

25A MAGAZINE

Manhattan & Long Island's Gold Coast Luxury Magazine



2022

Media Kit

New York City | Nassau's Gold Coast | Hamptons

Fashion | Luxury | Profiles | Features | Shopping | Travel | Art | Design | Auto | Fox

ABOUT **25A MAGAZINE**



REDEFINING **LUXURY**

25A MAGAZINE REDEFINES what we know about luxury publications by delivering the distinctive culture of Nassau's coveted North Shore into the hands of its readers. From social events to shopping, personalities to places, engaging interviews to reliable reviews. Our readers are in the know about what's buzzing in our unique community. 25A Magazine features alluring, glossy ads with the latest and greatest from noteworthy local establishments such as restaurants, boutiques and jewelers that entice even the most discriminating tastes while showcasing the products and services that define the luxurious Long Island lifestyle.

25A Magazine is named for the famed route that extends from New York City along the northern coast of Long Island out to its East End. Launched in 2012 as a quarterly glossy serving the North Shore of Nassau County, 25A Magazine quickly gained much well deserved notoriety. Because of this, the magazine expanded its circulation into the Hamptons and New York City and increased its frequency to 11 issues per year.

This area has a fabulous history. At the turn of the 20th century, the North Shore of Long Island, particularly Nassau County, suddenly became home to some of the most affluent and powerful people. A competition arose to outdo the next socialite and robber baron. Soon more than 600 of the world's most prestigious mansions appeared in the area, built for and by names like JP Morgan, Vanderbilt, Roosevelt, Whitney, Woolworth and Guggenheim, to name just a few. The North Shore was the setting for F. Scott Fitzgerald's iconic novel *The Great Gatsby*. While the story was fictional, it was based on

some unbelievable yet true events. Today, the Gold Coast continues to be one of the most prominent and exclusive areas in the country to live and 25A Magazine is the only dedicated luxury lifestyle magazine to serve this market.

Heading east, on the South Fork of the Island is the famed summer playground known as collectively as The Hamptons. From Quogue to Montauk, this is another one of the country's hot spots renowned for celebrity sightings, summer parties and even a little R & R, while still retaining some of its original New England and coastal-living lifestyle. Here the homes, restaurants and shopping are experiences in themselves.

On the North Fork is some of the Island's most preserved beauty in quaint little villages where that Americana aura graces the landscape across backcountry roads. Today, there are still plenty of working farms and vineyards, featuring Long Island's ever-expanding wineries that extend out to the tip of the North Fork.

It's no wonder that each year, the Gold Coast and the Hamptons continue to top Forbes Magazine's list of America's most affluent neighborhoods and 25A Magazine reaches them all.

25A Magazine takes pride in delivering exclusive local content with a national flair. Our covers feature prominent celebrities while within our pages, a variety of content includes high-end fashion, interior design, real estate, luxury cars, yachts, luxury travel, art, food and events.

25A Magazine Readers
are
Highly Educated
Affluent
Luxury
Consumers
Local
National
&
International

READERS

Female 62% Male 38%

Age

18-24 1%

25-34 13%

35-44 25%

45-54 33%

55+ 28%

Married 77%

INCOME

Long Island's Nassau North Shore
Average household income \$225,000+

New York City
Average Household Income \$184,118
Average Household Net Worth \$1,336,945
Median Home Sale Price \$1,256,975

EDUCATION

College degree 91%

Postgraduate study 51%

REAL ESTATE VALUE

Home value over \$1.7 million 93%

Own additional real estate 76%

Own summer/vacation property 56%

EXPENDITURES

Purchased luxury watches 89%

Purchased fine jewelry 91%

SHOPPING

Shop in the Hamptons and Gold Coast 98%

Shop on Madison Avenue 93%

Shop on Fifth Avenue 92%

LIFESTYLE

Percentage of readers who:

Dine out more than once per week 80%

Contribute to charitable organizations 71%

Drink luxury spirits, premium beers, imported wines 72%

Exercise more than two times per week 81%

Attend cultural performances 69%

Frequent nightclubs/lounges 40%

HOME DÉCOR

Redecorate 48%

Own artwork and collectibles 86%

Own antiques 88%

TRAVEL (LAST TWO YEARS)

