

ING GEORGE WEIN • NOT JUST FOR TOURISTS

NEWPORTLIFE

— RHODE ISLAND —

CHASING WAVES

Newport's Breaks are World Class

D AGE

RURANTS
CHANGE

OS



GATHERING

NOVEMBER/DECEMBER 2022

NEW



FAVORITE FINDS • STAYCATIONS • MOCKTAILS & MORE

JANUARY/FEBRUARY 2023

NEWPORTLIFE

— RHODE ISLAND —

OCEAN RACE AROUND THE WORLD

Follow Along as the Sailing Competition Begins

NEWPORT'S AFRICAN HERITAGE

HOSPITAL CELEBRATES
150 YEARS OF SERVICE



FILM SETS • LOCAL OYSTERS • YACHT DESIGN

SEPTEMBER/OCTOBER 2022

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(401) 239-1933
513 Broadway
Newport Ri, 02840

NEWPORTLIFEMAGAZINE.COM

NEWPORTLIFE

RHODE ISLAND

Social Reach

Instagram

14,700+ Followers

Facebook

8,100+ Followers

Linked In

400+ Followers

1,300 Impressions

Email List: Sends to over 12,000 emails

40% Open Rate

National "Arts & Entertainment" average open rate: 25%

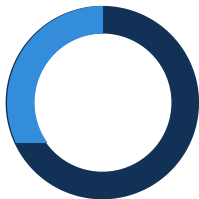
Cities Reached in RI, MA, NY, Canada, and in various countries around the world

Demographics

Ages 25+

Young Professionals, Families, Retired Professionals

35% Men



65% Women

Newport Life Magazine is the only lifestyle magazine dedicated to Newport County. Since 1993, it has showcased all that is unique about the City-by-the-Sea, from its people and places, to its events, history and of course its distinctive lifestyle. It is published six times a year, bi-monthly with special editions throughout the year.

Newport Life Magazine strives to educate its readers about Newport County's distinctive history, as well as the remarkable events that occur today. As a former resort town for affluent tycoons of New York, Boston and Philadelphia, Newport has remained a popular tourist haven with its sprawling ocean beaches, boutiques, trendy restaurants and Gilded Age mansions. The neighboring towns of Middletown, Portsmouth, Jamestown, Little Compton, Tiverton, Bristol and Warren also offer a rare perspective into Rhode Island's coastal island communities, and the magazine's editorial reflects that diversity.

TESTIMONIALS

"We are so pleased that Newport Life Magazine is back. We've been subscribers for years and look forward to every issue. Especially the cold month publications that keep our spirits up that Newport is still there. Your magazine is used as a shopping, entertainment and restaurant guide for us."

-Subscriber from Portsmouth, NH

"We have been so happy with the customer feedback that we have received from our first advertisement in the latest issue of Newport Life Magazine – so many customers have come in because of our ads as well as our product features in their cover shoot."

-Chrissy Harrington, owner of Little Chateau in Newport, RI

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AD CONTRACT AND RATES 2023

Please indicate the type of ad you would like to place:

☐ Premier* ☐ Full Page ☐ Half Page ☐ 1/3 Page ☐ 1/4 Page

***Premier Placement** is available for full pages only and, unless noted below, requires a 25% premium over published rates. Please indicate preferred Premier location:

☐ Across from Table of Contents ☐ Across from Editor's letter ☐ Centerfold
☐ Facing Inside Front Cover ☐ Facing Inside Back Cover

***Premier Cover Placement** is also available, please see the chart below for pricing.

☐ Back Cover ☐ Inside Front Cover ☐ Inside Back Cover

ISSUES: ☐ 004 ☐ 005 ☐ 006 ☐ 007 ☐ 008 ☐ 009 ☐ Other: _____
Jan/Feb Mar/Apr May/June July/Aug Sept/Oct Nov/Dec

Print Ad Rates | *Payment due within 30 days of receipt of invoice*

	FULL PAGE	HALF PAGE	1/3 PAGE	1/4 PAGE	INSIDE FRONT / BACK	BACK COVER	POSITION SPECIFIC
1 X	\$2,635	\$1,870	\$1,760	\$1,210	\$3,630	\$4,180	\$3,080
6 X	\$2,195	\$1,518	\$1,293	\$825	\$3,080	\$3,740	\$2,640

Premium + 25% | *Buy all 6 issues and get 3 months of digital advertising!*

CONTRACT TOTAL \$_____

NOTES/SPECIAL INSTRUCTIONS: _____

CONTACT INFO

Company_____

Address_____ City_____ State_____ Zip_____

Contact Person_____ Phone_____

Email_____ Fax_____

Signature_____ Date_____

NEWPORTLIFE

RHODE ISLAND

AD CONTRACT AND RATES 2023

Circulation

Newport Life: 5,000

Newport Life Distribution

Mailed to 1,500 former subscribers and
High Income Households
Additional newsstand copies in RI, MA & CT

Additional Distribution to

Hotels, Inns, Professional Offices,
Libraries, Real Estate Offices,
Chamber of Commerce.

Production Specifications

The ad file must be saved as a high-resolution PDF.
Images should be 300 dpi. Color must be CMYK
format. Fonts must be embedded or saved as
outlines.
DO NOT include crop, bleed and trim marks.

Contact Info

Scott MacLeod

203-945-7855

smacleod@newportlifemagazine.com

AD SPECS

FULL PAGE

Trim: 8.25" x 11"

Bleed: 8.375" x 11.125"

HALF PAGE

VERTICAL

Trim: 3.3125" x 9.177"

Bleed: 3.4375" x 9.302"

HORIZONTAL

Trim: 7" x 4.4375"

Bleed: 7.125" x 4.5625"

1/3 PAGE

Trim: 4.5625" x 4.4375"

Bleed: 4.6875" x 4.5625"

1/4 PAGE

Trim: 3.3125" x 4.4375"

Bleed: 3.4375" x 4.5625"

Digital Ad Rates

	728x90 EVENT PAGES	970x90 PREMIUM	300x250 SIDEBAR	300x250 PREMIUM SIDEBAR	ALL AD SIZES PACKAGE
1 MONTH	\$250	\$450	\$250	\$350	\$900
3 MONTHS	\$225	\$425	\$225	\$325	\$850
6 MONTHS	\$200	\$400	\$200	\$300	\$800

AD DEADLINES 2023

Print Ad Deadlines*

ISSUE	CREATIVE DEADLINE	MAIL DATE
004: January/February	12/29/2022	1/20/2023
005: March/April	2/24/2023	3/17/2023
006: May/June	4/21/2023	5/10/2023
007: July/August	6/08/2023	6/30/2023
008: September/October	8/24/2023	9/15/2023
009: November/December	10/26/2023	11/17/2023

*Deadlines may be subject to change

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EDITORIAL CALENDAR 2023

Editorial Calendar*

004: Jan/Feb

New Year/Winter

- Outdoor winter activities
- Staycations
- Coffee & tea blends to try in the new year
- Mocktails & Cocktails
- Healthcare
- The Ocean Race

005: Mar/Apr

Community

- Irish Heritage Month
- Newport's Sister Cities
- Higher Education
- Neighborhoods of Newport

006: May/June

Innovation

- Local Innovators (from start-ups to nonprofits)

007: July/Aug

Summer

- Anything & everything to do with summer in Greater Newport County

008: Sep/Oct

Fall

- Anything & everything to do with autumn in Newport County
- Fall Fashion
- The Boat Show
- Shoulder Season

009: Nov/Dec

Holiday

- Holiday season
- Holiday Gift Guide

*Themes may be subject to change