the start of your Hamptons 2019 summer season in style as we raise a night's full of rosey hued glasses to the unofficial libation of summer: Rosé, of course. More than 25 rosé wines from the East End and around the world, craft cocktails and perfectly paired culinary delights will all be flowing as the Hamptons kicks of another wine-loving summer in our corner of paradise.

900+
attendees

Dan's CHEFS OF THE NORTH FORK

Saturday, July 6th, 2019
The Halyard @ Soundview
Greenport, NY
8:00-11:00 PM

With exquisite views of the Long Island Sound, The Halyard @ Sound View Greenport is the perfect spot for our North Fork Event! The convivial atmosphere and timeless charm of the environs will provide all attendees memories to last a lifetime.

This premier North Fork culinary celebration unites local bounty with the talents of world-renowned chefs in a one-of-a-kind gastronomic gathering. From the curated cocktail hour through the 8-course pairing dinner and decadent dessert showcase, one dozen chefs will fill the evening with locally sourced signature dishes matched with exceptional wines and craft cocktails, redefining the farm-to-table and grape-to-glass experience.

300+
attendees

EVENTS DANS HAMPTONS MEDIA

Friday, July 19th, 2019
Fairview Farm
19 Horsemill Lane, Bridgehampton
8:00-11:00

- Hamptons vs. NYC GrillHampton pits 8 East End chefs against 8 NYC chefs in the ultimate cooking competition
- Guests vote on their favorite dish of the night while enjoying great grilled fare, drinks and live music
- Celebrity judges mingle with guests and select which team, Hamptons or NYC, will reign supreme

Past judges have included Iron Chef Alex Guarnaschelli, Live! with Kelly's Michael Gelman, baseball legend Cecil Fielder, Chef Robert Irvine and our own Dan Rattiner.

1,800+
attendees

Dan's TASTE OF TWO FORKS

PRESENTED BY
Farrell Building Company

Saturday, July 20th, 2019
Fairview Farm
19 Horsemill Lane, Bridgehampton
6:30-7:30 VIP
7:30-10:00 General Admission

The Number 1 Event of Summer in the Hamptons for the 8th Year, Dan's Taste of Two Forks is the premier food and wine celebration of the season.

Top chefs from 40 restaurants and winemakers from 20 vineyards serve up the finest that the Hamptons and North Fork have to offer, alongside the creations of local artisan purveyors, premium spirits, the definitive VIP lounge, live music and more, all on the glistening waters of Mecox Bay.

2,300+
attendees

Dan's Corona MON TACO at Gurney's Montauk Yacht Club

Friday, August 2nd, 2019
Gurney's Montauk Yacht Club
Resort & Marina
32 Star Island Rd, Montauk
GA 7:30-10:00 PM
VIP 10:00-12:00 PM

East meets South of the Border as some of the most celebrated chefs from the Hamptons and beyond spice up the night with their take on Mexican cuisine. Add the finest tequila, cerveza, Spanish cava and more and this is a fiesta you'll never forget.

1,000+
attendees

60 Summers

Saturday, August 3rd, 2019
Gurney's Montauk Yacht Club
Resort & Marina
32 Star Island Rd, Montauk
8:00-11:00 PM

The 60 Summers Gala: This once-in-a-lifetime event takes us back to where it all began! People famously call it The End, but Montauk was the birthplace of Dan's Papers, and this food-and-wine extravaganza on the waterfront at Gurney's Montauk Yacht Club will have thousands of guests raising many a glass to 60 more summers to come!

1,500
attendees

EVENTS DANS HAMPTONS MEDIA

THE TASTE @ PORT JEFFERSON

Saturday, October 19th, 2019
Port Jefferson Village Center
101 E. Broadway, Port Jefferson
7:00-10:00 PM

The ultimate night out in Port Jeff. More than 35 Restaurants & Purveyors Fall's premier food & wine festival with musical entertainment and a tented outdoor venue! Sample an abundance of food, desserts, wine & beers tastings. A large selection of local restaurants and eateries will be participating.

800+
attendees

Dan's SEASONAL EVENTS

All year long, in every season, Dan's Hamptons Media's community-based events provide unique and exciting venues where businesses can connect with both consumers and other businesses while immersing themselves within the true fabric of the East End. These events offer one-of-a-kind opportunities to elevate brand recognition, consumer awareness, B-to-B marketing and even product sampling.

