

Coastal

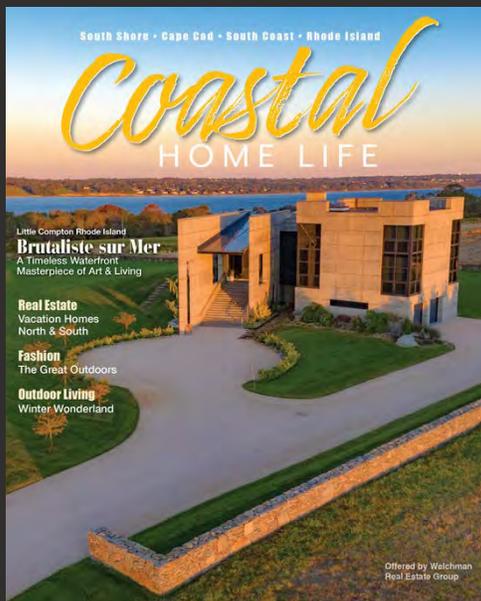
HOME LIFE

2021 MEDIA KIT

REACHING THE MOST AFFLUENT HOMEOWNERS & INDUSTRY PROFESSIONALS IN THE
SOUTH SHORE · CAPE COD · SOUTH COAST · RHODE ISLAND

800-736-9020

WWW.COASTALHOMELIFE.COM



Founded by New England dot Media in 2018, Coastal Home Life is the leading luxury coastal lifestyle magazine in Southern New England. Published bi-monthly, the magazine captures the lifestyle of living in a waterfront community, featuring the best architects, interior designers, landscape architects, real estate experts and home improvement professionals in the region.

From high-end developments to luxury waterfront estates, Coastal Home Life showcases dream homes to our readers but also features local shops and dining, the best vacation escapes near and far, trending products for your home, and tips for improving one's health and wealth. Coastal Home Life magazine is available in print and digital editions.

COASTAL HOME LIFE REACHES OVER

A QUARTER MILLION WEALTHY HOUSEHOLDS & HOME INDUSTRY PROFESSIONALS

at home, at work, on vacation, & at car dealers.

by the numbers

- **15K direct mailed** to the highest earning households & top industry professionals, car dealers, waiting rooms, businesses & more in Southern New England
- **30K+ digital** magazine and online editorial unique readers
- **70K+ email** subscribers engaged at a 21%+ open rate
- **20K+ social** reach on Facebook, and Instagram



WEST BAY & SOUTH COUNTY

Block Island ***
Charlestown
Cranston
East Greenwich
Narragansett
North Kingstown
Providence
South Kingstown
Warwick
Westerly

SOUTH COAST

Dartmouth
Fairhaven
Fall River
Marion
Mattapoisett
New Bedford
Onset
Seekonk
Somerset
Swansea
Wareham
Westport

CAPE COD & ISLANDS

Barnstable
Bourne
Brewster
Chatham
Dennis
Falmouth
Harwich
Marthas Vineyard ***
Mashpee
Nantucket ***
Sandwich

EAST BAY & AQUIDNECK ISLAND

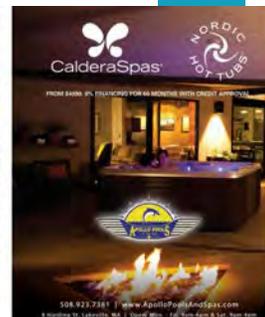
Barrington
Bristol
Jamestown
Little Compton
Middletown
Newport
Portsmouth
Tiverton
Warren
***Seasonal Coverage

KINLIN GROVER
At Your Service on the South Shore and South Coast
Now Open in Onset
211 Onset Avenue | Onset
in the heart of the village
508.295.2000

KINLIN GROVER
South Shore and South Coast
4100 Main Street
508.295.2000

SOUTH SHORE

Cohasset
Duxbury
Hingham
Kingston
Marshfield
Norwell
Plymouth
Pembroke
Scituate



DAVITT
Build smart - live Well
COASTAL PERFECTION
AWARD-WINNING LUXURY & COASTAL BUILDER

