

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

# Coastal HOME LIFE

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2022 MEDIA KIT



Founded by New England dot Media in 2018, Coastal Home Life is the leading luxury coastal lifestyle magazine in Southern New England. Published quarterly, 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. CHL 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.

**2,000,000+** TOTAL ANNUAL READERSHIP

Wealthy Homeowners & Leading Industry Professionals



**SOUTH SHORE**  
 Cohasset Marshfield  
 Duxbury Norwell  
 Hanover Plymouth  
 Hingham Pembroke  
 Kingston Scituate

**THE BEST IN DESIGN BUILD, REAL ESTATE, HOME IMPROVEMENT, OUTDOOR LIVING, LIFESTYLE, LEISURE & MORE...**

- **Direct Mailed** to the highest earning households & top industry professionals, car dealers, waiting rooms, businesses & more in the Coastal Communities of Southern New England.
- **Event Distribution** at four New England Home Shows and the Newport International Boat Show and more.
- **Digital Distribution** through weekly email newsletters, dedicated email blasts, multiple websites & social channels.

**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



**Coastal** Home Life

**Female Audience: 68%**

**Median Age: 57**

**Avg Net Worth: \$1,200,000**

**73%** LIVE IN HOMES VALUED OVER \$500K

**65%** HAVE A HOUSEHOLD INCOME OVER \$175K

**57%** TAKE AT LEAST ONE VACATION PER YEAR

**85%** WOMEN ACCOUNT FOR ALL CONSUMER PURCHASES.

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

# 2022 CALENDAR

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

## SPRING ISSUE - MARCH 1

SPACE DEADLINE: FEBRUARY 15

NEW ENGLAND HOME SHOWS DISTRIBUTION

LIVING IN: Cape & Islands

BEST IN: Design Build

TIPS & TRENDS: Smart & Solar

## SUMMER ISSUE - JUNE 1

SPACE DEADLINE: MAY 15

LIVING IN: Rhode Island

BEST IN: Outdoor Living

TIPS & TRENDS: Get Organized

## FALL ISSUE - SEPTEMBER 1

SPACE DEADLINE: AUGUST 15

NEWPORT BOAT SHOW DISTRIBUTION

LIVING IN: South Shore

BEST IN: Kitchen & Bath

TIPS & TRENDS: Interior Design & Decor

## WINTER ISSUE - DECEMBER 1

SPACE DEADLINE: NOVEMBER 15

HOLIDAY SHOPPING GUIDE

LIVING IN: South Coast

BEST IN: Real Estate, Finance & Insurance

TIPS & TRENDS: Flooring & Furniture

**DEPARTMENTS IN EVERY ISSUE** - Opportunity to feature your brand on the opening page or in the section of the following departments.

**Accents:** Local Beach Themed Home Decor

**Marketplace:** Best Bites & Seaside Sips, Gifts for Her & Him

**Outdoor Shop:** Seasonal Trends

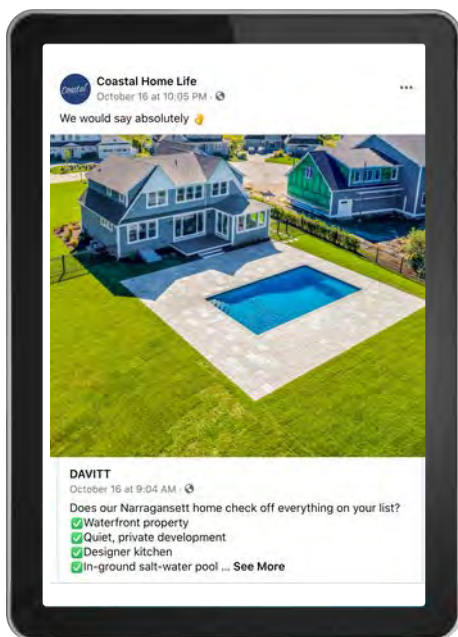
**Living In:** Regional Real Estate & Local Businesses

**Lifestyle & Leisure:** Fashion, Travel, Cars, Boats & More

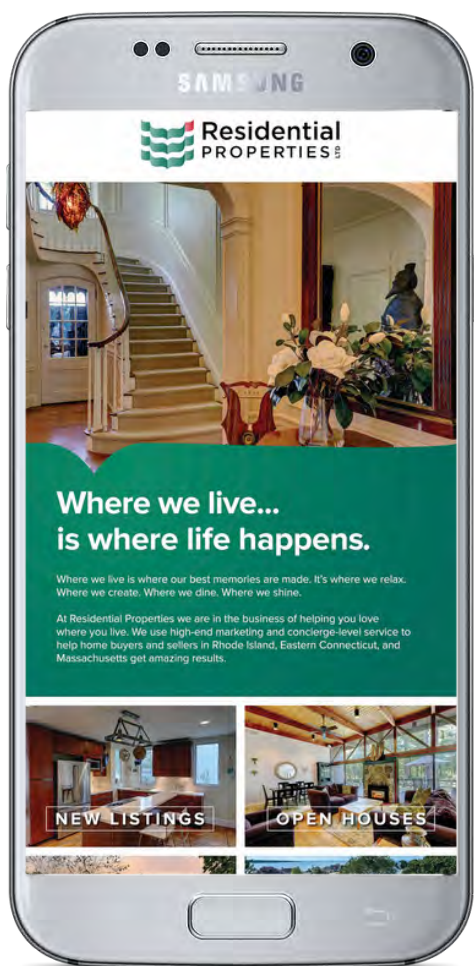
**The Current:** Regional Events & Happenings

**Health & Wealth:** Exercise & Investments

**Resort Style Living:** 4 Season Community Opportunities



SOCIAL ASSIST



DEDICATED EBLAST



HALF PAGE

FULL PAGE



FULL SPREAD



THE WEEKLY CURRENT NEWSLETTER

## MULTI-MEDIA PACKAGES FROM \$1,500

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

## CUSTOM AUDIENCE PACKAGE

- geo, event and/or addressable fence impressions campaign
- x2 email blasts to enter the sweepstakes or contest
- x2 enews 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 \$2,500 + PRIZE(S) FOR SWEEPSTAKES/GIVEAWAY



## SOCIAL GEO-FENCING



- Target households in neighborhoods, events, competitors, and more
- Define demographics of audience and target on social media
- Complete report on conversions, impressions and more

FROM \$20/CPM | EXAMPLE 100,000 IMPRESSIONS = \$2,000

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



**HOME.GOLF.LIFE.**

PRINT. DIGITAL SOCIAL EVENTS.

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

NewEngland   
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DESIGN.DISTRIBUTE.DELIVER  
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