

## THE SUMMER CAMP FOR TASTEMAKERS

*HAMPTONS* is the first magazine everyone looks for on arrival in the Hamptons. For more than 30 years, *HAMPTONS* has dominated this sizzling, ultra-popular summer getaway, distributing 40,000 copies per issue from Memorial Day through Labor Day. From the North Fork to Montauk, beachside society invites us into its homes and intimate parties as an exclusive partner. *HAMPTONS* focuses on the finest in the worlds of art, beauty, business, culture, dining, entertainment, fashion, interior design, jewelry and watches, nightlife, philanthropy, politics, and real estate and, of course, features the latest society buzz and the hottest parties. *HAMPTONS* chronicles one of the world's sexiest resort communities, and brings it all to you week after week. The Hamptons is considered one of the world's most opulent summer camps!

# DISTRIBUTION

Every summer, 40,000 copies of **HAMPTONS** magazine (ABC-audited) are printed and distributed\* throughout Long Island, specifically the towns of Amagansett, Bridgehampton, East Hampton, Hampton Bays, Montauk, Quogue/East Quogue, Sag Harbor, Southampton, Wainscott, Water Mill, and Westhampton/Westhampton Beach. In addition, we distribute to the North Fork, the Gold Coast of Long Island, and New York City.

**TARGETED RETAILERS, RESTAURANTS, AND SPAS {52%}**: *HAMPTONS* magazine reaches readers at the most prestigious and prominent locations, including restaurants, clothing stores, jewelers, art galleries, private clubs, and resorts.

**EXCLUSIVE HOME DELIVERY {27%}**: *HAMPTONS* magazine is delivered throughout the Hamptons estate section and oceanfront homes to qualified high-net-worth individuals.

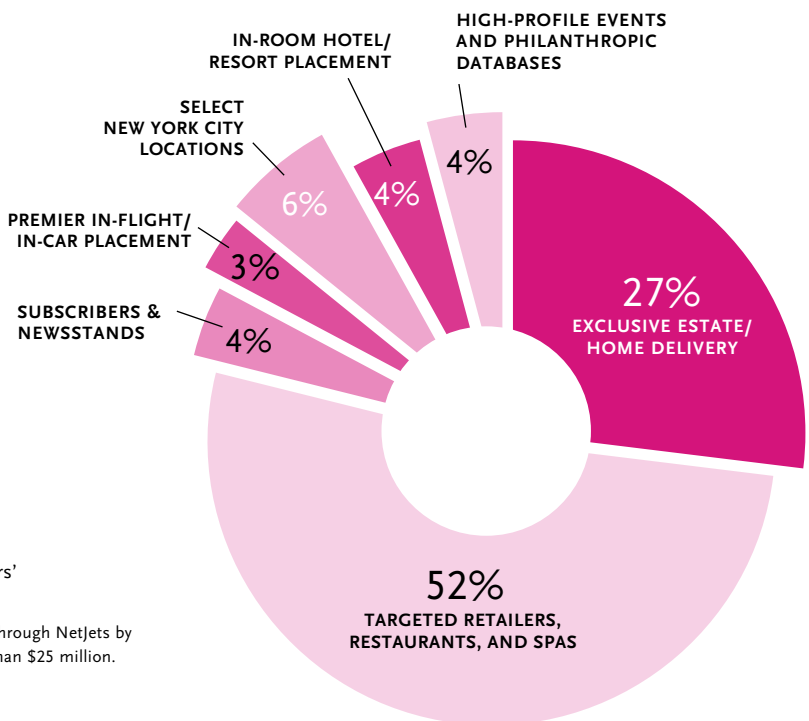
**SELECT NEW YORK CITY LOCATIONS {6%}**: *HAMPTONS* magazine is distributed to select resataurants, spas, stores, and real estate offices.

**SUBSCRIBERS AND NEWSSTANDS {4%}**: *HAMPTONS* magazine can be found at upscale newsstands (Hudson News) and bookstores (Barnes & Noble, Borders, and Waldenbooks). The newsstand price is \$6.99 per copy. Subscriptions are sold at the premium price of \$90 per year.

**IN-ROOM RESORT PLACEMENT {4%}**: *HAMPTONS* magazine is available in rooms at some of the most prestigious resorts in the Hamptons. These include but are not limited to: the Atlantic, the Baker House, Bridgehampton Inn, c/o the Maidstone, Gurney's Inn, the Hedges Inn, the Hunting Inn, the Montauk Manor, the Montauk Yacht Club, Southampton Inn, the Village Latch Inn Hotel, and Westhampton Bath & Tennis Hotel and Marina.

