

LOCAL OYSTERS • YACHT DESIGN

# NEWPORTLIFE

RHODE ISLAND

Explore  
in *Style*



LOCAL ART SCEN

MARCH/APRIL 2023

# NEW

RHODE ISLAND



WINTER WELLNESS • NOURISHING MEALS • ART & DESIGN

JANUARY/FEBRUARY 2024

# NEWPORTLIFE

RHODE ISLAND

*Sanctuary  
& Solitude*



SCHOOL • THE VINEYARD GARDEN

# PORTLIFE

RHODE ISLAND



YOUTH SPORTS • BACKYARD

JULY/AUGUST 2023

# NEWP

RHODE ISLAND



# NEWPORTLIFE

RHODE ISLAND

2024

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

NEWPORTLIFEMAGAZINE.COM



# NEWPORTLIFE

## RHODE ISLAND

### Social Reach

#### Instagram

15,800+ Followers

#### Facebook

8,200+ Followers

#### Linked In

400+ Followers

1,300 Impressions

**Email List:** Sends to over 12,400 emails

41% Open Rate

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

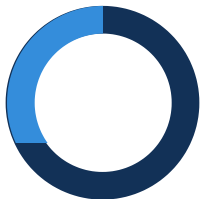
**Cities Reached** in RI, MA, NY, Canada, and in various countries around the world

### 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**

# NEWPORTLIFE

## RHODE ISLAND

## AD SIZES RANGING FROM DIRECTORY TO FULL PAGE!

**NEWPORTLIFE**  
RHODE ISLAND

NEWPORT LIFE MAGAZINE IS THE ONLY LIFESTYLE MAGAZINE DEDICATED TO NEWPORT COUNTY SINCE 1984. 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.

Subscribe to the NewportLife!

**ONLY \$20 PER SUBSCRIPTION**

SCAN TO SUBSCRIBE!

#MYNEWPORTLIFE

401-845-3070  
204 Bellevue Avenue  
Newport, Rhode Island 02840  
rhodeisland@newportlife.com

FULL PAGE

**Maloney Interiors**  
Creating homes with vision

Maloney Interiors is a full-service interior design firm located in Newport, Rhode Island. They specialize in creating custom homes and businesses that reflect the client's vision and lifestyle. Their services include space planning, color consulting, furniture selection, and project management. They have a proven track record of creating beautiful, functional spaces that exceed expectations.

**ELEGANT Oceanfront EVENTS**

Elegant Oceanfront Events is a premier event planning and catering company located in Newport, Rhode Island. They specialize in creating unforgettable events for weddings, corporate events, and social gatherings. Their services include venue selection, event design, catering, and coordination. They have a reputation for providing exceptional service and creating memorable experiences for their clients.

HALF PAGE

**business spotlight**

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20% OFF  
1-800-852-1729 | deonmariedesign.com

**ArcwoodJewelry.com**  
SUSTAINABLE JEWELRY

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www.littlechateau.com

**EMILY WEIBEL, NP**  
COSMETIC INJECTIONS • HEALTH & WELLNESS  
PRACTICES OF THE BEAUTY STUDIO  
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emilysweibel@thebeautystudio.com

**MAINSAIL**  
DISTINCTIVE DINING • SEAFOOD VIEWS  
773 Main Street, Newport, RI

**Advertise Here!**  
ADVERTISE IN OUR BUSINESS DIRECTORY SECTION OF THE MAGAZINE!  
THIS PAGE OFFERS A SPECTACULAR WAY TO BE FEATURED IN EACH ISSUE!

**Behind the shoot**  
Full featured, in many ways, about history. And history is what led to the Stone House in Little Compton, where we staged scenes of friends gathered together on an autumn getaway. Capturing an element of friendship later naturally, as many of the models knew each other — in fact, the house as so people involved in our shoot were all local, having either grown up in Newport County or moved here for college, and there were several alumni of Roger High School, Middletown High School, and Salve Regina University present. By wearing sustainable garments along with vintage and contemporary items, and pairing them with new pieces and accessories, we knew to show that it's so easy to mix and match textures and patterns. It's more and lighter worn clothing — and all while shopping locally.