Avg Net Worth: \$1,200,000

Median Age: 57

Female Audience: 68%

Coastal Home Life

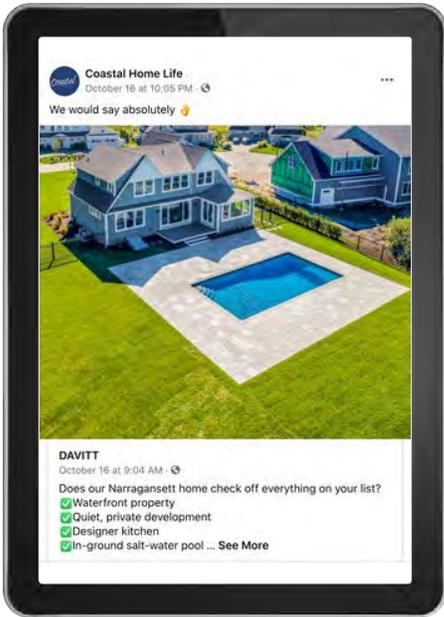
75% OF WOMEN IDENTIFY THEMSELVES AS THE PRIMARY SHOPPERS FOR THEIR HOUSEHOLDS.

85% WOMEN ACCOUNT FOR ALL CONSUMER PURCHASES.

57% TAKE AT LEAST ONE VACATION PER YEAR

65% HAVE A HOUSEHOLD INCOME OVER \$75K

73% LIVE IN HOMES VALUED OVER \$500K



SOCIAL ASSIST



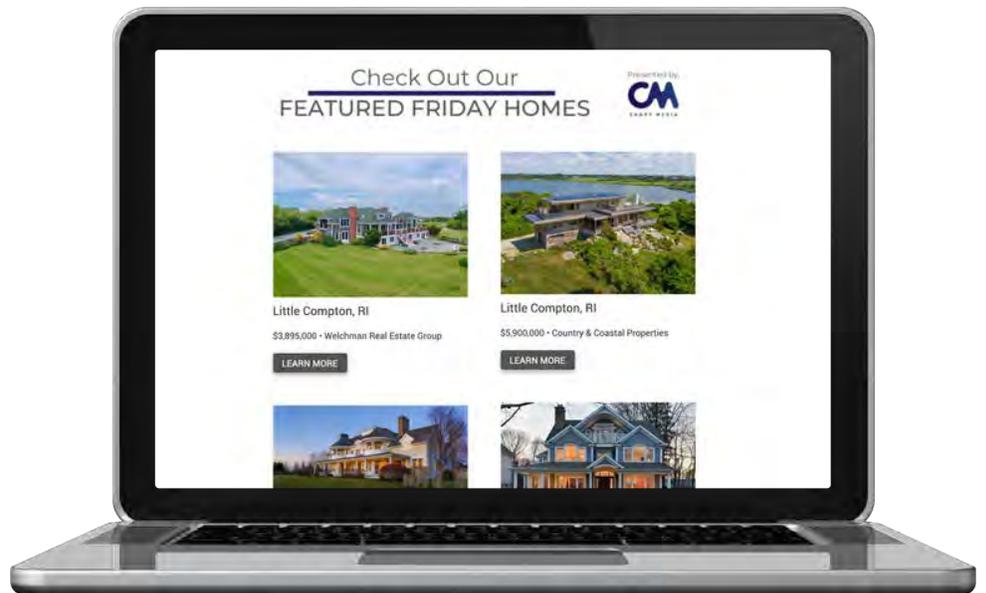
DEDICATED EBLAST



HALF PAGE

FULL PAGE

FULL SPREAD



THE WEEKLY CURRENT NEWSLETTER

COMPLETE MULTI-MEDIA PACKAGES

PRINT & DIGITAL MAGAZINES | WEEKLY ENEWS & DEDICATED EBLASTS
 GEO, EVENT & ADDRESSABLE FENCING | SOCIAL MEDIA ASSIST
 CUSTOM AUDIENCE DEVELOPMENT THROUGH SWEEPSTAKES & CONTESTS

