

# *The* BOOK

LONG BEACH ISLAND'S PREMIER REAL ESTATE MAGAZINE

MEDIA KIT 2027





Photo by Real Estate Cinema



# *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.

## CIRCULATION & DISTRIBUTION

The Book Long Beach Island's Premier Real Estate Magazine, are printed 6six times a year and distributed 5,000 copies on Long Beach Island and vicinity, in strategic high volume locations. Plus 35,000 Digital Copies, will be emailed to clientele.

# PRINT RATES

| SIZE                     | MARCH   | APRIL   | JUNE    | AUG     | OCT     | NOV     |
|--------------------------|---------|---------|---------|---------|---------|---------|
| Full Page                | \$1,600 | \$1,600 | \$1,600 | \$1,600 | \$1,600 | \$1,600 |
| Double Page Spread       | \$3,000 | \$3,000 | \$3,000 | \$3,000 | \$3,000 | \$3,000 |
| 1/2 Horizontal           | \$900   | \$900   | \$900   | \$900   | \$900   | \$900   |
| 1/2 Vertical             | \$900   | \$900   | \$900   | \$900   | \$900   | \$900   |
| Inside front cover       | \$1,700 | \$1,700 | \$1,700 | \$1,700 | \$1,700 | \$1,700 |
| Inside back cover        | \$1,700 | \$1,700 | \$1,700 | \$1,700 | \$1,700 | \$1,700 |
| Page facing inside cover | \$1,700 | \$1,700 | \$1,700 | \$1,700 | \$1,700 | \$1,700 |
| Page 5                   | \$1,800 | \$1,800 | \$1,800 | \$1,800 | \$1,800 | \$1,800 |
| Page 7                   | \$1,700 | \$1,700 | \$1,700 | \$1,700 | \$1,700 | \$1,700 |
| Page 9                   | \$1,700 | \$1,700 | \$1,700 | \$1,700 | \$1,700 | \$1,700 |
| Inside center fold       | \$3,000 | \$3,000 | \$3,000 | \$3,000 | \$3,000 | \$3,000 |
| Back Cover               | \$3,500 | \$3,500 | \$3,500 | \$3,500 | \$3,500 | \$3,500 |

## AUDIENCE & DISTRIBUTION



MARRIED



HOME OWNERS

\$335,000

AVERAGE HOME INCOME

310,000

FEMALE

43

MEDIAN AGE

\$1,800,000

AVERAGE HOME VALUE

265,000

MALE

# CALENDAR

*Publication*

MARCH 1, 2027

AD DEADLINE 2/1/27

*Publication*

APRIL 15, 2027

AD DEADLINE 3/1/27

*Publication*

JUNE 1, 2027

AD DEADLINE 4/1/27

*Publication*

AUGUST 1, 2027

AD DEADLINE 6/1/27

*Publication*

OCTOBER 1, 2027

AD DEADLINE 8/1/27

*Publication*

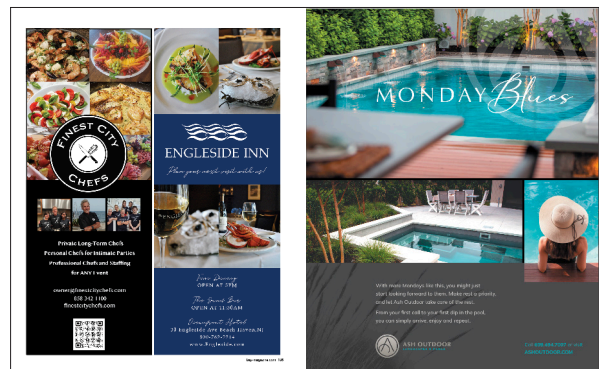
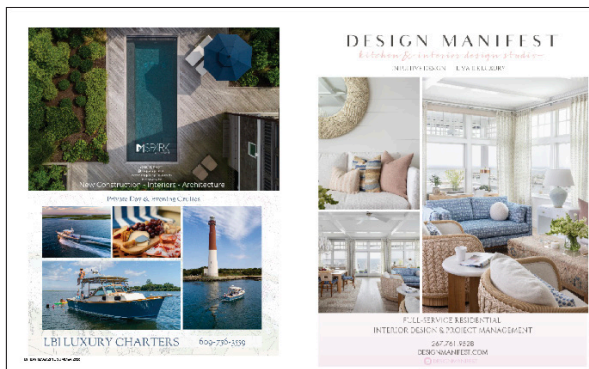
NOVEMBER 1, 2027

AD DEADLINE 9/1/27

# 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 RATES

2-page highlighting your brand  
designed by THE BOOK in  
editorial style.

\$3,000

Cover of Magazine

\$5,000

Feature article

12 pages minimum -  
maximum 20 pages

\$1,000 PER PAGE

Second Cover package

\$3,500

Full page ads on page 4-5

10 pages minimum -  
maximum 15 pages

\$1,000 PER PAGE

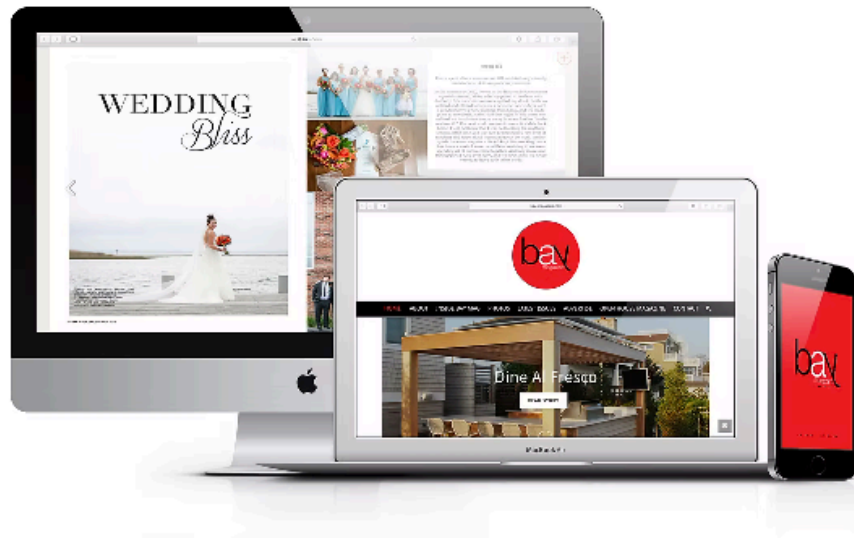
2-page

Cover of Magazine feature



# DIGITAL RATES

*anytime anywhere*



## ADVERTISEMENT ON HOMEPAGE

\$850

## INSTAGRAM IN-FEED POST

\$1000

## INSTAGRAM STORY

\$400

# The BOOK

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



WEDDING  
*Bliss* EXPO.  
JERSEY SHORE'S PREMIER WEDDING EXPO

LONG BEACH ISLAND'S COOKBOOK  
**FEED YOUR MIND**