

— NORTH FORK — REAL ESTATE SHOWCASE

2020 MEDIA KIT



THE PREMIER LUXURY REAL ESTATE AND LIFESTYLE MAGAZINE

A POWERFUL BRAND

North Fork Real Estate Showcase is the premier luxury real estate and lifestyle magazine for the North Fork. Visually stunning, the editorial content incorporates interior and landscape design, architecture, the arts, travel, and the latest news about the North Fork real estate scene. As a complement to the print magazine, *NorthForkRealEstateShowcase.com* offers a robust digital experience for the reader and advertiser alike. Cross-pollinated with social media sites Facebook, Twitter, and Instagram – *NFRES* content reaches thousands of dedicated followers with every issue.





ISSUE / EDITORIAL	SPACE RESERVATION	MATERIALS	AVAILABLE
PRESIDENTS' DAY - V8N1 COLOR	1/15/20	1/22/20	2/7/20
MARCH - V8N2 BUILDERS	2/12/20	2/18/20	3/6/20
APRIL - V8N3 KITCHENS	3/10/20	3/17/20	4/3/20
MAY - V8N4 GARDEN	4/7/20	4/14/20	5/1/20
MEMORIAL DAY - V8N5 SUMMER KICKOFF	5/1/20	5/5/20	5/22/20
JULY 4TH - V8N6 ENTERTAINING	5/26/20	6/2/20	6/19/20
AUGUST - V8N7 ARCHITECTURE	6/23/20	6/30/20	7/17/20
LABOR DAY - V8N8 FLORIDA LIVING	7/21/20	7/28/20	8/14/20
SEPTEMBER / FALL - V8N9 MARITIME	8/18/20	8/25/20	9/11/20
COLUMBUS DAY - V8N10 FOOD & WINE	9/15/20	9/22/20	10/9/20
THANKSGIVING - V8N11 HOLIDAY SHOPPING	10/13/20	10/20/20	11/6/20
HOLIDAY/NEW YEAR - V8N12 TRAVEL	11/10/20	11/17/20	12/4/20

*Editorial content not final and subject to change. Ad close and material dates are not final.



“Print magazines are #1 in reaching super influentials with higher incomes”

- MRI-Simmons, Spring 2018

“Affluent magazine readers spend big on home remodeling and decorating services”

- MRI-Simmons, Spring 2018



Consumers immerse themselves in magazine content in both print and digital formats



Average time spent per issue

*Subscribers/newstand buyers and other members of their households.
Source: MRI-Simmons, Special Tabulators, Fall 2018

“Devoted print magazine readers are more active on social media than the general population”

- MRI-Simmons, Doublebase 2018



OUR ELITE AUDIENCE

North Fork Real Estate Showcase offers luxury advertisers a highly efficient opportunity to target the most affluent consumers in one of the nation's most coveted destinations.

North Fork Real Estate Showcase Readers

- Average Age: 48
- 52% Female
- 48% Male

NFRES Readers Own Expensive Homes

- 84% own their primary residence
- 76% own multiple homes
- Average luxury home value: \$1,808,029

NFRES Readers Drive Expensive Cars

- 75% own or lease a luxury vehicle

NFRES Readers Buy Luxury Brands

- 79% have bought luxury products within the past month

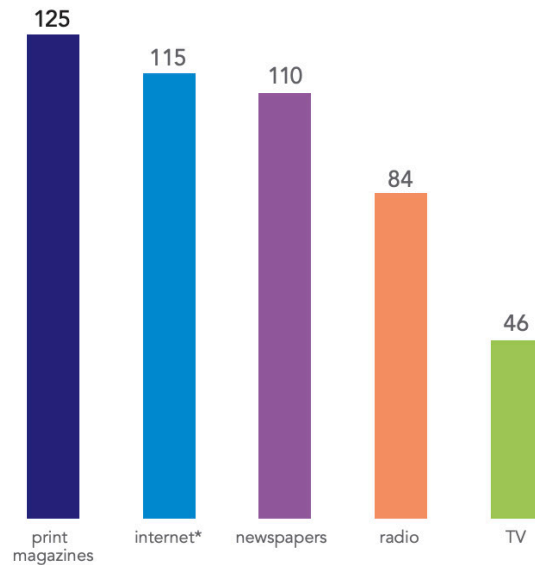
NFRES Readers Dine Out

- 74% dine out more than once a week

Sources: MarketResearch.com, Miller Samuel 3Q 2019, Ad Age



Households
with income of
\$250K+
are drawn to
magazines



Household income \$250K+ (index)

*Includes internet magazine activity.

