



# 2026 MEDIA KIT

DELIVERING CUSTOMIZED,  
LEISURE & LIFESTYLE CONTENT  
TO ISLANDERS AND VACATIONERS



Photo by Michael Spark



**Bay Magazine's clean, modern and unique design stands out from the rest. Our team will work together to create the best quality Editorial magazine to advertise your business. With the images speaking to the readers and the content straight to the point.**

**Reaching over 575,000 people with both our Summer and Fall Issue's of bay magazine will be the only high quality leisure & lifestyle magazine published on Long Beach Island.**

**Our sales representatives are able to meet with you to discuss advertising and show you how bay magazine can help your business.**

## **CIRCULATION & DISTRIBUTION**

**10,000 copies will be printed and distributed on Long Beach Island and vicinity, in stores, restaurants and high volume traffic areas.**

**Plus 35,000 Digital Copies on-line and emailed**

# PRINT RATES

SIZE	SUMMER	FALL
Full Page	\$3,200	\$3,200
Spread	\$6,200	\$6,200
1/2 Horizontal	\$1,800	\$1,800
1/2 Vertical	\$1,800	\$1,800
Inside front cover	\$3,800	\$3,800
Inside back cover	\$3,800	\$3,800
Page facing inside cover	\$3,800	\$3,800
Page 5	\$3,500	\$3,500
Page 7	\$3,500	\$3,500
Page 9	\$3,500	\$3,500
Inside center fold	\$6,200	\$6,200

# CALENDAR

SUMMER  
*issue*

In home July

AD CLOSE

5/16/26

---

FALL  
*issue*

In home September

AD CLOSE

7/18/26

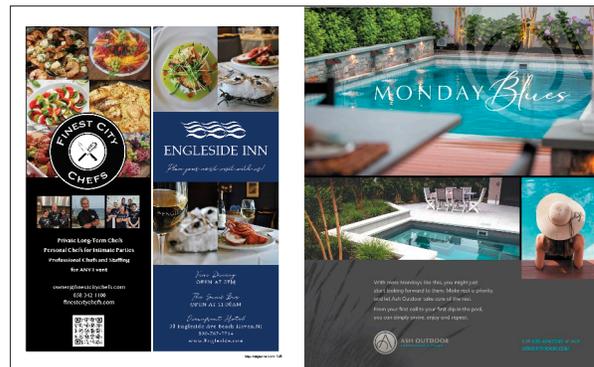
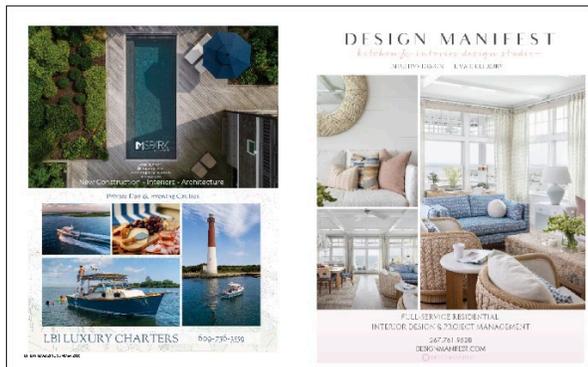
# DEMOGRAPHIC PROFILE

<i>Total adults</i>	<b>575,000</b>	<i>Married</i>	<b>89%</b>
<i>Women</i>	<b>310,000</b>	<i>Any College</i>	<b>93%</b>
<i>Men</i>	<b>265,000</b>	<i>Any children</i>	<b>91%</b>
<i>Median age</i>	<b>43</b>	<i>Employed</i>	<b>99%</b>
		<i>Home owned</i>	<b>93%</b>

# AD SPECS

SIZE	BLEED	TRIM
Full Page	8.625" x 10.75"	8.375" x 10.5"
Spread	17" x 10.75"	16.75" x 10.5"
1/2 Horizontal	7.3785" x 4.7517"	7.125" x 4.625"
1/2 Vertical	3.6875" x 9.5"	3.5625" x 9.375"

Build ad trim size with a .125 bleed and a .625 margin. Please do not include cropmarks. Supply spreads as spreads, all other ads as single pages. All ads must be saved as PDF (300dpi) high-resolution. All images and files must be CMYK. . All spot colors must be converted to CMYK.



