

MEDIA KIT

National/International Rates // Print *

Net Rates

	1x	2x	3x	4x
Cover 4	\$200,000	\$195,000	\$190,000	\$185,000
Cover 3	\$190,000	\$185,000	\$180,000	\$175,000
Cover 2	\$195,000	\$190,000	\$185,000	\$180,000
Spread	\$240,000	\$236,000	\$232,000	\$228,000
Full Page	\$120,000	\$118,000	\$116,000	\$114,000

Placement is in all 15 Magazines in Print & Online

Retail Rates // Print *

Net Rates

	1x	2x	3x	4x
Cover 4	\$36,000	\$35,800	\$35,600	\$35,500
Cover 3	\$32,000	\$31,800	\$31,600	\$31,500
Cover 2	\$34,000	\$33,800	\$33,600	\$33,500
Spread	\$40,000	\$39,800	\$39,600	\$39,500
Full Page	\$20,000	\$19,800	\$19,600	\$19,500

Alpine NJ Magazine, Central Park West Magazine, Greenwich Country Capitalist, Hamptons Country Capitalist, International: The Luxury Constellation, Litchfield Country Capitalist, Long Island Country Capitalist, New Canaan Country Capitalist, Rye Magazine, Soho NYC Magazine, The Upper East Side Magazine, Tribeca Magazine, Westchester Country Capitalist, Weston Magazine, Westport Country Capitalist

* 4 Color, Frequency Seasonal, Per Magazine

Rates // Print School Guide *

Net Rates

	1x	2x	3x	4x
College/University/ Boarding/Day	\$40,000	\$38,000	\$36,000	\$34,000

* 4 Color, Frequency Seasonal

Rates // Social Media * Per Month

Net Rates

	1x	2x	3x	4x
Package	\$20,000	\$15,000	\$10,000	\$7,500

Rates // Digital * Per Month

Net Rates

	1x	2x	3x	4x
Banner Ad	\$30,000	\$25,000	\$23,000	\$21,000

PRODUCTION

Print Advertising Specs

Full Page Only, Units in Inches

Trim	8.375 x 10.625
Bleed	8.625 x 10.875
Safety	7.250 x 9.500

CMYK Color, high-res, 300 dpi or greater
Accepted file Formats: .pdf

Digital Advertising Specs

Banner Ad Size 432 x 72 px

Accepted file format for static banner ads is: .jpeg
Accepted file format for animated banners is: .gif

When the banner is emailed for placement, provide full click through url path to link banner to your desired web page.

READERSHIP // DEMOGRAPHICS

	Demographics (Avg. Household Income)
New Canaan Country Capitalist Magazine	\$292,000+
Westport Country Capitalist Magazine	\$292,000+
Greenwich Country Capitalist Magazine	\$296,000+
Long Island Capitalist Magazine	\$300,000+
Rye Magazine	\$300,000+
Westchester Country Capitalist Magazine	\$300,000+
Weston Magazine	\$316,000+
Litchfield County Country Capitalist Magazine	\$500,000+
Hamptons Country Capitalist Magazine	\$900,000+
TriBeCa Magazine (NYC)	\$911,000+
Alpine NJ Magazine	\$1,000,000+
Central Park West (NYC)	\$1,000,000+
International: The Luxury Constellation	\$1,000,000+
Soho NYC Magazine (NYC)	\$1,000,000+
The Upper East Side Magazine (NYC)	\$1,000,000+
Total Print and Online Readership NYC Metro, Suburban Market, and Internationally	400,000+
Total Impressions Generated Per Month via Social Media Platforms	5,000,000+

ADVERTISING DEADLINES

Issue	Space close	Material close	On Sale date
Winter issue	11/1	11/15	1/5
Spring issue	2/1	2/15	4/5
Summer issue	5/1	5/15	7/1
Fall issue	8/1	8/15	10/5