**THE DETAILS**  
Photographer: Maureen Robinson  
Stylist: Devin Marie Thompson  
Hair: Jacquelyn Morris, The Little Room, LLC  
Makeup: Malouin Rachy  
Models: Angel Gosselin, Ashton Gell, Anna Tuck, Quentin Lugin, Anthony Lewis, and Alvin B. Brown  
Featured: Full Vintage, Wild Newport, Michael's, Salsbury, Gosselin, and Robinson, Little Compton, Robinson & Lewis, Salsbury's, White, David Robinson, and Robinson. Hair: Jewelry located at V's Vintage on Main Street.  
Location: Stone House Inn, Little Compton

DIRECTORY

# NEWPORTLIFE

RHODE ISLAND

## AD CONTRACT AND RATES 2024

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

☐ Premier\* ☐ Full Page ☐ Half Page ☐ 1/3 Page ☐ 1/4 Page ☐ Directory ☐ Digital

**\*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:

☐ 011 ☐ 012 ☐ 013 ☐ 014 ☐ 015 ☐ Digital ☐ Other: \_\_\_\_\_  
Mar/Apr 2024 May/June 2024 July/Aug 2024 Sept/Oct 2024 Nov/Dec 2024 Digital 2024

### 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	DIRECTORY
1 X	\$2,635	\$1,870	\$1,760	\$1,210	\$3,630	\$4,180	\$3,080	\$250
6 X	\$2,195	\$1,518	\$1,293	\$825	\$3,080	\$3,740	\$2,640	\$1500

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 2024

### Circulation

Newport Life: 5,000

#### Newport Life Distribution

Mailed to 1,500 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.

**Readership:** 10,500+

### 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

**Brennan Cluff**

401-302-4058

bcluff@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"

#### DIRECTORY

**Trim:** 2" x 3"

**Bleed:** 2.125 x 3.125"

### 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

# NEWPORT LIFE

— RHODE ISLAND —

## DEDICATED EMAIL BLASTS

*Newport Life's email blasts are a terrific way to contact thousands of these people in an immediate, visceral way. Our email blasts reach your audience, and it is easy to craft a message that grabs attention.*

### EMAIL LIST:

12,400+ Subscribers

41% Open Rate\*

\*National "Media & Publishing" Average Open Rate: 22.15%

### RATES

Exclusive email blast **\$600**

### SPECIFICATIONS

Maximum width: 600 pixels

Recommended length: 600-800 pixels

### REQUIRED MATERIALS

Your emails should be supplied to Newport Life in completed, turn-key HTML code form, with all images and links already embedded into the file. Please do not submit email preview code from an email marketing platform. Please include a preferred subject line as well as a zipped folder containing all images (unless they're already hosted on your site). Advertisers are responsible for the proper format and optimization of the materials submitted.\*

**Email (Preferred Method)** Files up to 10MB in size may be delivered by e-mail. Please send files and URL to: [bcluff@newportlifemagazine.com](mailto:bcluff@newportlifemagazine.com). File Hosting Services - We are happy to accept ad files via file sharing sites such as Dropbox & WeTransfer.

\*Newport Life reserves the right to edit copy as required for clarity and style.  
All ad analytics are available upon request.



#### Rafa Nadal Academy - The Ultimate Tennis Camp

Join official Rafa Nadal Academy tennis coaches this summer and improve all aspects of your game. Hosted at the prestigious St. George's School, this is a unique opportunity to experience high level coaching that you won't want to miss. With a Junior camp for ages 9-18 and flexible adult classes, there is something for everyone.

The Rafa Nadal Academy camp brings the tennis methodology and training used at the highly successful official Rafa Nadal Academy in Mallorca, Spain. This is the first time the same high-quality tennis training camps for juniors and adults are available in Newport.

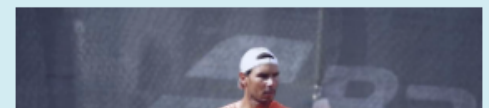
Camp is conducted by coaches from the Rafa Nadal Academy Camp by Movistar led by Toni Nadal, and closely follows the exclusive training methodology developed through the many years of experience that Rafa Nadal and his team have gathered on the ATP circuit. Players will be grouped by level and follow the same on and off court training, drills and values that are instilled at the academy in Spain. The camp is carefully designed to appeal to a range of players and offers a total tennis experience not available anywhere else.

We invite you to join us this summer and discover top tennis training here in Newport. Improve your skills, sharpen your game intelligence and have fun with other players. Vamost!

When: July 17-22, 2023  
Where: St. George's School  
372 Purgatory Rd, Middletown RI

Space is limited. For more information and to register click on the button below.