Vacation abroad 82%

Average number of trips 9

Average spent on trips \$34,100

Europe 86% / Canada 25%

Bermuda / Caribbean 57%

Traveled on a private aircraft 21%

**Readership study
May 2012, September 2012*

MANHATTAN

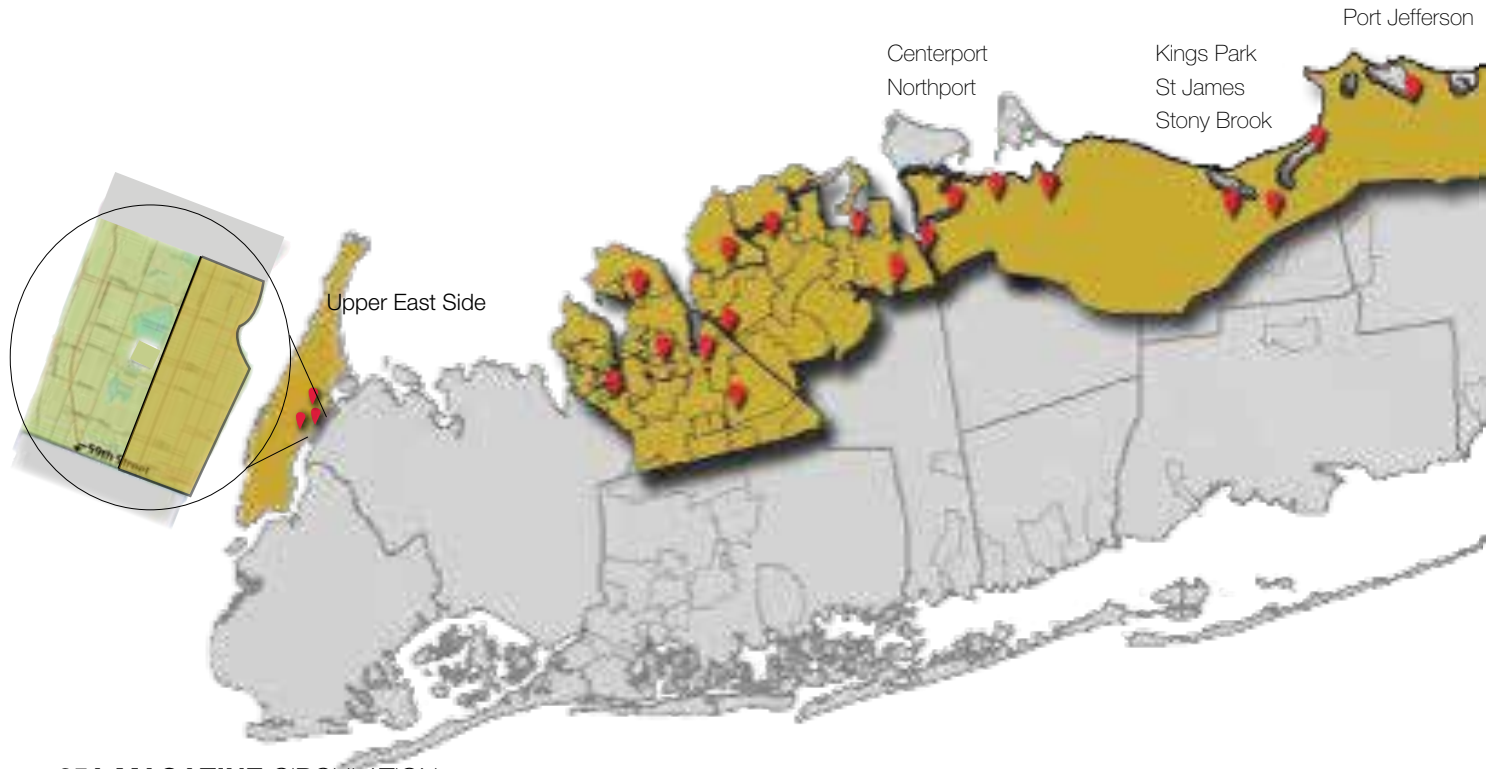
Upper East Side
Third Avenue
Lexington Avenue
Park Avenue
Madison Ave
Fifth Avenue
Central Park South

GOLD COAST

Cold Spring Harbor
East Hills
East Norwich
Glen Cove
Glen Head
Great Neck
Greenvale
Huntington
Jericho
Locust Valley
Manhasset
Oyster Bay
Old Westbury
Roslyn
Roslyn Heights
Syosset
Woodbury