Index: Top quintile of users of each medium vs. adults 18+.

Source: MRI-Simmons, Fall 2018



“Advertising in
magazine media
consistently increases
sales across product
categories”

- Meredith Corporation/Nielsen
Catalina Solutions 2018

“Affluent magazine readers
spend the most on luxury goods”

- Ipsos Affluent Survey USA, Fall 2018



North Fork Real Estate Showcase is the premier luxury real estate & lifestyle magazine in the North Fork. The magazine provides an extended reach and distribution to the ultra-affluent demographic in our respective markets.

Average monthly circulation of 20,000 copies distributed to
the North Fork, New York City & South Florida



North Fork Market:

- Luxury Real Estate Offices
- Fine Dining
- Gourmet Markets
- Art Galleries
- Fitness Studios
- Hotels & B&Bs
- Luxury Auto Dealers
- Train Stations, Airports & Private Air Terminals
- Home Design & Retail Shops
- Monthly VIP mailings to readers with net worth over \$5M

New York City Market:

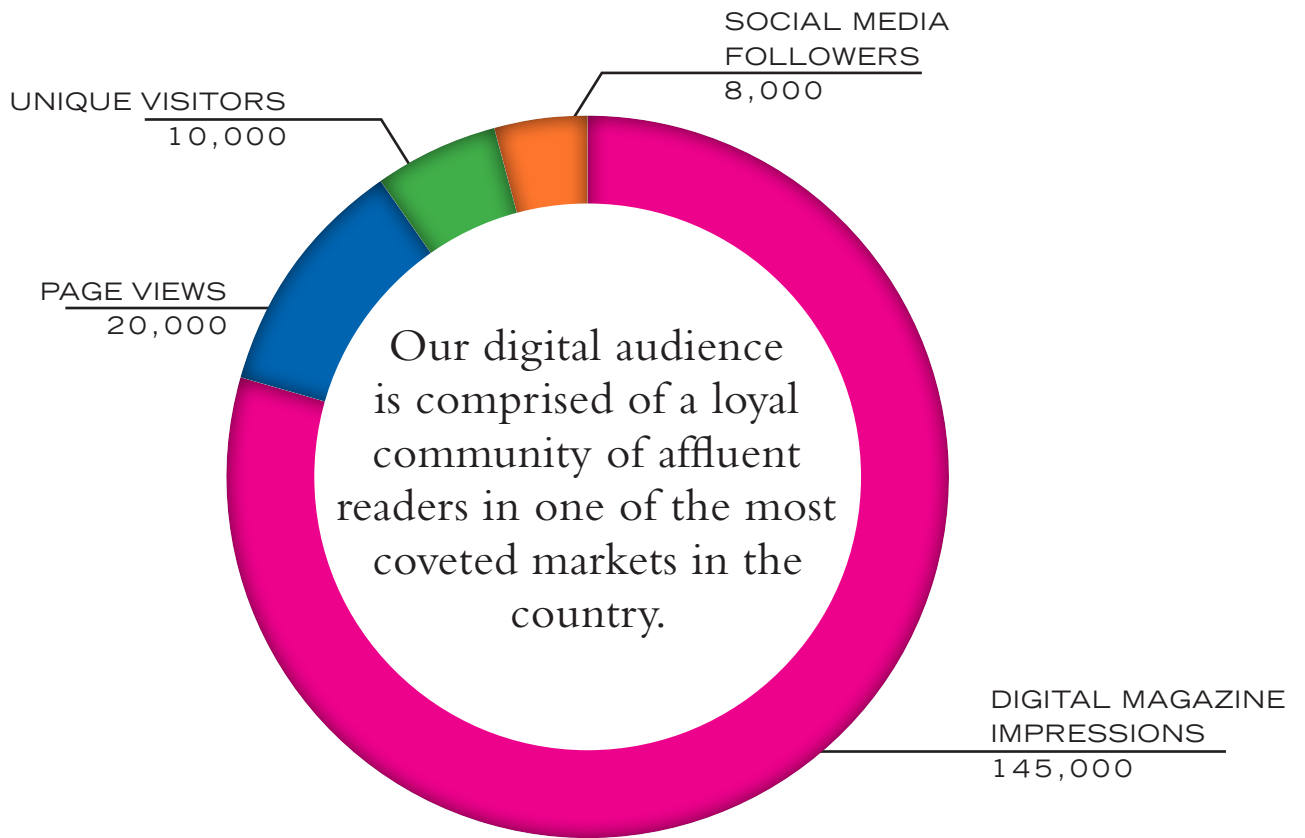
- 400 high-end doorman only apartment & condominium lobbies
 - 5th Avenue
 - Park Avenue
 - Upper East Side
 - Upper West Side
 - Madison Avenue
 - Central Park West
 - SoHo
 - Tribeca



