

# ONLY NANTUCKET

inspired lifestyles

**ONLY NANTUCKET** is a new, upscale, coffee table publication dedicated to showcasing the elegant, yet casual, lifestyle of those who live on and visit Nantucket. This unique lifestyle will be reflected in the magazine through the quality of its contents and the elegance of its presentation.

**ONLY NANTUCKET** will allow readers to discover and enjoy the best of what Nantucket has to offer - beautiful homes, interior designers, boutique shopping, talented artisans, exquisite restaurants, prestigious properties and profiles of the people who create "our way of living."

## ▶ READERSHIP is estimated at 320,000 pass-along readers

80,000 issues will be available in high visibility locations as well as online to over 1.5 million viewers on well-visited NantucketOnline.com and on Amazon.com

## ▶ PROMOTED in over 100,000 publications

Complimentary issues are distributed on large racks that display our other Nantucket publications. Located in select spots to reach a quality readership:

- Nantucket Memorial Airport terminal
- Nantucket private jet terminal
- Hyannis Municipal Airport
- Welcome packets for private yachts docked in the Nantucket Boat Basin
- Welcome packets given out through real estate offices
- High-end boutiques, salons and shops
- Luxury inns and hotels
- Exclusive concierge desks

## ▶ ALSO AVAILABLE AT

- The Hub in the center of Town
- 'Sconset Market
- Nantucket Visitor Services
- Local supermarket
- Bartlett's Farm
- Steamship Authority

## ▶ ISSUES

### MID-MAY

On stands for Memorial Day weekend, Wine Festival and Restaurant Week

- wine and food issue
- restaurant and chef profiles
- coveted restaurant recipes

### END OF JUNE / JULY

On stands for the July 4th crowd

- *Home & Garden: nantucket* Resource Directory includes profiles of interior designers, landscapers, kitchen designers, artists, etc.
- Real Estate
- Living luxuriously on the land, on the sea and in the air
- Summer Island life and activities

### AUGUST / SEPTEMBER

On stands for beginning of August

- Fashion issue - jewelry, boutiques, clothing and accessories
- Shops and artisans
- His & Her gift guide
- Fall and Winter weddings

### OCTOBER / DECEMBER

On stands for Thanksgiving and Christmas Stroll

- Decorating and food ideas for celebrations
- Fall and winter fashion - holiday wear
- Gift guide from Island businesses

PER ISSUE RATE   ONE ISSUE   TWO ISSUES   THREE ISSUES   FOUR ISSUES

## ▶ AD SIZE

Spread .....	\$5,950	\$5,652	\$5,355	\$5,058
Full Page Ad .....	\$3,250	\$3,088	\$2,925	\$2,763
2/3 Page Ad .....	\$2,850	\$2,708	\$2,565	\$2,423
1/2 Page Ad .....	\$2,150	\$2,043	\$1,935	\$1,828
1/3 Page Ad .....	\$1,650	\$1,568	\$1,485	\$1,403
1/4 Page Ad .....	\$1,250	\$1,188	\$1,125	\$1,063
1/6 Page Ad .....	\$850	\$808	\$765	\$723
1/12 Page Ad .....	\$550	\$523	\$495	\$468

## ▶ COVERS

Inside Front Cover or Page 1 .....	\$4,500	\$4,275	\$4,050	\$3,825
Outside Back Cover .....	\$5,500	\$5,225	\$4,950	\$4,675
Inside Back Cover .....	\$3,500	\$3,325	\$3,150	\$2,975
Cover Panel .....	\$3,500	\$3,325	\$3,150	\$2,975

## ▶ PREFERRED POSITIONS

Across from Table of Contents 1 & 2				
Full Page .....	\$3,500	\$3,325	\$3,150	\$2,975
Masthead Spread (1 Full pg. and 1/3 pg.) .....	\$4,500	\$4,275	\$4,050	\$3,825

## ▶ PROFILE (Home & Garden issue)

2-Page Profile .....	\$3,500	\$3,325	\$3,150	\$2,975
• Includes a full page color ad and a Mini-Website on NantucketOnline.com				
1-Page Profile .....	\$2,750	\$2,613	\$2,475	\$2,338
• Includes a 1/2 page color ad				

## ▶ REAL ESTATE INSERT BOOKLET – 8 1/4" w x 9" h – booklet trim size

Full page *ONLY* advertiser: Free booklet page and 1/8 pg. agent spot (Upgrade to 1/4 page \$250)  
 1/2 page *ONLY* advertiser: \$500 for a booklet page and \$250 for a 1/8 pg. agent spot (Upgrade to 1/4 page \$250)

### ISSUES

- Wine and food, restaurant and chef profiles
- *Home & Garden: nantucket* Resource Directory
- Fashion issue, shops and artisans
- Thanksgiving and Christmas food and decorating, shopping gift guide

