

Nantucket^{TODAY}

Media Kit 2018



What is *Nantucket Today*? Authentic Nantucket

That is the answer I often hear as publisher of this magazine. Readers and advertisers alike appreciate *Nantucket Today*, a magazine I founded back in 2002, for its genuine look at the real Nantucket, through the eyes of those who have called the island their home for years, and in some cases, generations.

In every issue of the magazine we explore the beauty of the island's natural world, delve into its rich history and uncover little-known facts about Nantucket.

We introduce readers to the people who make up the fabric of island life with profiles of Nantucket personalities and people who make a difference.

And we provide an in-depth look at what to do, where to eat and the special way of living that defines the Nantucket lifestyle.

A lifelong islander, I have seen Nantucket change significantly over the years. This magazine strives to blend the old with the new.

Marianne Stanton
Publisher



Published by

The Inquirer and Mirror

Nantucket's Newspaper since 1821

1 Old South Road • 508-228-0001 • nantuckettodayonline.com

DISTRIBUTION

- Online e-version available at nantuckettodayonline.com. Advertisers website addresses link directly to their website.
- The exclusive Nantucket in-room publication in the luxury resort properties of Nantucket Island Resorts including the White Elephant Hotel, Jared Coffin House, White Elephant Village, Wauwinet, and The Cottages, and at Boat Basin.
- Delivered to all paid subscribers of *Nantucket Today* and *The Inquirer and Mirror* both on and off-island.
- Available at Nantucket Visitors Services, real estate offices, hotels, inns, retail stores, grocery stores, professional offices, salons and newsstands across the island.

6 ISSUES PER YEAR

SPRING

Daffodil Weekend
Nantucket Wine and Food Festival

ADVERTISING DEADLINE - Thursday, March 8th
DISTRIBUTION DATE - Friday, April 20th

JUNE

Figawi Regatta/Memorial Day Weekend
Spring Restaurant Week
Nantucket Book Festival - *official sponsor*
Nantucket Film Festival - *official sponsor*

ADVERTISING DEADLINE - Friday, April 6th
DISTRIBUTION DATE - Friday, May 25th

JULY

Independence Day Celebration
Nantucket Yoga Festival
Nantucket Comedy Festival
Arts & Artisan Show
Nantucket Triathlon
Nantucket Dance Festival
Nantucket Garden Festival
Sculpture & Sandcastle Contest

ADVERTISING DEADLINE - Friday, May 4th
DISTRIBUTION DATE - Friday, June 29th

AUGUST

Nantucket by Design
August Fete
Summer Antiques Show
Boston Pops Concert
Autism Speaks Walk - *official sponsor*
The Summer Groove
Nantucket Race Week/Opera House Cup - *official sponsor*
Swim Across America Open Swim

ADVERTISING DEADLINE - Friday, June 8th
DISTRIBUTION DATE - Friday, July 27th

FALL

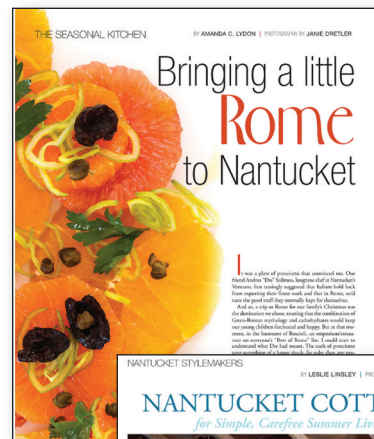
Labor Day
The Nantucket Project - *official sponsor*
Fall Restaurant Week
Nantucket Cranberry Festival
Maritime Festival
Columbus Day
NantucketGrown Food Festival
Halloween Parade - *official sponsor*

ADVERTISING DEADLINE - Friday, July 20th
DISTRIBUTION DATE - Friday, August 31st

WINTER

Festival of Wreaths
Thanksgiving/Cold Turkey Plunge
Tree Lighting & Community Caroling
Christmas Stroll - *official sponsor*
Festival of Trees - *official sponsor*
Holiday Red Ticket Drawing
New Year's Eve