THE HAMPTONS

West Hampton
Southampton
East Hampton
Montauk



25A MAGAZINE CIRCULATION

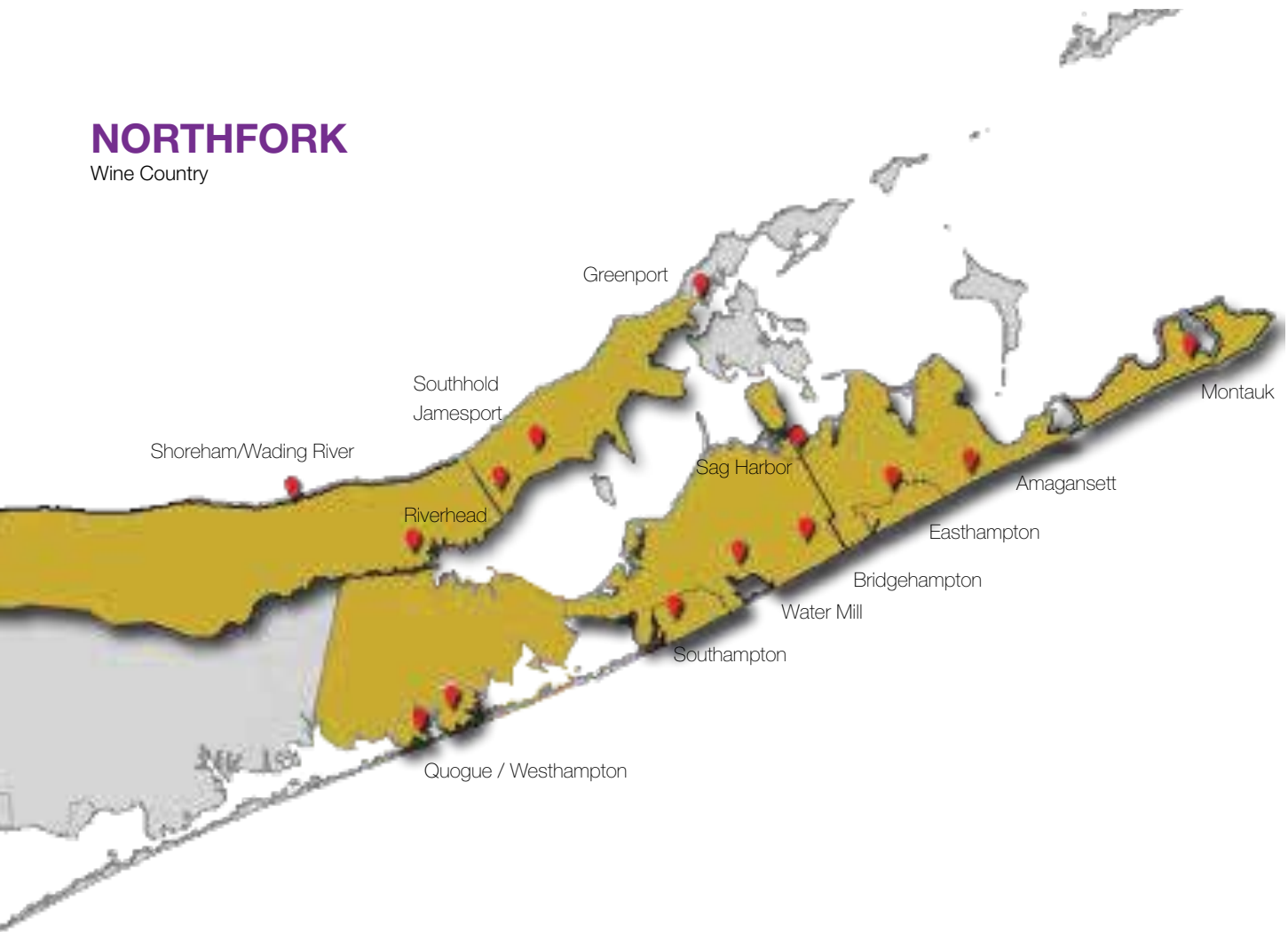
25A Magazine is drop shipped to retail store locations in high wealth markets.
25,000 circulated in the Gold Coast aculated in the Gold Coast area of Long Island.
8000 circulated in the Hamptons and North Fork*
20,000 on Manhattan's Upper East Side.

25A Magazine is printed 11 times per year in 2017
25A Magazine receives a six-time pass-along rate**, with a total readership of 150,000 per issue.

To access the highest number of luxury readers possible, we deliver to specific locations frequented by our readership.