The Privet Hedge Awards, an invitation-only evening feting elite members of the East End real estate world; **Dan's Papers Kite Fly**, bringing together hundreds of families at Sagg Main Beach every August for a high-flying slice of Americana; **Dan's Papers Literary Festival and Awards**, an evening of programming with noted literary figures and the presentation of the $10,000 Prize for Nonfiction; **The Fireside Sessions**, for six years the sold-out wintertime concert series bringing world-class music to Sag Harbor; and the **Dan's Best of the Best Gala Awards**, honoring the top businesses on the North Fork and in the Hamptons as voted by our readers.

FIRESIDE SESSIONS

January

Sat. 1/5 8 p.m.; Sat. 1/12 8 p.m.;
Sat. 1/19 8 p.m.; Sat. 1/26 8 p.m.

The Privet Hedge Awards

4/24/19

Dan's KITE FLY 47TH

8/11/19

LITERARY PRIZE FOR Dan's Papers 2019 NONFICTION

8/22/19

BEST-OF-THE-BEST Dan's 2019

11/8/19

Bay Street Theater & Dan's Papers present

FIRESIDE SESSIONS

WITH NANCY ATLAS AND FRIENDS @ BAY STREET THEATER

January

Sat. 1/5 8 p.m.; Sat. 1/12 8 p.m.;
Sat. 1/19 8 p.m.; Sat. 1/26 8 p.m.

The East End's favorite rocker, Nancy Atlas, and her band are back for the 6th annual Fireside Sessions at Sag Harbor's Bay Street Theater. Joined by special guests—the likes of which have included Chad Smith of the Red Hot Chili Peppers, Jonny Rosch from the Blues Brothers and Andy Aledort, guitar side man to Dickey Betts of Allman Brothers fame—Nancy and team have entertained thousands of music enthusiasts during the coldest and snowiest winters on record.

EVENTS DANS HAMPTONS MEDIA

The Privet Hedge Awards

4/24/19

Join Manhattan Media, publisher of Dan's Papers, AVENUE Magazine and Behind the Hedges for the 6th annual Privet Hedge Awards Dinner, to honor excellence in Hamptons real estate. Held at the famed Sebonack Golf Club in Southampton, this upscale and intimate event hosts around 100 of the top selling brokers in the Hamptons for an evening of networking, celebration and community.

PRIVET
HEDGE
AWARDS
DINNER

Dan's 47TH KITE FLY

8/11/19

Named one of the Top 50 Family Events on Long Island by Newsday, Dan's Papers Kite Fly is a perennial favorite summertime happening in the Hamptons. The first Sunday of every August for over 40 years, Dan's Papers has packed Sagg Main Beach with kids and kids at heart who fill the air with kites as far as the eye can see.

Dan's Papers Kite Fly offers sponsors the chance to become part of this tradition and be front-and-center with hundreds of Hamptonites in the highly sought-after affluent and educated family demographic.

LITERARY PRIZE FOR Dan's Papers 2019 NONFICTION

8/22/19

Dan's Papers always has showcased artists on the cover of the Publication. This support of the local art community has helped establish many new artists and furthered the already illustrious careers of many others. In 2012 Dan's Papers turned its attention to showcasing writers. Modeled after the great literary festivals of Europe, this celebration of the written word was designed to engage and inspire those with stories about life on the East End.

The Dan's Papers Literary Festival is the culmination of the month's long submission period in Dan's Papers Literary Prize. This day-long series of events, held at Guild Hall of East Hampton, includes the Dan's Papers Literary Prize Gala Awards Ceremony, Literary Luminaries Book Signing, and VIP Authors Dinner.

BEST-OF-THE-BEST Dan's 2019

11/8/19

Take a ride around the East End, from Riverhead to Orient, from Westhampton Beach to Montauk, you'll see businesses proudly displaying their Dan's Papers Best of the Best awards—banners hanging over doorways, certificates showcased in windows and on walls. Local businesses covet the Dan's Papers Best of the Best designation, and readers engage with the competition in ever-growing numbers—over a million votes were cast by nearly 30,000 people in 2016!