ADVERTISING DEADLINE - Thursday, October 11th
DISTRIBUTION DATE - Friday, November 16th





"Nantucket is blessed with several magazines that cover the social life, natural beauty, and lifestyles of island residents, and each has its own personality. I love "Nantucket Today", both as an interior designer/advertiser and reader, because it offers in-depth articles on the fascinating people and history of a small island with so many stories to tell. There's no way to know everyone on island, as small as it is, but Nantucket Today makes me feel as if I do. I know that I can turn to its pages to find a great restaurant to eat at or an event to attend, and I know that my clients turn to it, too. Great editing and its own island style make the magazine a must-have for Dujardin Design Associates, as well as for me and my family."

- Trudy DuJardin (Advertiser)
DuJardin Design Associates



"The articles are so well written in Nantucket Today and I appreciate the diversity of the subject matter."

- Stefan from N.Y.C.

"I love reading Nantucket Today because, as a summer resident, it gives me an insider's look at the real Nantucket, unlike the other magazines that seem geared to off-islanders."

- Amy from Summit, N.J.

"Nantucket Today is about real people residing and making a living on Nantucket. That's what makes the magazine so personal."

- Kerry from Greenwich, CT

2018 ADVERTISING RATES

Lower Rates for Multiple Buys

COLOR	1x	2x	3x	6x
Full Page	\$2760	\$2600	\$2330	\$2290
1/2 Page	\$1460	\$1370	\$1225	\$1200
1/3 Page	\$1030	\$955	\$855	\$805
1/4 Page	\$760	\$720	\$645	\$605
1/6 Page	\$515	\$475	\$425	\$405

BLACK & WHITE

Full Page	\$1950	\$1825	\$1635	\$1535
1/2 Page	\$1300	\$1170	\$1045	\$985
1/3 Page	\$650	\$610	\$545	\$515
1/4 Page	\$490	\$465	\$400	\$385
1/6 Page	\$325	\$310	\$275	\$260

**20%
Discount**

2018 AD SIZES

SIZE	WIDTH	HEIGHT
COVERS		
Bleed	9.25"	11.125"
Trim	9.00"	10.875"
FULL PAGE		
Bleed	9.25"	11.125"
Non-Bleed	8.00"	9.875"
1/2 Vertical	3.90"	9.875"
1/2 Horizontal	8.00"	4.855"
1/2 Short	5.275"	7.345"
1/3 Vertical	2.555"	9.875"
1/3 Square	5.275"	4.855"
1/4 Square	3.90"	4.855"
1/6 Vertical	2.555"	4.855"
1/6 Horizontal	5.275"	2.355"

CAMERA READY ADS:

We accept only Mac compatible digital files. For PDF files (preferred) all fonts must be embedded, color as CMYK, NOT spot or RGB and resolutions are NOT to be downsampled. Photoshop and Illustrator files should be saved in .TIFF or .EPS format. Photos and Logos should be 300 DPI. Line art should be 1200 DPI. We do not accept PageMaker or InDesign ads. All ads must be accompanied by laser proofs.

PREFERRED PLACEMENT:

Special positions are guaranteed when available on a no cancellation basis at a 10% premium. General positioning is at the discretion of the publisher.

GENERAL TERMS:

If multi-rate contracts are not fulfilled, the client will be rebilled at a one time rate. The publisher reserves the right to reject or cancel any advertising for any reason at any time. All rates shown are net rates.

ADVERTISING DEADLINES:

Deadlines are as published. If an ad is scheduled for a given issue and the material is not received by the issue ad deadline, the most recently run ad will be repeated and the customer will be charged.

- * Bills are sent monthly and are payable Net 30 days after the date of invoice. 1.5% monthly interest will be charged on any unpaid balance over 30 days. New advertisers may be required to pre-pay for their first insertion.

