The BOOK

LONG BEACH ISLAND'S PREMIER REAL ESTATE MAGAZINE

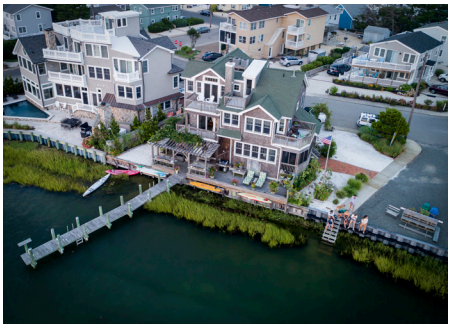
MEDIA KIT 2022

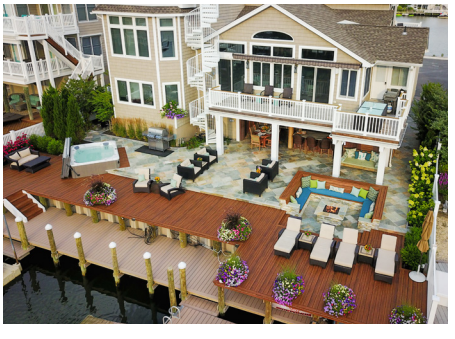
The BOOK

LONG BEACH ISLAND'S PREMIER REAL ESTATE MAGAZINE

The Book Long Beach Island's Premier Real Estate Magazine, is the most comprehensive source of properties for sale on the Long Beach Island. Created by LBI Publishing Inc. who publishes the premier leisure and lifestyle publications on Long Beach Island, *bay magazine*, OPEN HOUSE MAGAZINE and Feed Your Mind Cookbook.

If you are looking to reach potential home buyers for homes on Long Beach Island, Then *The Book* Long Beach Island's Premier Real Estate Magazine is a must.





AUDIENCE & DISTRIBUTION

89%

MARRIED

90%

HOME OWNERS

$300,000

AVERAGE HOME INCOME

$935,000

AVERAGE HOME VALUE

285,000

FEMALE

39

MEDIAN AGE

205,000

MALE

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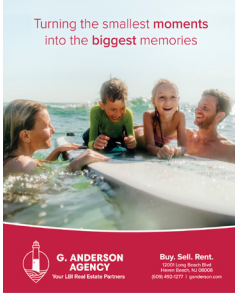
Four times a Year, 5,000 copies of *The Book*

Long Beach Island's Premier Real Estate Magazine, are printed and distributed on Long Beach Island and vicinity, in strategic high volume locations.

Plus 20,000 Digital Copies, will be emailed to clientele.



FULL PAGE

SPREAD

1/2 VERTICAL

1/2 HORIZONTAL

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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"	7.2375" x 4.625"
1/2 Vertical	3.6875" x 9.5"	3.5625" x 9.375"

Build ad trim size and extend bleed 5/8″ beyond trim on all sides. Supply spreads as spreads, all other ads as single pages. All ads must be saved as PDF (300dpi) high-resolution with a hard copy proof. All images and files must be CMYK. All Artwork, images and fonts must be included when file is saved as PDF (high-resolution). All spot colors must be converted to CMYK.

PRINT RATES

SIZE	SPRING
Full Page	$1,200
Double Page Spread	$2,000
1/2 Horizontal	$600
1/2 Vertical	$600
Inside font cover	$1,300
Inside back cover	$1,300
Page facing inside cover	$1,300
Page 5	$1,300
Page 7	$1,300
Page 9	$1,300
Inside center fold	$2,000
Back Page	$2,500

CALENDAR

Publication
MARCH *1,2022*
AD DEADLINE *2/1/22*

Publication
JUNE *1, 2022*
AD DEADLINE *4/24/22*

Publication
AUGUST *1, 2022*
AD DEADLINE *6/22/22*

Publication
OCTOBER *1, 2022*
AD DEADLINE *8/20/22*

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LONG BEACH ISLAND HOME DESIGN MAGAZINE
OPEN HOUSE
INTERIOR & EXTERIOR DESIGN

bay magazine

WEDDING Bliss EXPO
JERSEY SHORE'S PREMIER WEDDING EXPO

LONG BEACH ISLAND'S COOKBOOK
FEED YOUR MIND