EVENTS DANS HAMPTONS MEDIA

EDITORIAL CALENDAR

ISSUE DATE		EDITORIAL FOCUS
JANUARY	04	2019 PREVIEW
	11	HOUSE & HOME FOR THE NEW YEAR
	18	EAST END STAYCATIONS
	25	BEST OF THE BEST » HEALTH & WELLNESS
FEBRUARY	01	VALENTINE'S DINING & GIFTS GUIDE
	08	SUMMER CAMPS » VALENTINE'S DAY
	15	HOUSE & HOME
	22	HARBORFROST
MARCH	01	HOUSE & HOME
	08	SUMMER CAMPS
	15	EAST END WEDDING GUIDE
	22	MONTAUK » ST. PATRICK'S DAY PARADE
	29	DAN'S WEEKLY EDITORIAL » EASTER
APRIL	05	HOUSE & HOME
	12	SUMMER CAMPS
	19	WINE & DINE
	26	THE GREAT OUTDOORS
MAY	03	HOUSE & HOME » MOTHERS DAY GIFT GUIDE
	10	SUMMER CAMPS » MOTHER'S DAY
	17	SPECTACULAR SHELTER ISLAND
	24	MEMORIAL DAY ISSUE » ROSÉ SOIRÉE
	31	HOUSE & HOME
JUNE	07	SUMMER CAMPS » US OPEN PREVIEW
	14	BOATING & FISHING » FATHER'S DAY
	21	HOUSE & HOME
	28	DAN'S 60th SUMMER CELEBRATION

ISSUE DATE		EDITORIAL FOCUS
JULY	05	4TH OF JULY ISSUE
	12	HOUSE & HOME
	19	DAN'S TASTE OF TWO FORKS » GRILLHAMPTON
	26	DAN'S MONTACO
AUGUST	02	HOUSE & HOME » ARTISTS & WRITERS GAME
	09	DAN'S ANNUAL KITE FLY
	16	FAMILY FUN
	23	OPEN OF HAMPTON CLASSIC » NORTH FORK VINE TO TABLE
	30	LABOR DAY » HAMPTON CLASSIC » DAN'S LITERARY FESTIVAL
SEPTEMBER	06	SAG HARBORFEST
	13	FALL PREVIEW » HOUSE & HOME
	20	CELEBRATE NORTH FORK
	27	WILD ABOUT WESTHAMPTON BEACH
OCTOBER	04	HIFF » COLUMBUS DAY
	11	SOUTHAMPTONFEST » HOUSE & HOME
	18	GETAWAY GUIDE
	24	HALLOWEEN
NOVEMBER	01	WINTER WINE COUNTRY
	08	BEST OF THE BEST CELEBRATION ISSUE & WINNERS GUIDE
	15	HOUSE & HOME FOR THE HOLIDAYS
	22	THANKSGIVING » BLACK FRIDAY
	29	VILLAGE HOLIDAY SHOPPING » GIFT GUIDE
DECEMBER	06	HOUSE & HOME
	13	VILLAGE HOLIDAY SHOPPING » GIFT GUIDE
	20	HOLIDAY SPECTACULAR » CHRISTMAS (DOUBLE ISSUE)
	27	2019 YEAR IN REVIEW (DOUBLE ISSUE)

SPECIALTY PUBLICATIONS EDITORIAL CALENDAR

SPECIAL PUBLICATION	DISTRIBUTION DATE	ADVERTISING DEADLINE*
BEHIND THE HEDGES » Privet Hedge Awards Edition	APR 19	APR 8
BEHIND THE HEDGES	MAY 24	MAY 13
SUMMER PREVIEW	MAY 17	MAY 3
DAN'S LIST	JUNE 7	MAY 23
BEHIND THE HEDGES	JUNE 7	MAY 27
BEHIND THE HEDGES	JUNE 21	JUNE 10
DAN'S TASTE OF SUMMER » Dining Guide	JUNE 21	MAY 31
BEHIND THE HEDGES	JULY 5	JUNE 24
BEHIND THE HEDGES	JULY 19	JULY 8
BEHIND THE HEDGES	AUG 9	JULY 29
BEHIND THE HEDGES	AUG 23	AUG 12
BEHIND THE HEDGES » Columbus Day Weekend Edition	OCT 4	SEPT 23
BEHIND THE HEDGES » Holiday Edition	NOV 22	NOV 11
HOLIDAY PREVIEW	NOV 22	NOV 8
BEHIND THE HEDGES » Special Year in Review	DEC 20	DEC 9