South Florida Market:

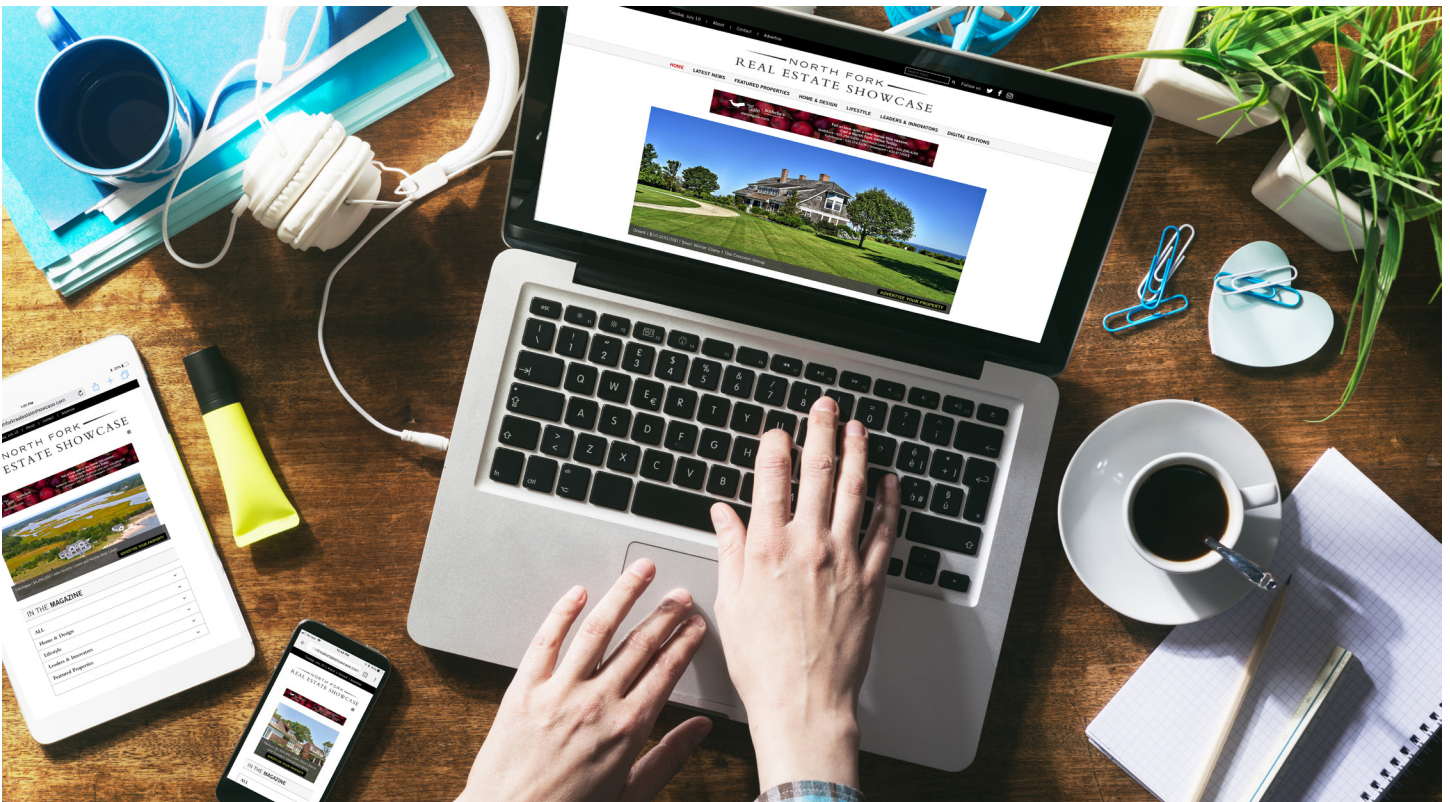
- 300 highly targeted Gold Coast locations from Miami to Palm Beach
- Luxury condominium towers
- Fine Dining
- Luxury Auto Dealers
- Luxury Five-Star Hotels
- Luxury Real Estate Offices