2021 CALENDAR

DESIGN BUILD | OUTDOOR LIVING | REAL ESTATE | MARKETPLACE | LIFESTYLE

JAN/FEB: SOUTH COAST | SPACE DEADLINE: 12/12/20

Essentials: Master Suites and Organized Spaces

Sensational Sleep Options and Storage Solutions for Every Room

MARCH/APRIL: CAPE & ISLANDS | SPACE DEADLINE: 2/12/21

Essentials: Kitchen & Baths

Cooks Quarters and The Perfect Oasis

MAY/JUNE: SOUTH COUNTY & WEST BAY | SPACE DEADLINE: 4/12/21

Outdoors: Pools, Patios & More

Cool Off, Seating in the Shade and Lavish Landscapes

JULY/AUG: EAST BAY & AQUIDNECK ISLAND | SPACE DEADLINE: 6/12/21

Design Build: Top 10 Architects & Top 5 Custom Homes

The Best Architects and Award Winning Custom Homes

SEPT/OCT: SOUTH SHORE LIVING | SPACE DEADLINE: 8/12/21

Entertaining: Basements, Garages, Gyms & More

Great Rooms for Gathering, Inviting Places for Favorite Hobbies and Workout Rooms Galore

NOV/DEC: VACATION HOME LIVING | SPACE DEADLINE: 10/12/21

Local: Shop, Dine & Unwind

5 Favorites Local Spots for Holiday Shopping, Dining and Experiences

SPECIAL SPONSORSHIPS

Opportunity to feature your brand on the opening page of the following departments.

Accents: Local Home Decor

Marketplace: Best Bites & Beverages

Outdoor Living: Seasonal Trends

Living In: Regional Focus

Lifestyle & Leisure: Fashion, Travel, Cars & Boats

EXCLUSIVE FEATURES

Showcase your brand in these special advertising sections through advertorial stories or profiles.

Design Build: 2 or 4 story of a featured custom home

Seaside Six: Top 6 Listings in Focus Region

Vacation Homes: 2 or 4 page featured private community

Great Escape: 2 or 4 story of a featured destination

MONTHLY BUNDLES

SPREAD BUNDLE **\$950 X12**

*Two pages each issue (6) | x4 dedicated email blasts annually
Positions in weekly enews | Social Assist (Likes, Comments & Shares)*

FULL BUNDLE **\$750 X12**

*Full page each issue (6) | x3 dedicated email blasts annually
Positions in weekly enews | Social Assist (Likes, Comments & Shares)*

HALF BUNDLE **\$550 X12**

*Half page each issue (6) | x2 dedicated email blasts annually
Positions in weekly enews | Social Assist (Likes, Comments & Shares)*

A LA CARTE ADVERTISING

x1 magazine and email advertising

PRIME FRONT SPREAD <i>1st, 2nd or 3rd front spread & x2 eblasts</i>	\$2575	FULL PAGE DISPLAY <i>full page display ad and x1 eblast</i>	\$1775 <small>PRIME + 15%</small>
ADVERTORIAL STORY <i>2, 4, 6, or 8 page story inside w/ digital marketing & reprints</i>	\$VARIES	HALF PAGE DISPLAY <i>half page display ad and x1 eblast</i>	\$1250
BRAND TAKEOVER <i>all banners x1 month, x2 eblasts, x2 enews banners, x2 social campaigns, x1 4-page center trunk special insert w/ soft touch or gloss cover, option of gate fold</i>	\$6500	THIRD PAGE DISPLAY <i>third page display ad and x1 eblast</i>	\$975

FRONT COVER PACKAGE

South Shore • Cape Cod • South Coast • Rhode Island

Coastal HOME LIFE

Little Compton Rhode Island
Brutaliste sur Mer
A Timeless Waterfront Masterpiece of Art & Living

Real Estate
Vacation Homes
North & South

Fashion
The Great Outdoors

Outdoor Living
Winter Wonderland

Offered by Welchman Real Estate Group

ARTIST HOME • Coastal Living

The artist's vision of a modern coastal home is realized in this stunning residence. The home features a mix of materials, including stone, wood, and metal, creating a unique and sophisticated atmosphere. The open-plan layout allows for seamless indoor-outdoor living, with large windows overlooking the water.

The home is a true masterpiece of art and living, offering a perfect blend of style and functionality. The attention to detail is evident in every corner, from the custom millwork to the carefully selected finishes. This is a home that will stand the test of time.

Offered by Welchman Real Estate Group

COVER STORY

A Living Expression by The Sea

Brutaliste sur Mer

This stunning waterfront residence is a true masterpiece of art and living. The home features a mix of materials, including stone, wood, and metal, creating a unique and sophisticated atmosphere. The open-plan layout allows for seamless indoor-outdoor living, with large windows overlooking the water.