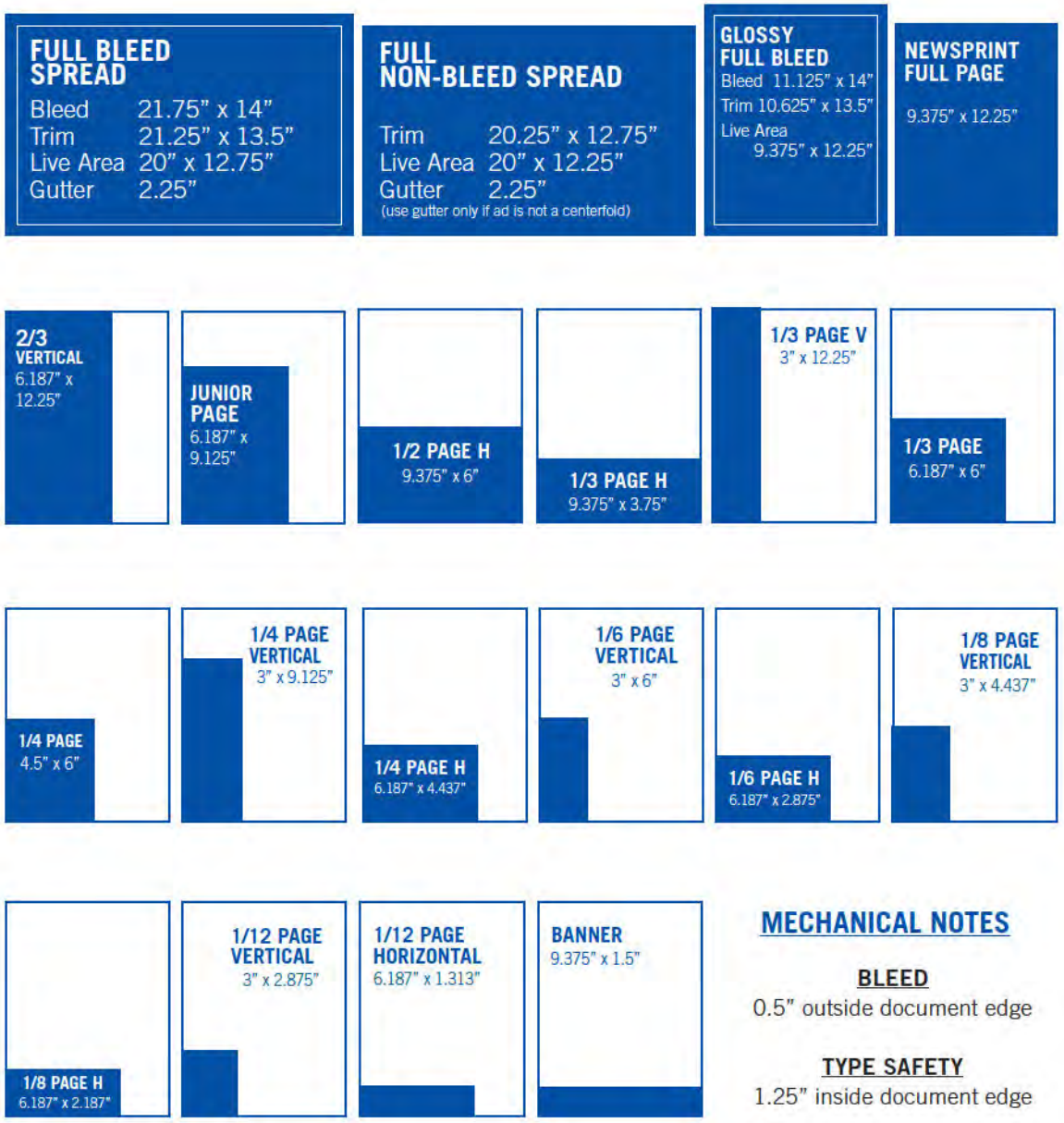
* ALL DEADLINES ARE NOON THE DATE SHOWN UNLESS OTHERWISE NOTED.