**HIGH-PROFILE EVENTS AND PHILANTHROPIC DATABASES {4%}**: *HAMPTONS* magazine provides direct access to the hottest, most high-profile events, including charity galas, fashion shows, film and music festivals, movie premieres, and sporting events. These include but are not limited to: the American Heart Association's Heart of the Hamptons Gala, Art for Life to benefit Rush Philanthropic Arts Foundation, the annual six-week Bridgehampton Polo tournament, Love Heals at Luna Farm, Midsummer Night Drinks to benefit God's Love We Deliver, the Ovarian Cancer Research Fund's Super Saturday, the Parrish Art Museum's Midsummer Party, and Southampton Hospital's Annual Summer Party.

**PREMIER IN-FLIGHT/IN-CAR PLACEMENT {3%}**: *HAMPTONS* magazine is distributed in private planes, airports, and in the vehicles of the most prominent executive car and limousine services. This includes our unique partnership with NetJets\*\* and executive car and limousine services that include Commonwealth Worldwide, Dav El, and EmpireCLS.



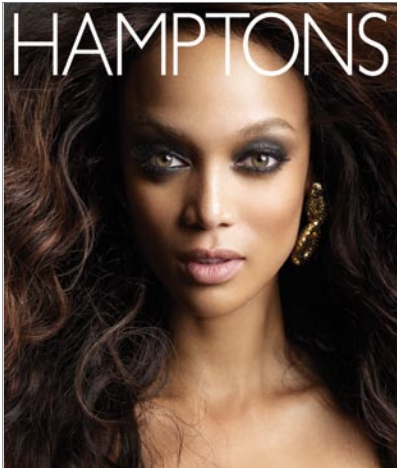
\*Distribution subject to change based on readers' and markets' needs.

\*\*60% of all private planes are purchased or leased through NetJets by consumers who have an average net worth of more than \$25 million.

# READERSHIP

## DEMOGRAPHICS

FEMALE	61%
MALE	39%
AGE	
18-24	1%
25-34	14%
35-44	22%
45-54	29%
55+	34%
MARRIED	79%
HOME VALUE OVER \$1 MILLION	91%
LIQUID ASSETS OVER \$1 MILLION	97%



## BUYING POWER

### PERCENTAGE OF HAMPTONS READERS WHO:

PURCHASED FINE JEWELRY AND WATCHES IN THE PAST YEAR	60%
PLAN TO PURCHASE A VACATION HOME	86%
OWN A MAJOR DEPARTMENT STORE CREDIT CARD	99%

### COMPARED TO THE GENERAL POPULATION, HAMPTONS READERS ARE:

- 3X MORE LIKELY** TO OWN A SECOND HOME
- 2X MORE LIKELY** TO OWN INVESTMENT REAL ESTATE
- 3X MORE LIKELY** TO PURCHASE LUXURY WATCHES
- 6X MORE LIKELY** TO DRIVE A PRESTIGE LUXURY VEHICLE (AUDI, ASTON MARTIN, BENTLEY, BMW, CADILLAC, FERRARI, INFINITI, JAGUAR, LAND ROVER, LEXUS, MASERATI, MERCEDES-BENZ, PORSCHE)
- 3X MORE LIKELY** TO PURCHASE WOMEN'S DESIGNER FASHION AND ACCESSORIES
- 3X MORE LIKELY** TO SHOP AT LUXURY RETAILERS

## READER LIFESTYLE

### PERCENTAGE OF HAMPTONS READERS WHO:

DINE OUT MORE THAN ONE TIME PER WEEK	80%
DRINK LUXURY SPIRITS, PREMIUM BEERS, IMPORTED WINES	60%
CONTRIBUTE TO CHARITABLE ORGANIZATIONS	74%
ATTEND CULTURAL PERFORMANCES	71%
FREQUENT NIGHTCLUBS/LOUNGES	41%
VACATION ABROAD EACH YEAR	74%
EXERCISE MORE THAN TWO TIMES PER WEEK	84%

### COMPARED TO THE GENERAL POPULATION, HAMPTONS READERS ARE:

- 4X MORE LIKELY** TO SPEND MORE THAN \$3,000 ON DOMESTIC TRAVEL
- 3X MORE LIKELY** TO TRAVEL FIRST-CLASS
- 2X MORE LIKELY** TO VISIT A SPA DURING VACATION
- 2X MORE LIKELY** TO MAKE LUXURY PURCHASES OVER THE INTERNET
- 3X MORE LIKELY** TO GO ON A SKI OR GOLF VACATION

Statistical information gathered from Claritas, part of the Nielsen Company, a world-leading demographic research information and media company. Claritas ensures access to consumers with household incomes in excess of \$200,000 and liquid assets of more than \$750,000. PRIZM NE 2008. Demographic information is based on the direct mail program.