The home is a true masterpiece of art and living, offering a perfect blend of style and functionality. The attention to detail is evident in every corner, from the custom millwork to the carefully selected finishes. This is a home that will stand the test of time.

Offered by Welchman Real Estate Group

Handcrafted in New Hampshire
Custom cabinetry
for every room in your home

CROWN POINT CABINETS

Available direct, nationwide
Work with one of our
in-house design professionals

800-999-0991 • www.crown-point.com

BACK COVER PACKAGE

DESIGN BUILD
custom laboratory

Crown Point Cabinetry

Building On A Legacy

CROWN POINT CABINETS has been creating beautiful custom kitchens, baths, laundry rooms, bedrooms and more for over 40 years from their sole location in New Hampshire. Crown Point has provided cabinetry for clients in all 50 states, Canada, Europe, and the Caribbean. Pretty impressive for a business that started out as a means to help keep a roof over a family's head.

Early on, the business took shape in the hands of Norm Strout and his wife, Deanna. From a garage, Norm's expert craftsmanship and attention to detail would provide clients real value for their money. Handcrafted, rugged and durable, the first business was to back what he built. But the trend of that time would have the normally recognized companies over time. He would be the first to admit it was to contribute to the family income to feed and sustain their seven children.

With Norm's quality workmanship and Deanna's business acumen, the number of clients increased, as did the number of major orders coming in. The business, "Outgrowing the garage," a "collaborating family" was created, and each of seven children were working together with Norm and Deanna. Norm started the same business in 1980 that he had built, building the first cabinet, keeping promises you make, and standing behind what you create.

As word of mouth grew, so did Crown Point. Sales were up. And up. And up. The size of the customizing crew expanded. But for any designing business, it wasn't without challenges. Growing pains began to surface. Hiring and customer quality issues were making themselves known. The rapid production of that time, top floor "showroom" addressed the situation by reworking the customizing process into a quality first approach. At the same time, the wife finished the implementation of a full, Norm based manufacturing system. Thanks to those key components, Crown Point began to be the origin of all eight children, and was poised to be a long, direct sales.

88 THECROWNPOINT.COM 89 THECROWNPOINT.COM 90 THECROWNPOINT.COM 91 THECROWNPOINT.COM

A COMPLETE MULTI-MEDIA APPROACH

CONTACT US FOR AVAILABILITY

- front cover main image and 4-page story inside OR back cover with front cover mention and 2-page story inside.
- feature on CoastalHomeLife.com w/ backlinks & lead generation form
- dedicated eblasts to over 70K subscribers (FC x2 and BC x1)
- inclusion in weekly enews for 2-months
- social media paid/organic campaign

FRONT COVER - \$5500
BACK COVER - \$3750



CUSTOM AUDIENCE PACKAGE

Database of Entries Is Yours to Keep & Re-Market To

- geo, event and/or addressable fence of 100K impressions+ campaign
- x2 email blasts to enter the sweepstakes or contest
- x2 news positions to enter the sweepstakes or contest
- organic/paid social campaign to enter the sweepstakes/contest
- enter to win display ad in Coastal Home Life Magazine

FROM \$2,750 + PRIZE(S) FOR SWEEPSTAKES/GIVEAWAY

Offer Extra Entries, A Thank You Message Call to Action & Bounceback Offer in Thank You for Entering Email

GEO, EVENT & ADDRESSABLE FENCING

Target Your Audience, Serve Them Mobile Ads and Track Conversions



- Target households in neighborhoods near recently listed and/or sold homes
- Geo-target an event audience and advertise to them after the event
- Geo-fence specific locations and advertise to them for 30-days

FROM \$15/CPM | EXAMPLE 100,000 IMPRESSIONS = \$1500

Address	City	State	Zip
123 Main St	Miami	FL	33125
456 Main St	Miami	FL	33125
789 Main St	Miami	FL	33125

ADDRESSABLE-FENCE



HOME.GOLF.LIFE.

PRINT. DIGITAL. SOCIAL.

BRANDING & GRAPHIC DESIGN <> PRINTING & MAILING
WEB DESIGN & HOSTING <> SOCIAL, EMAIL & CONTENT MARKETING
DIGITAL & PRINT ADVERTISING <> GEO, EVENT & ADDRESSABLE FENCING

WWW.NEWENGLAND.MEDIA



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