Dan's PRINT SPECIFICATIONS

File Formats

All advertisements must be submitted digitally. Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK or GRAYSCALE formats. *All back copy/design used must be in 100% black, no rich black. Line screen must not exceed 75 lines per inch. If you need to send us graphic files, we can accept InDesign, Photoshop, or Illustrator in Macintosh format with fonts and pictures embedded or included. Production charges may apply for other formats. Ads may be emailed to ads@danspapers.com. FTP site available upon request. Files over 7MB must be uploaded to our FTP server. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, please contact the Production Manager.

All Photos and Artwork must be 300 dpi, actual size for CMYK or 150 dpi for GRAYSCALE. Acceptable file formats are jpeg, tiff, pdf and eps formats. When submitting applications files, include screen and printer fonts for use in producing the ad. On illustrations, it is recommended to convert text to outline, however outline text cannot be altered.



MECHANICAL NOTES

BLEED
0.5" outside document edge

TYPE SAFETY
1.25" inside document edge

Dan's PRINT ADVERTISING RATES

Policies

In the event of typographical errors or wrong insertions, made in part of Dan's Papers staff or associates, Dan's Papers will run a corrected version of the advertisement. Dan's Papers responsibility for errors will not exceed the cost of the ad in which it appears. Publisher responsible for errors for one issue only. Claims for adjustment must be made within 30 days of publication. Advertisers shall notify their Account Executive of any such error in time for correction before the second insertion. Dan's Papers reserves the right to edit, alter or omit any advertisement. All advertising is subject to final approval by the Publisher.

If specific advertising positioning is requested, Dan's Papers tries to accommodate all reasonable requests. Positions are available and guaranteed for display ads for an additional charge (see rate card). Guaranteed placement is not available in the Classified Section, Service Directory, nor are color ad placement guarantees possible due to limited color availability. If advertiser does not meet the required frequency contracted for, advertiser agrees to accept and remit rate earned.

Advertiser and/or advertising agency assumes all liability for advertisements published (including illustrations, text, claims, etc.), and Dan's Papers assumes no financial responsibility for typographical errors or for omission of copy.

Deadlines

NEWSPRINT_____**MONDAY, 12 NOON**
(5 Business days prior to publication)

GLOSSY_____**FRIDAY, 12 NOON**
(11 Business days prior to publication)

COPY_____**FRIDAY, 12 NOON**
(4 Business days prior to publication)

NEWSPRINT	OPEN RATE	8X	16X	ANNUAL
Full Page	$3,162	$2,575	$2,183	$2,030
2/3 Page	$2,839	$2,318	$1,963	$1,826
Junior Page	$2,239	$1,818	$1,558	$1,440
1/2 Page	$2,043	$1,643	$1,415	$1,307
1/3 Page	$1,633	$1,329	$1,122	$1,044
1/4 Page	$1,191	$958	$820	$771
1/6 Page	$825	$664	$559	$530
1/8 Page	$601	$494	$415	$386
1/12 Page	$426	$350	$287	$268

GLOSSY	1X	8X	16X
Full Page	$5,460	$4,944	$4,951
Premium	$6,880	$5,974	$5,919
Cover 2/3	$6,880	$5,974	$5,919
Cover 4	$9,828	$8,240	$7,534

Terms & Conditions

All ad rates are net. Copy change (up to 2 proofs) are free of charge on in-house ads. New advertisers will be under our "cash with copy" policy until credit terms have been established. All insertions require a signed insertion order. Ads designed by Dan's Papers may not be used in other publications without permission. Advertisers with non-sufficient funds (NSF) for returned checks will be charged $25.

Dan's DIGITAL SPECIFICATIONS

Standard Guidelines

All advertisements must be submitted digitally. Dan's Papers will only accept GIF, JPEG or PNG for any website or digital email newsletter advertisement. If it is a In-House creative, all components must be emailed. The copy must be in plain text or Microsoft Word is acceptable. All artwork must be jpgs, eps or png, RGB and 72 dpi (dot per inch).