Mary Sharpe

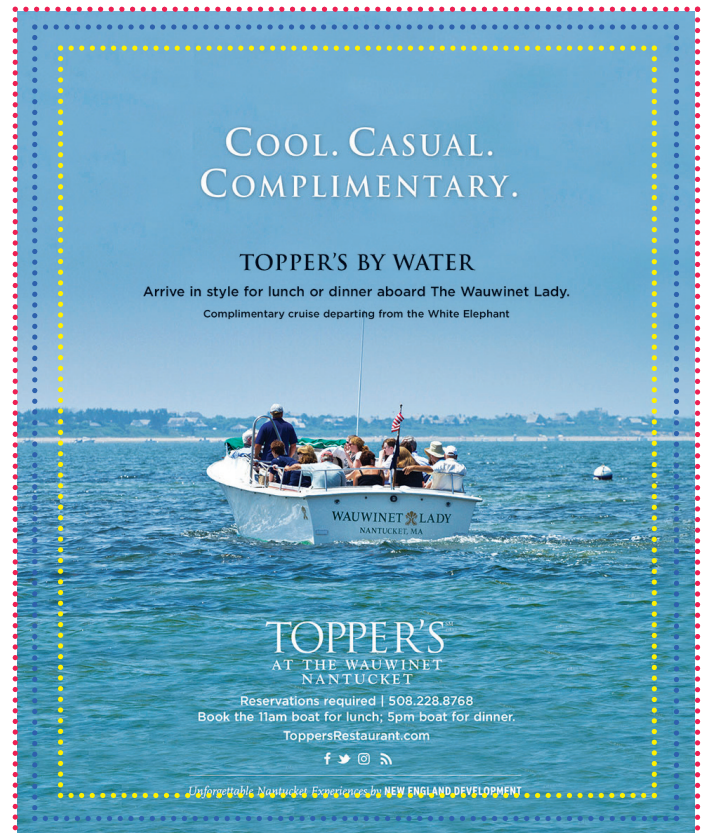
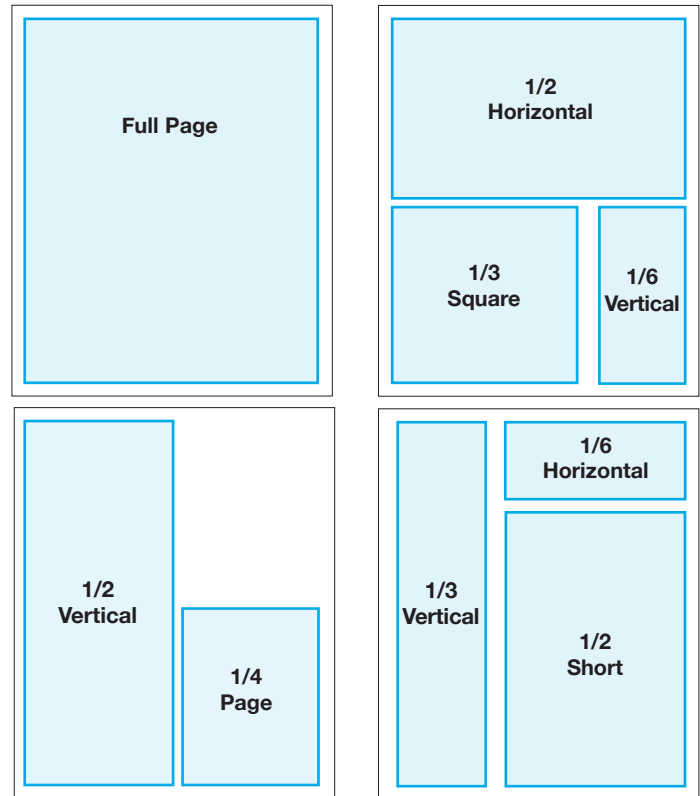
msharpe@inkym.com

508.228.0001 x27

Audrey Wagner

awagner@inkym.com

508.228.0001 x30



..... **SAFETY MARGIN:** 1/4" (To avoid text or logo be cut during final trim).

..... **FINAL TRIM SIZE:** 9.00" x 10.875"

..... **BLEED SIZE:** 9.25" x 11.125"