

CAPE  
COD

# VIEW

**A stunning, custom-designed ad in Cape Cod VIEW magazine will leave a glowing impression in the minds of your current and future customers.**

Keep your products and services on the minds of consumers for the entire year with 8 issues of this award-winning publication.

You'll be in good company - Ask your representative to show you other businesses that use the VIEW to enhance their image and drive sales.



**In every issue: Home, Food, Real Estate, Dining and Decor presented beautifully with award winning writing, design and photography.**

### FULL PAGE

Trim:  
8 1/8" x 10 7/8"  
Bleed:  
8 5/8" x 11 3/8"

### 2/3 PAGE

4 1/2" x 9 3/4"

### 1/2 PAGE ISLAND

4 1/2" x 7 1/4"

### 1/2 PAGE HORIZ

6 7/8" x 4 1/2"

### 1/3 PAGE

4 1/2" x 4 3/4"

### 1/6 VERT

2 1/8" x 4 3/4"

### 1/6 HORIZ

4 1/2" x 2 1/4"

### 1/12

2 1/8" x 2 1/4"



## Display Ads

### Color Rates

| Ad Size           | 1x      | 4x      | 8x      |
|-------------------|---------|---------|---------|
| 1/12 Page         | \$708   | \$637   | \$471   |
| 1/6 Page          | \$992   | \$893   | \$660   |
| 1/3 Page          | \$1,529 | \$1,376 | \$1,017 |
| 1/2 Page (Horiz.) | \$2,129 | \$1,916 | \$1,416 |
| 1/2 Page (Island) | \$2,366 | \$2,129 | \$1,574 |
| 2/3 Page          | \$2,603 | \$2,343 | \$1,731 |
| Full-Page         | \$3,187 | \$2,868 | \$2,120 |

### Cover, Full-Page Premium Positions

| Position     | 1x      | 4x      | 8x      |
|--------------|---------|---------|---------|
| Inside Front | \$4,028 | \$3,625 | \$2,820 |
| Page 3       | \$3,925 | \$3,544 | \$2,750 |
| Page 4-9     | \$3,665 | \$3,298 | \$2,438 |
| Inside Back  | \$3,785 | \$3,407 | \$2,650 |
| Back Cover   | \$5,442 | \$4,898 | \$3,809 |

### Special Feature Positioning

Premium advertising positions may be available in conjunction with editorial features. Please ask your sales representative for more information.

### Specials & Discounts

- Free web link on [www.capecodview.net](http://www.capecodview.net)
- Advertising expenditures count toward your Cape Cod Times dollar volume contract
- 15% camera-ready/agency discount

### Guaranteed Placement

15% premium charge in addition to above.

*Take advantage of our team of marketing consultants and award-winning artists to help enhance your image.*



**Be sure your marketing message will cover all the bases**

|  |   |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|---|
| More than 20,000 copies per issue  | ✓ |   | ✓ | ✓ | ✓ | ✓ |   |   |
| 99% of printed copies distributed to consumers   |   |   | ✓ |   |   |   |   |   |
| Editorial content independent of advertising   |   |   | ✓ |   |   |   |   |   |
| Affluent Readers (\$147,000 - \$160,000 annual household income)   | ✓ |   | ✓ | ✓ |   |   |   |   |
| Bulk distribution to upscale inns, hotels and B&Bs   |   | ✓ | ✓ |   |   |   | ✓ | ✓ |
| Most paid subscribers permanent Cape residents or second homeowners of Cape homes  |   | ✓ | ✓ |   | ✓ |   | ✓ | ✓ |
| Home-related content in every issue  |   |   | ✓ |   | ✓ |   | ✓ |   |
| Extensive fine dining directory in every issue   | ✓ |   | ✓ |   |   |   |   |   |
| On sale at more than 200 locations on/off Cape Cod   | ✓ |   | ✓ | ✓ | ✓ |   |   |   |
| More than 5,000 copies per issue target-mailed directly to affluent homes and businesses throughout Cape Cod and New England |   |   | ✓ |   |   |   |   |   |
| Sixteen (16) qualified account executives who know your immediate market   |   |   | ✓ |   |   |   |   |   |
| Content theme throughout every issue   |   | ✓ | ✓ |   |   |   |   |   |
| High visibility sponsorships and distribution at major Cape Cod events throughout the year                                   |   |   | ✓ |   |   |   |   |   |
| Fresh, relevant content with 8 issues per year   | ✓ | ✓ | ✓ |   |   |   |   |   |
| More than 70 years experience and knowledge of the Cape Cod market   |   |   | ✓ |   |   |   |   |   |