All digital ads will only be accepted as GIF, JPEG or PNG. Any animated advertisements will be accepted as GIFs and cannot exceed 30 seconds. Animated Ads are available on the website and only static Ads in the email newsletter. We currently do not accept any Flash files. All Ads must be sent as RGB, 72 dpi and not exceed 1 MB. Any Ads with a white background must have a minimum 1-pixel border to differientiate Ad from editorial content. *White backgrounds are recommended to not be 100% white but a slight grey of max 5%.

Any creative must be submitted 2 business days prior to launch date to your Dan's Papers sales contact or directly to the Art Director.

Proprietary emails if creating must be 850 x 1200 (maximum). If it is an interactive email, client must provide the raw source html code.

Policies

Dan's Papers reserves the right to edit, alter or omit any advertisement. All advertising is subject to final approval by the Publisher. All advertising content must be clearly differentiated from editorial content. Dan's Papers reserves the right to reject ads that are disparaging to Dan's Papers or have potential for user confusion.

Advertiser and/or advertising agency assumes all liability for advertisements published (including illustrations, text, claims, etc.), and Dan's Papers assumes no financial responsibility for typographical errors or for omission of copy.

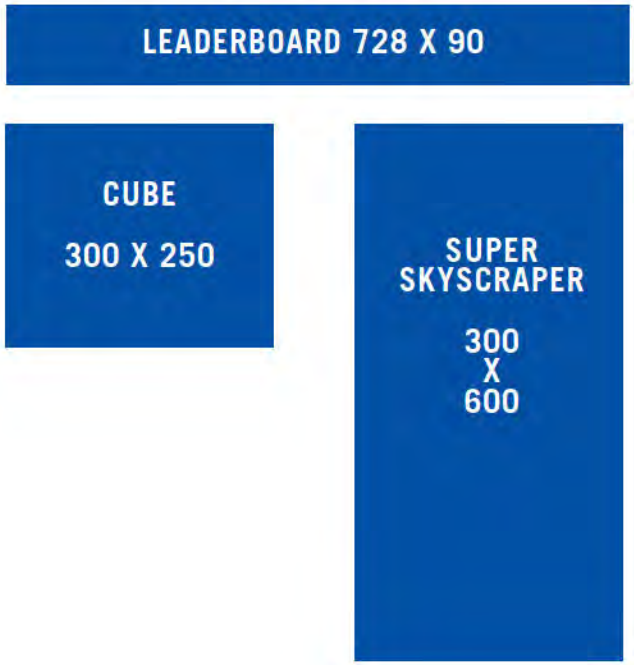
Content Advertising And Integrated Content Guidelines

Dan's Papers will accept only digitally submitted documents for any website or digital email newsletter integrated content. The copy must be in plain text or Microsoft Word. All accompanying artwork must be jpgs, eps or png, RGB and 72 dpi (dot per inch); for website content, images must be no smaller than 900 x 600 pixels.

Sponsorship Guidelines

Each sponsorship is unique and customized. Please contact your Dan's Papers sales representative for guidelines.