### ARTWORK DUE

4/2/12  
 5/7/12  
 6/11/12  
 8/27/12

### ON STANDS

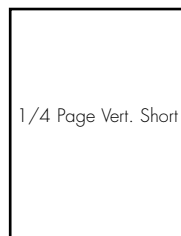
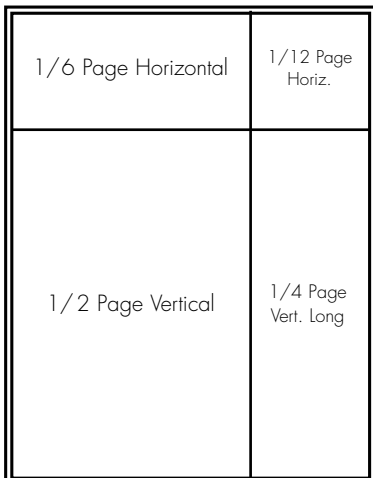
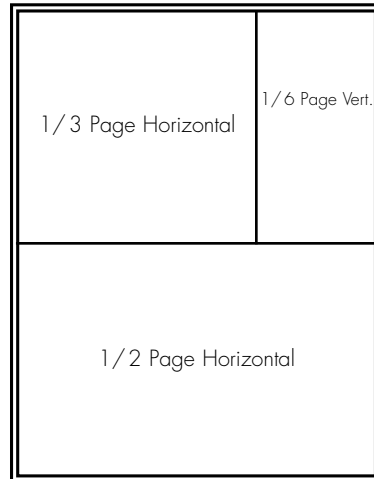
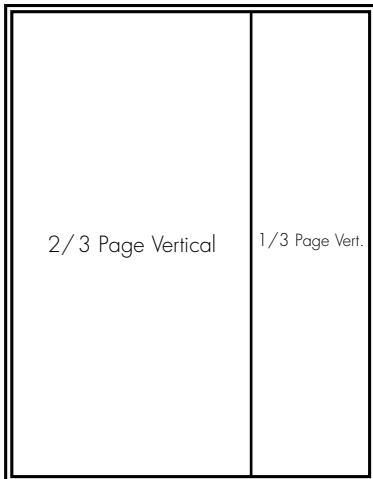
MID-MAY  
 JULY  
 AUGUST  
 END OF OCTOBER



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[www.NantucketOnline.com](http://www.NantucketOnline.com)

## ▶ AD SIZES

Magazines Trim Size	9" W x 12" H
Full Page	8 3/4" W x 11 3/4" H
Full Page Bleed	9 1/4" W x 12 1/4" H
2/3 Page Vertical	5 7/16" W x 9 3/4" H
1/2 Page Horizontal	8 1/4" W x 5 1/2" H
1/2 Page Horizontal Bleed	9 1/4" W x 5 3/4" H
1/2 Page Vertical	4 1/2" W x 7 1/4" H
1/3 Page Vertical	2 5/8" W x 11 1/4" H
1/4 Page Vertical Short	4" W x 5 1/2" H
1/4 Page Vertical Long	8 1/8" W x 2 5/8" H
1/6 Page Horizontal	5 7/16" W x 2 3/4" H
1/6 Page Vertical	2 5/8" W x 5 1/2" H
1/12 Page Square	2 5/8" W x 2 3/4" H
Cover Panel	3 1/2" W x 12" H
Real Estate Booklet	5 7/16" W x 12" H



## ▶ AD REQUIREMENTS

### ELECTRONIC FILE FORMAT

- EPS file at 300 dpi
- TIF file at 300 dpi with NO LAYERS
- PDF file with all fonts embedded
- Adobe Illustrator EPS file needs to be created with all fonts outlined with imported images saved at 300 dpi
- For Bleed ad keep all essential copy and art 1/4" from trim edge (magazine trim size 9" w x 12" h)
- FILES MUST TO BE SAVED IN CMYK
- COLOR PROOFS Matchprint, Kodak or 3M Digital must be submitted with the ad if you want color match at press

### IMPORTANT NOTES

Ads supplied via FTP must be followed by a hard copy proof.

Ads can be mailed, emailed or posted on our FTP site.

FTP site address: call us for information

Email to: [gustavo@nantucketonline.com](mailto:gustavo@nantucketonline.com)

Mail to: P.O. Box 1018 • Nantucket, MA 02554

Ship to: 27 Mill Street • Nantucket, MA 02554

If you have any questions, contact our Graphic Designer at 508.228.3866

### PRODUCTION CHARGES

If work is done to correct submitted files, there will be a charge.

Ads submitted after deadline date, \$100. fee.

Ads submitted when files are at press, \$200. fee.

Other fees apply according to work done.

## ▶ GRAPHIC SERVICES

- Our graphic department can create an ad for you, whether for one of our publications or for any other.
- We offer reduced rates when the ad is placed in our publication.
- Website design is also available.