DIGITAL AUDIENCE



★ Data from 10/31/2018 - 10/30/2019

NORTHFORKREALESTATESHOWCASE.COM



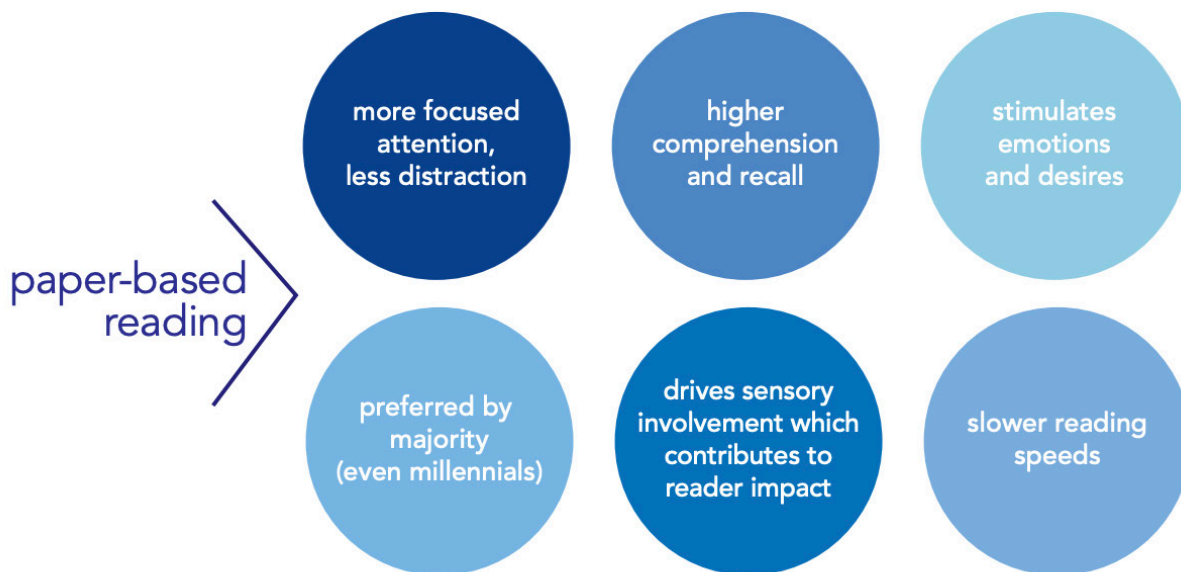


“Print ads are a top advertising channel, with a survey showing that four out of five Americans (82%) saying they trusted magazine ads over digital ads”