*“Hamptons magazine has the most intriguing covers of any magazine in the area. I’m out here year-round—why aren’t you?”* — BILLY JOEL, MUSICIAN

# CALENDAR

ISSUE	SPACE RESERVATION	MATERIALS	AVAILABLE
1 MEMORIAL DAY	April 14, 2010	May 12, 2010	May 28 - June 17, 2010
2 FATHER'S DAY	May 5, 2010	June 2, 2010	June 18 - July 1, 2010
3 JULY 4TH	June 9, 2010	June 16, 2010	July 2 - July 8, 2010
4 SUMMER FASHION	June 16, 2010	June 23, 2010	July 9 - July 15, 2010
5 BEST OF	June 23, 2010	June 30, 2010	July 16 - July 22, 2010
6 POLO	June 30, 2010	July 7, 2010	July 23 - July 29, 2010
7 SUPER SATURDAY	July 7, 2010	July 14, 2010	July 30 - August 5, 2010
8 WHAT'S HOT	July 14, 2010	July 21, 2010	August 6 - August 12, 2010
9 GREEN/ENTERTAINING	July 21, 2010	July 28, 2010	August 13 - August 19, 2010
10 HAMPTON CLASSIC/US OPEN	July 28, 2010	August 4, 2010	August 20 - August 26, 2010
11 FALL FASHION	August 4, 2010	August 11, 2010	August 27 - September 2, 2010
12 LABOR DAY	August 11, 2010	August 18, 2010	September 3 - November 17, 2010
13 HOLIDAY	October 13, 2010	October 27, 2010	November 18 - May 26, 2011

## RATES

PRINTED AND DISTRIBUTED: 40,000  
ABC-AUDITED

AD SIZE	1X	3X	6X	10X+
FULL	\$17,500	\$15,750	\$14,175	\$12,750
SPREAD	\$33,250	\$29,925	\$26,900	\$24,250
HALF PAGE	\$10,500	\$9,450	\$8,505	\$7,650
QUARTER PAGE	\$7,000	\$6,300	\$5,670	\$5,125
COVER 2/PAGE 1	\$40,250			
COVER 3	\$21,000			
COVER 4	\$23,900			

- All rates are net
- Premium positions +15%
- For Niche Network Corporate Rates, contact your representative
- Calendar, availability, and rates subject to change based on reader and market needs

# WHERE YOU CAN FIND US... (and more)

75 Main	Gucci	OSO Restaurant
A - B - S	Gurney's Inn	Paradise Café
Almond Restaurant	Gym Source	Phao
Americana Manhasset	H. Groome	Philippe
Atlantica Tierra Mar Restaurant	Hampton Coffee Company	Pierre's Restaurant
B. Smith's	Hampton Jitney	Polo Store
Baby Moon Restaurant	Hampton Luxury Liner	Ralph Lauren
Bamboo	Hatchlings	Roberts Restaurant
Barrister's Restaurant	Hermes	Rose Jewelers
Beach Bakery	Intermix	Sagamore Steakhouse
Bellhaus	J.Crew	Saks 5th Ave.
Blue & Cream	J. McLaughlin	Sant Ambroeus
Bobby Vans	Jennifer Miller	Savanna's
Bonne Nuit	Jildor Shoes	Schmidts Market
Bookhampton	Jimmy's	Scoop
Brewsters Seafood Market	Jobs Lane Jewelers	Sen Restaurant
Brunello Cucinelli	Johnny Chih's Restaurant	Serenity's at Cooper's Beach
Brunetti Hair & Beauty	La Parmiagiana Restaurant	Shock
Candy Kitchen	La Perla	Shoe Inn
Citarella	Le Sportsac	Singer 22
Citta Nuova	Lobster Roll	Southampton Inn
Coach	The Lodge	Southampton Publick House
Copa Restaurant	London Jewelers	Southampton Wines and Liquors
Cork + Jug	Madewell	Stone Creek Inn
Cromers Market	Magaschoni	Storms Motor - Chrysler
Cyril's Fish House	Maggie Moos	Sunset Deli
Della Femina	Maison 24	Sunwaters
Devi Kroell	Margarita Grille	Sydney's Taylor Made Cuisine
Diane von Furstenberg	Matto	The Palm Restaurant
Dockers	Messina Jewelry	Theory
The Driver's Seat	Mezza Luna	Tide Runners Restaurant
East Hampton Point Marina Restaurant	Michael Kors	Tiffany & Co.
Espresso Market	Mirkos	Tommy Hilfiger
Flashbacks	Muse Restaurant	Tony's Asian Fusion
Foody's	Nello's	Tutto Il Giorno
Four Seasons Caterers	Nichols Restaurant	Tutto Italiano
Gail Rothwell	Nick & Toni's	Twice Upon A Bagel
Georgica	nuBest Salon and Spa	Vered Gallery
Goldberg Bagels	Oakland Restaurant	Vilebrequin
The Golden Pear	Oasis Restaurant	Wölffer Estate Vineyard
Gosmans Dock & Restaurant	Obligato	World Pie Restaurant
	One Ocean Restaurant	