# ADVERTORIAL CONTENT

## Open House



**LIVING THE COASTAL DREAM**

PHOTOGRAPH BY [Name]

## Healthy Living



**A Shore Haven of Healing: Orchestrating a Life-Saving Performance at the Jersey Shore**

PHOTOGRAPH BY [Name]

## Get the Look



**Summer Trends**

PHOTOGRAPH BY [Name]

## Weddings



**Nicole and Ryan**

PHOTOGRAPH BY [Name]

## Feed Your Mind



**THE PUNCHED LIFE**

PHOTOGRAPH BY [Name]

## Did you Know



**Riding the Wave for 30 Years**

PHOTOGRAPH BY [Name]

# ADVERTORIAL CONTENT RATES

**1-page** highlighting your brand designed by bay magazine in editorial style. \$5,000

**2-page** highlighting your brand designed by bay magazine in editorial style. \$7,500

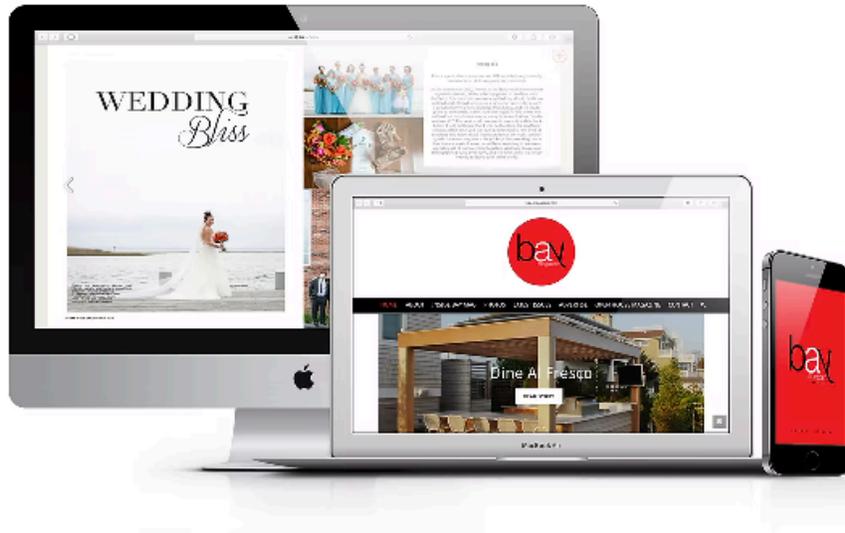
**2-page** spread feature your *wedding* designed by bay magazine in editorial style. \$1,500

**3** spread highlighting your brand designed by bay magazine in editorial style. Ideal for interior designers, builders and real estate \$8,500

**4+ page** spread feature your brand Designed by bay magazine editorial style. Ideal for Organizations, celebrations, achievements \$11,000  
\$1,000 PER PAGE  
AFTER 4 PAGES

# DIGITAL RATES

*anytime anywhere*



## ADVERTISEMENT ON HOMEPAGE

\$1,000

## INSTAGRAM IN-FEED POST

\$1000

## INSTAGRAM STORY

\$300

## TOTAL AUDIENCE

50,000

# CONTACT US

CO-FOUNDER | CHAIRMAN | PUBLISHER

*Gary Henderson*

[gary@bay-mag.com](mailto:gary@bay-mag.com)  
203.240.4269

CO-FOUNDER | CREATIVE EDITORIAL DIRECTOR

*Farrell Dunleavy*

[farrell@bay-mag.com](mailto:farrell@bay-mag.com)  
203.240.8233

HEADQUARTERS

*227 N 13th Street  
Surf City, NJ 08008*

[info@bay-mag.com](mailto:info@bay-mag.com)