NORTHFORK

Wine Country



Retail Stores on The Gold Coast 35%

25A Magazine reaches customers at the most prestigious and prominent locations, including fashion boutiques, jewelers, private clubs, beauty stores and furniture stores.

Restaurants, Lounges 33%

25A Magazine is distributed to the finest salons, day spas and boutique hotels in the area

Charity, private Events, Venues 5%

25A Magazine provides direct access to the most exclusive high-profile local events.

Subscriptions and Home Delivery 4%

Annual Subscriptions are delivered to local high-net-worth and high-income individuals.

Real Estate Agencies / Art Galleries 3%

25A Magazine is distributed to select real estate offices throughout the Gold Coast

Private Jets, Luxury Car Service 9%

25A Magazine is distributed in private plans, airports, and in the vehicles of the most prominent executive car and limousine services.

** Circulation and distribution information maybe adjusted accordingly.*

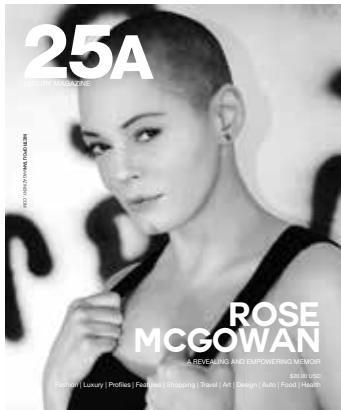
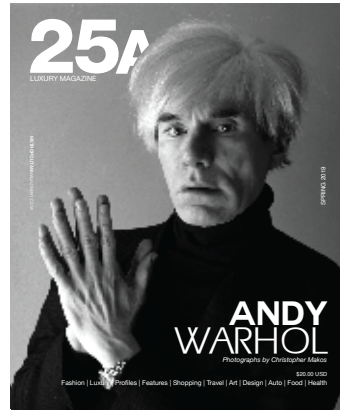
Hamptons distribution is increased from 4000 to 8000 seasonally in addition to the 25,000 regular circulation.

Revised June 2013

25A

Long Island's Gold Coast Luxury Magazine

25A Magazine takes pride in delivering exclusive local content with a national flair. Our covers feature prominent celebrities.



25A Magazine expanded its reach westward to one of America's greatest and historic cities. New York City is steaming with the rich history of the most famous businessmen such as Andrew Carnegie, John D. Rockefeller, and Cornelius Vanderbilt. The world trade center, the financial district, continues to flourish as one of the most visited iconic locations.



Grand Central Station:

Having more platforms than any other railroad station in the world, Grand Central Station is a location that tourists come from all over to see. It symbolizes the history of this country as it was built during the peak of the time when Americans were extending their reach with the innovations of long-distance passenger rail travel.



Rockefeller Center:

This complex of 19 commercial buildings was founded by the Rockefeller family and declared a National Historic Landmark in 1987. Today, the famous Rockefeller Center represents John D. Rockefeller's legacy that today's businessmen aspire to replicate.



Carnegie Hall:

Named after the historic big businessman Andrew Carnegie, Carnegie Hall is a cultural center of New York City that showcases the most high end music and concerts.

25A MAGAZINE DIGITAL/WEB/SOCIAL MEDIA



OUR ONLINE PLATFORM offers additional fresh, relevant and interactive content to reach and engage users via a variety of wireless and social media, through our website and digital version of the magazine.

Our site is also formatted for mobile devices to give the user the best online experience.

25A Magazine engages its readership through both social media as well as up close and personal with cover parties that our advertisers can sponsor.

25A Magazine also engages daily with its followers and gives mentions of all of our advertisers.

facebook/25amagazine

twitter/25amagazine

instagram/25amagazine



25A MAGAZINE SPONSORSHIPS

25A Magazine often hosts cover parties and is involved with a number of high profile events with businesses, charities and other organizations.

Through our network, we offer sponsorship opportunities that can help you connect and grow your business.

