



# 2024 MEDIA KIT



*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 LBI.*

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



# 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>41</b>	<i>Employed</i>	<b>99%</b>
		<i>Home owned</i>	<b>93%</b>





A close-up photograph of two lemon-colored popsicles on wooden sticks, set against a plain white background. Several fresh green mint leaves are scattered around the popsicles, adding a touch of freshness to the composition. The lighting is soft, creating gentle shadows.

# CIRCULATION & DISTRIBUTION

10,000 copies will be printed for the bay magazine  
Summer and Fall Issues. Plus 30,000 Digital Copies, will be  
distributed on Long Beach Island and vicinity,  
in stores, restaurants and high volume traffic areas







# 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 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	SUMMER	FALL
Full Page	\$2,750	\$2,750
Double Page Spread	\$5,500	\$5,500
1/2 Horizontal	\$1,375	\$1,375
1/2 Vertical	\$1,375	\$1,375
Inside front cover	\$3,000	\$3,000
Inside back cover	\$3,000	\$3,000
Page facing inside cover	\$3,000	\$3,000
Page 5	\$2,800	\$2,800
Page 7	\$2,800	\$2,800
Page 9	\$2,800	\$2,800
Inside center fold	\$5,500	\$5,500

# CALENDAR

SUMMER  
*issue*

In home July

AD CLOSE  
5/15/24

FALL  
*issue*

In home September

AD CLOSE  
7/17/24











# EDITORIAL CONTENT

*Open House*



*Get the Look*



*Weddings*



*Feed Your Mind*



*Did you Know*



*Healthy Living*



DELIVERING CUSTOMIZED, LEISURE & LIFESTYLE CONTENT  
TO ISLANDERS AND VACATIONERS



# CONTACT US

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