Sizes Offered



Dan's DIGITAL ADVERTISING RATES

LEADERBOARDS

HL1 PER MONTH
$1599 + ROS 6 SLOTS MAX

HL2 PER MONTH
$1399 + ROS 10 SLOTS MAX

HL3 PER MONTH
$1199 + ROS 15 SLOTS MAX

HL4 PER MONTH
$1199 + ROS 15 SLOTS MAX

HL5 PER MONTH
$1199 + ROS 15 SLOTS MAX

FEATURED EVENTS

FE1 PER WEEK	$500
FE2 PER WEEK	$400
FE3 PER WEEK	$300

CUBES

HC1 PER MONTH
$799 + ROS 5 SLOTS MAX

HC2 PER MONTH
$699 + ROS 5 SLOTS MAX

HC3 PER MONTH
$599 + ROS 20 SLOTS MAX

HC4 PER MONTH
$599 + ROS 20 SLOTS MAX

HC5 PER MONTH
$599 + ROS 20 SLOTS MAX

SPONSORSHIPS

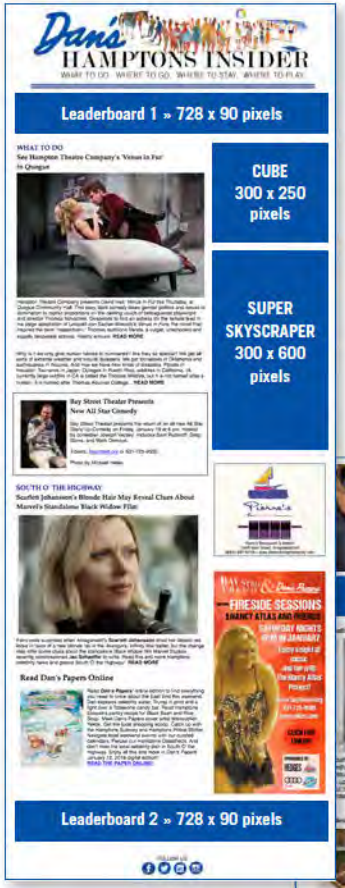
	3 MONTHS	6 MONTHS	ANNUAL
CALENDAR	$7,500	$13,500	$18,000
SOUTH O' THE HIGHWAY	$5,000	$10,000	$18,000
BLOG DU JOUR	$3,000	$5,500	$15,600
READ THE PAPER	$3,000	$3,800	$18,000

CONTENT MARKETING

		12X
EXPERT/HOME	$200/POST	$1200
EXPERT/HEALTH & WELLNESS	$200/POST	$1200
DINING/OTHERS	$200/POST	$1200

- Includes social media promotion of content on Dan's Papers Facebook, Twitter and Instagram

Dan's NEWSLETTER, SOCIAL & PROPRIETARY EMAIL RATES



INTEGRATED CONTENT

	1X	8X	13X	26X
LEADERBOARD	$660	$400	$350	$299
TOP CUBE	$550	$300	$250	$199
CUBE	$385	$200	$150	$125
SUPER SKYSCRAPER	$495	$350	$300	$249
INTEGRATED CONTENT	$605	$400	$350	$299
BOTTOM LEADERBOARD	$385	$200	$150	$129

- Leaderboard, cube and native advertising positions on the must-read Dan's Hamptons Insider Newsletters
- Sent to the largest email database on the East End: 47,000+ opt-in subscribers

PROPRIETARY EMAIL

Per Email $1750

800px Wide X (up to) 1400px long

- Custom designed email exclusively promoting your business
- You own 100% of the message and the content
- Sent to our 47,000+ opt-in database, making you a qualified Dan's Media Partner

SOCIAL POSTS: $500 per post

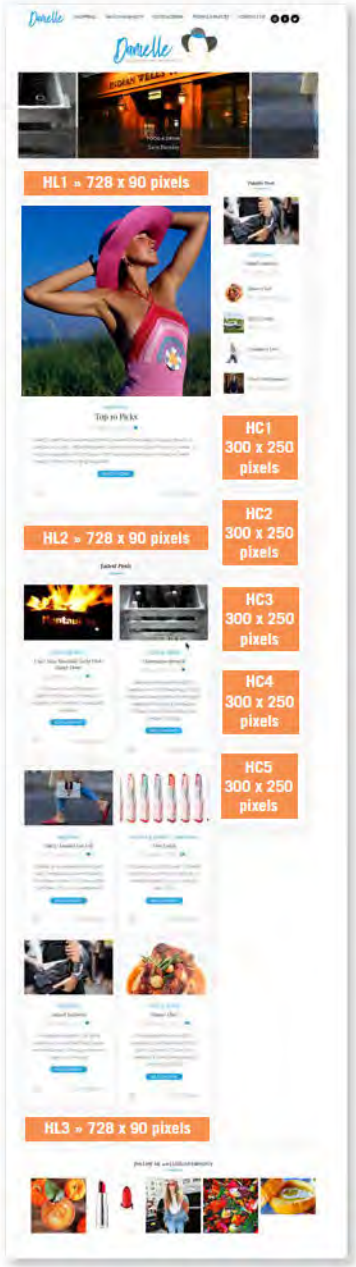
@DANS.PAPERS

@DANSPAPERS

@DANSPAPERS

DIGITAL RATES - DANIELLEHAMPTONS.COM

Danielle
The Hamptons from the Inside Out



DANIELLEHAMPTONS.COM:

Leaderboard (728 x 90) Home Page and ROS:	$799/mo
Cube (300 x 250) Home Page and ROS:	$399/mo
Leaderboard and Cube Home Page and ROS:	$1099

HOME PAGE SPONSORED POST:

Integrated Content posted on Home Page	$400 per post

DANIELLE WEEKLY NEWSLETTER:

Sent to 47,000+ Dan's Papers opt-in subscribers AND posted to Danielle 20k+ followers on FB/Tw

Banners (970px x 112px)	$699 each
Intergrated Content	$899 each

DANIELLE SOCIAL POSTS:

50,000+ followers on Inst/FB/Tw	$500 per post

@DANIELLEHAMPTONS

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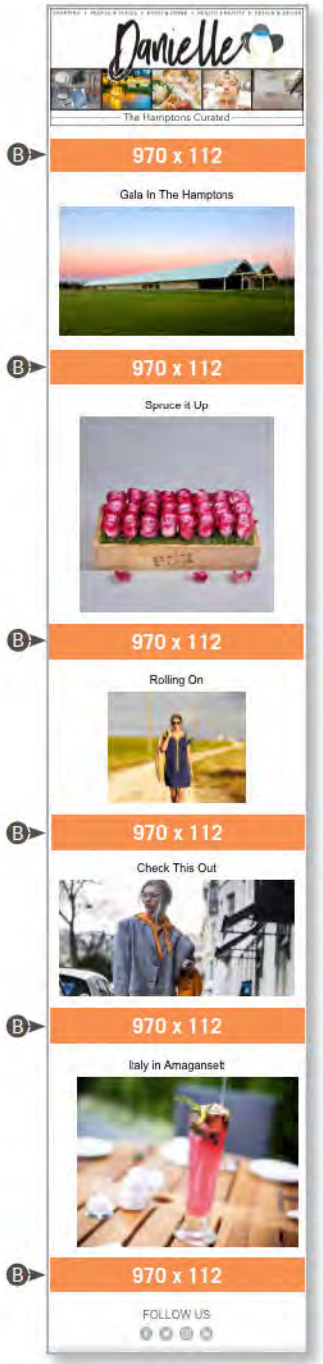
@DANIEHAMPTONS



HEDGES PRINT SPECIFICATIONS

GLOSSY RATES	1X	3X	6X	12X
Premium Glossy Page	$3,750.00	$3,335.00	$3,200.00	$2,815.00
Inside Front Cover	$4,125.00	$3,700.00	$3,500.00	$3,100.00
Inside Front Spread	$11,250.00	$10,100.00	$9,550.00	$8,400.00
Center Spread	$11,625.00	$10,450.00	$9,850.00	$8,700.00
Inside Back Cover	$4,125.00	$3,700.00	$3,500.00	$3,100.00
Back Cover	$5,625.00	$5,050.00	$4,800.00	$4,200.00

AD SPECS

Full Page with Bleed

Bleed 11.125" x 14"
Trim 10.625" x 13.5"
Live Area 9.375" x 12.25"

Spread with Bleed

Bleed 11.125" x 14"
Trim 10.625" x 13.5"
Live Area 9.375" x 12.25"

HEDGES DIGITAL SPECIFICATIONS

BEHINDTHEHEDGES.COM

Leaderboard (970px X 112px)	$599.00
Skyscraper (160px X 600px)	$525.00
Billboard (970px X 250px)	$699.00
Run of Site Cube (300px X 250px)	$499.00

10–15% OPEN RATE

15–20% CLICK THROUGH RATE

HEDGES DAILY NEWSLETTER

Leaderboard (970px X 112px)	$399.00

HEDGES WEEKLY NEWSLETTER

Leaderboard (970px X 112px)	$699.00
Intergrated Content	$899.00

SOCIAL POSTS: $500 per post

@BEHINDTHEHEDGES

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What To Do. Where To Go. Where To Stay. Where To Play.

158 County Road 39 | Southampton, NY | 11968 | 631.537.0500

Visit **DansHamptons.com** to learn even more