**REGISTER**





# NEWPORTLIFE

RHODE ISLAND

## WEEKLY NEWSLETTER INSERTIONS

### NEWSLETTER TRAFFIC

**12,400+ Subscribers**

41% Open Rate\*

\*National "Media & Publishing" Average Open Rate:  
22.15%

### ADVERTISING RATES

One (1) Weekly Newsletter insertion **\$400**

Newsletter insertion per month (4) **\$1,500**

### REQUIRED MATERIALS/SPECIFICATIONS

Width: 1200 pixels

Maximum height: 400 pixels

### FILE DELIVERY

Email (Preferred Method) Files up to 10MB in size may be delivered by e-mail. Please send files and URL to: [bcluff@newportlifemagazine.com](mailto:bcluff@newportlifemagazine.com)

File Hosting Services - We are happy to accept ad files via file sharing sites such as Dropbox & WeTransfer

*All newsletter analytics are available upon request.*



#### The Future of Sailing

Clare Harrington, the first woman to reach the ranks of Vice Commodore at the New York Yacht Club, on the next generation of sailors and the innovative designs of the upcoming America's Cup

By: Helena Toubey | Managing Editor  
Photos Courtesy of the New York Yacht Club



Last fall, Clare Harrington was appointed the Vice Commodore of the New York Yacht Club, becoming the first woman to hold the second-in-command position of the historic institution.

"People have made kind of a big deal about it," she says of becoming the first woman Commodore at the Club. "I like to think it's not a thing, but of course, it is a thing."

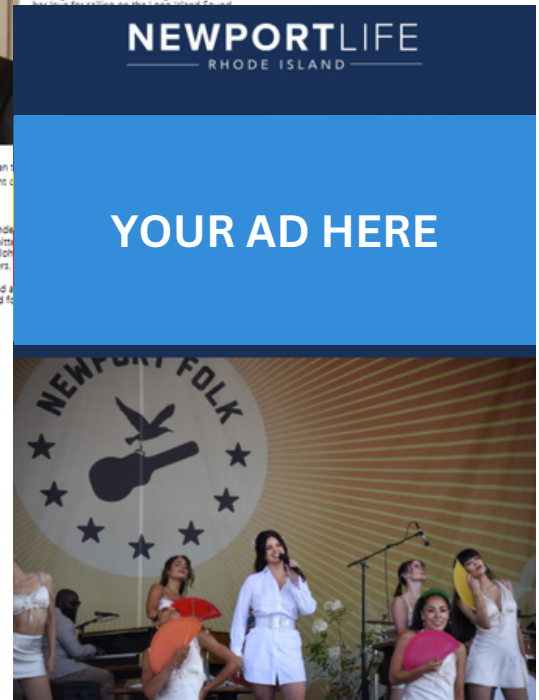
Harrington was raised on Long Island, and the first discovered her passion for sailing on the Long Island Sound.

time, 2017, she was the first woman to hold the position of Vice Commodore. Other women are chairs of different committees.

#### "We're all trustees"

The New York Yacht Club was founded in 1890, initially known as the Rules Committee. It was the former home of Commodore John D. White, who has about 3,400 members.

In 2021, Harrington was nominated as the first woman to hold the position of Vice Commodore.



Above: Lana Del Rey on main stage. Below: John Burtka performing. Photography credit: Newport Life Staff

#### More than a Concert: Newport Folk Festival Wraps Up Another Year

Guitars, gospel, country tunes, and a splash of star power dominate the stages

By Helena Toubey | Managing Editor

## AD DEADLINES 2024

### Print Ad Deadlines\*

ISSUE	CREATIVE DEADLINE	MAIL DATE
009: November/December <i>Holiday/Gift Guide Issue</i>	10/26/2023	11/17/2023
010: January/February <i>Winter Issue</i>	12/29/2023	1/19/2024
011: March/April <i>The Inspiration Issue</i>	2/23/2024	3/15/2024
012: May/June <i>Sports in the Spotlight</i>	4/26/2024	5/17/2024
013: July/August <i>Summer Issue</i>	6/6/2024	7/01/2024
014: September/October <i>Fall Fashion/Autumn Issue</i>	8/23/2024	9/13/2024
015: November/December <i>Holiday/Gift Guide Issue</i>	10/25/2024	11/15/2024

\*Deadlines and themes may be subject to change