Sponsorship opportunities may include:

- Logo on Step and Repeat
- Signage at event
- Products promoted through gift bags
- Product placement/sampling at event
- Logo on Invitation
- Email blast to 25A's exclusive mailing list
- Social Media Blasts
- Social Media Ads & Coverage
- Event featured in print and online
- Recognition at event



Publication Size **9" x 10.875"**



Bleed
9.25" x 11.125"

Trim
9" x 10.875"

Type Safety
8.5" x 10.375"

Paper **Specs**

Cover 10 pt. matt-coated cover stock

70 lb. gloss stock inside

Ad **Sizes**



Double Page Spread



Full Page Bleed



Full Page Non Bleed



1/2 Vertical



1/2 Horizontal

Ad **Sizes**

Double Page Spread

Bleed: 18.25" x 11.125"

Trim: 18" x 10.875"

Type Safety 17.5" x 10.375" Gutter 1/4"

Full Page

Bleed: 9.25" x 11.125"

Trim: 9" x 10.875"

Type 8.5" x 10.375"

Full Page Non Bleed:

8.5" x 10.375"

1/2 Vertical Page

4.125" x 10.375"

1/2 Horizontal Page

8.5" x 5.0625"

Special **Instructions**

- *Printed in 4 Color (CMYK) (extra charges for spot color)*
- *Acceptable file formats: for "camera" ready ads:*
- *PDFx/1-a, .TIFF, .EPS, postscript/open type fonts only, high resolution (300dpi) photos*
- *Offset Crop and Bleed marks by .125*
- *Files can be submitted via email if less then 10MB*
- *or by ftp, if larger.*
- *Please check with your account rep for emailing and/or ftp instructions.*

EDITORIAL CALENDER 2022

| Issue | Theme | Ad Reservation | Editorial | Final Ad Due | Delivery |
|-----------|-------------------------|----------------|-----------|--------------|----------|
| February | Bridal/Romance | 1/1/22 | 1/8 | 1/8 | 1st wk |
| March | Spring Fashion | 2/1/22 | 2/5 | 2/5 | 1st wk |
| April | Food | 3/1/22 | 3/4 | 3/4 | 1st wk |
| May | Hampton Lifestyle | 4/1/22 | 4/5 | 4/5 | 1st wk |
| June | Men's Fashion/Golf | 5/1/22 | 5/6 | 5/6 | 1st wk |
| July | Travel/Salons & Spas | 6/1/22 | 6/3 | 6/3 | 1st wk |
| August | Arts & Education | 7/1/22 | 7/8 | 7/8 | 1st wk |
| September | Fall Harvets | 8/1/22 | 8/5 | 8/5 | 1st wk |
| October | Fall Fashion | 9/1/22 | 9/9 | 9/9 | 1st wk |
| November | Home Design/Real Estate | 10/1/22 | 10/7 | 10/7 | 1st wk |
| December | Gift Giving/Jewelry | 11/1/22 | 11/4 | 11/4 | 1st wk |

TERMS & CONDITIONS

Advertiser is agreeing to reserve space in 25A Magazine. All ads must meet 25A Magazine's ad specifications as listed in our media kit which terms are incorporated herein.

25A Magazine is not responsible for improperly sized/formatted ads submitted by Advertisers/Agencies.

Camera-ready ads, are due in by the pre-established deadlines. Failure to submit ad will result in a previous ad being run and/or filled with content at 25A Magazines discretion.

All ads are placed on the right side by default. Unless specified, 25A Magazine reserves the right to place advertising where it see fit and reject and/or reposition any advertisement that detracts from the look and feel of the magazine.

Unless otherwise specified and approved in writing, there are no cancellations or refunds. Advertiser may opt to skip one issue with 60 days written notice provided that 25A Magazine can fill the reservation space. Skipped ad will run at end of contract term.

Terminating contract will result in full rate card rate to be applied to past and future ads.

Editorial Features will be assigned at mid point or at the end of the contract term and at the discretion of the Editor in Chief unless otherwise specified in writing. Editorial features are treated as such and are subject to the rules

and editorial guidelines of 25A Magazine the terms of which are incorporated herein. Reproduction quality is at the advertiser's risk if 25A Magazine specifications are not met or if material is received after closing date, even if on extension.

All digital media will be held for twelve months.

All media are considered non returnable.

25A Magazine reserves the right to reject any advertisement. Terms specified in the "Notes" area of the contract supersede the standard contract terms. If unspecified, standard terms apply.

Advance payment is required for new advertisers, other terms are available for contract clients.

All contracted fees will be honored.

In the event Advertiser breaches this contract or a dispute arises between the parties hereto, 25A Magazine shall be entitled to an award of attorney's fees, costs and disbursements from the other party (for underlying action and collection). Venue shall be in Nassau County, NY.

Information in this media kit is subject to change without notice.

25A Magazine

646.930.3007, 718.310.3704 | 25amagazine.com