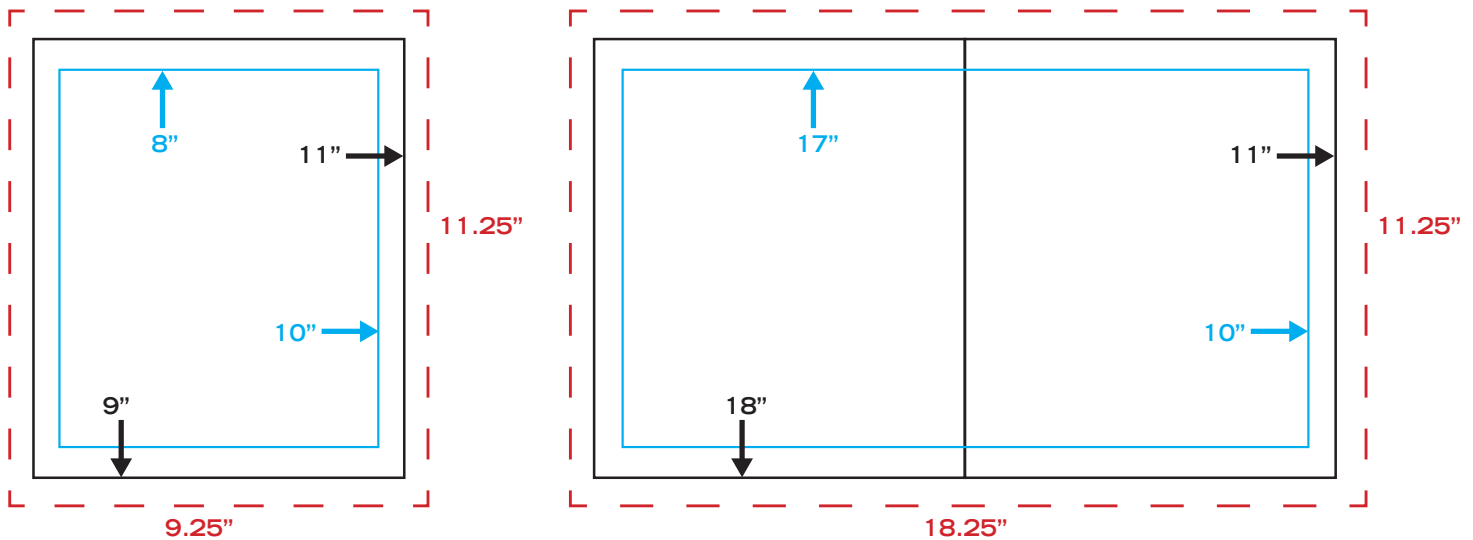
- Marketing Sherpa, 2019

What neuroscience says about why print magazine ads work

Paper readers remember more.



Source: “What Can Neuroscience Tell Us About Why Print Magazine Advertising Works?” A White Paper from MPA—The Association of Magazine Media, Scott McDonald, Ph.D. Nomos Research, October 2015



FULL PAGE

Trim Size: 9 in x 11 in

Page size with Bleed: 9.25 in x 11.25 in

Text Safety Area: 8 in x 10 in

2 PAGE SPREAD

Trim Size: 18 in x 11 in

Page size with Bleed: 18.25 in x 11.25 in

Text Safety Area: 17 in x 10 in

AD DIMENSIONS:

Full page trim size of *North Fork Real Estate Showcase* is 9" X 11." All bleed elements (backgrounds, images that go to the edge of the page) should extend 1/8" outside of the document trim edge. The size for a full page with bleed is 9.25" X 11.25." All type and non-bleed images should be placed within the safe area (live content area) to avoid being cut off. The recommended safe area is .5" from the trim edge.

PRE-PRESS GUIDELINES:

Adobe InDesign is the primary page layout program used. PDF/X1-a and Macintosh formatted InDesign documents are the preferred material formats. Your files will pass through a preflight operation to confirm all elements are present and correct. If there are problems, we will contact you and work to resolve them (with applicable charges). To minimize problems please read the guidelines below.

DIGITAL FILE REQUIREMENTS:

Camera ready single-page PDF files only (one PDF per page) with proprietary settings (PDF/X-1A compliant files acceptable). All images should be at least 300 DPI and CMYK. We cannot accept web images. Ad design available for additional charge. We accept the following native file formats: Adobe InDesign (preferred) *Adobe Photoshop and *Adobe Illustrator files. You must package or collect all support files including fonts. Convert all PMS spot colors used in any application to CMYK.

IMAGES:

All images must be submitted (grayscale or CMYK) as native Photoshop psd, EPS, JPG or TIF at 300 dpi. (Images supplied at lower resolution will result in an inferior print quality that will not be the publisher's responsibility.) Any images supplied as RGB, index, lab or containing color profiles will be converted to CMYK which may result in an undesirable color shift. We can't be responsible for files supplied in formats other than CMYK. Scaling, rotating or other image manipulation must be done prior to placement in the page layout program.

All files may be emailed to our production department at

production@m3-mediagroup.com or uploaded to our Dropbox. Please call **631.353.3350** for instructions.



631.353.3350 | info@m3-mediagroup.com

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