## Demographics & Circulation

### Targeted Audience Profile

- Affluent readers: median household income \$147,000-\$160,000.
- Highly educated people with an active lifestyle.
- Owners of one home, or more often two, of significant value, who enjoy tremendous equity in their homes.
- New residents and visitors who bring refined tastes and the means to indulge them.
- Magazine readers with a keen interest in fine dining, home furnishings, luxury automobiles, fashion and the arts.
- Readers 35-60 years of age.
- Working and retired professionals, active seniors, empty nesters and maturing families.

### Circulation & Distribution

- Published eight times a year with more than 20,000 copies printed each issue.
- Sold on more than 200 newsstands, including major chains (supermarkets, CVS and Rite-Aid, Barnes & Noble stores and Borders) throughout Cape Cod, Massachusetts, Rhode Island and Connecticut.
- Bulk distribution to upscale lodging providers, transportation centers and marketing events.
- On sale at numerous museums — Cape Cod VIEW celebrates the arts.
- Most paid subscribers are permanent residents or have second homes on the Cape.
- Strong readership among the increasing number of homeowners who have second homes on Cape Cod.

### Subscriber Acquisition

- Household-targeted through use of a highly-developed Cape Cod Media Group marketing database, which defines specific demographic and lifestyle criteria. For example, 30% of Cape Cod's year-round residents have moved here within the past five years. We reach them.
- Promotional ads in the Cape Cod Times, CapeCodOnline.com - the Cape's most-visited Website and PrimeTime Cape Cod magazine.
- Presence in other media and at marketing events create a constant draw of potential subscribers.
- Extensive direct mail campaigns each year result in many new subscribers.
- Cape Cod VIEW supports local arts organizations, helping to acquire members by offering complimentary VIEW subscriptions with membership.

|                      |  |  |  |  |  |  |  |  |
|----------------------|--|--|--|--|--|--|--|--|
| Cape Cod Life        |  |  |  |  |  |  |  |  |
| Cape Cod Magazine    |  |  |  |  |  |  |  |  |
| <b>Cape Cod View</b> |  |  |  |  |  |  |  |  |
| Cape & Islands Home  |  |  |  |  |  |  |  |  |
| Cape Cod Travel      |  |  |  |  |  |  |  |  |
| Home Remodeling      |  |  |  |  |  |  |  |  |
| Cape Cod Guide       |  |  |  |  |  |  |  |  |
| Chatham Magazine     |  |  |  |  |  |  |  |  |





## 2012 Themes and Deadlines

| Issue       | Theme  | Space, Copy & Camera Ready Ads Deadline | All Ads Approved-Going to Print |
|-------------|--|---|---------------------------------|
| Jan/Feb     | Annual Home Resource Guide                           | 11/14/11                                | 11/21/11                        |
| March/April | Gardening, Home Improvement, Cape Culture            | 1/12/12                                 | 1/18/12                         |
| May         | Landscape Architecture, Home Design and Enhancements | 3/12/12                                 | 3/19/12                         |
| June        | Boating, Cottage Living and Home Renovations         | 4/10/12                                 | 4/17/12                         |
| July        | Home in Summer, Exterior Design, Food and Dining     | 5/11/12                                 | 5/17/12                         |
| August      | Kitchen and Bath                                     | 6/12/12                                 | 6/18/12                         |
| Sept/Oct    | Arts, Music, Theater and Interior Design             | 7/10/12                                 | 7/16/12                         |
| Nov/Dec     | Holidays, Luxury Living, Remodeling and Additions    | 9/11/12                                 | 9/17/12                         |
| Jan/Feb '13 | Annual Home Resource Guide                           | 11/9/2012                               | 11/16/2012                      |

For more advertising information, or to reserve your space, please contact **Sean Randall**, Advertising Manager, at **508-862-1591**, [srandall@capecodonline.com](mailto:srandall@capecodonline.com)



# CAPE COD VIEW™

First-place winner in the Magazine category, New England Region, by the New England Associated Press



Cape Cod VIEW is a Cape Cod Media Group publication  
| [www.CapeCodView.net](http://www.CapeCodView.net) | 508-862-1591 |



"Like" us at: [www.facebook.com/capecodview](http://www.facebook.com/capecodview)