

Photo: Brian Sager

2027 MEDIA KIT

NANTUCKET MAGAZINE

OUR BRAND



Your Island.
Your Magazine.

For 25 years, *N Magazine* has served as Nantucket's leading luxury publication, attracting a sophisticated, discerning and affluent audience through compelling storytelling, stunning photography and exquisite printing. *N Magazine* reaches virtually every person on the island and is considered part of the fabric of this unique island community. Given the publication's coffee table book quality, copies of *N Magazine* are seldom discarded and remain in homes for years. Accordingly, *N Magazine* provides brands and businesses with residual exposure unlike any magazine of its kind.

The Power of Local.





Connect with Nantucket's exclusive and influential community through the island's most trusted and reputable authority on lifestyle, *N Magazine*, and showcase your brand or business alongside our award-winning content. With a hyper-concentrated readership hailing from the desirable markets of Boston, New York City, Fairfield County, Philadelphia, Houston, and other major metropolitan areas, *N Magazine* offers an unmatched opportunity for clients to reach the coveted Nantucket consumer.

The Local
Magazine
Read Worldwide

Print: 6 issues with an annual print circulation of 90k.

Web: N-Magazine.com sees over 130k unique visitors annually.

Social: Our social media audience exceeds 89k across Instagram and Facebook.

Email: Through our sister brand Nantucket Current, our 3x/weekly e-newsletter reaches 20k+ opt-in subscribers.

Events: Interact with a targeted demographic through branded event sponsorship opportunities.

OUR EDITORIAL

N Magazine is devoted to telling

the remarkable stories of the Nantucket community. From blockbuster cover stars, inspiring island icons, fashion and food to the hottest parties and trendiest home designs, *N Magazine* is on a mission to surprise and captivate our loyal readers.

Each issue of *N Magazine* has a little something for everyone - profiles of Fortune 500 CEOs and U.S. Ambassadors, sneak peeks at the hottest new restaurants on island, interviews with Hollywood actors and best-selling authors, behind-the-scenes looks at some of Nantucket's most unique homes and so much more.



In six issues each year, our award-winning writers and talented photographers bring Nantucket to life like no other publication.

So throw your copy of *N Magazine* in your beach bag and prepare to get to know the island like a true local.

FEATURES



INTERVIEWS



DESIGN



FOOD



STYLE



SCENE



OUR READERS & CIRCULATION

N Magazine targets intelligent, affluent taste-makers from across the country who all share a common connection to Nantucket Island.

The average investment portfolio of the *N Magazine* reader is $3 million with an average annual income of $968,000+.

50% of *N Magazine* readers own one or more boat and 72% are club members.

The average Nantucket home value of the *N Magazine* reader is $2.9 million, while their average total real estate value is $7.5 million.

N Magazine readers are 52% Female/ 48% Male and their households spend the following annually:

- $101,088,000 Home Furnishings
- $65,781,000 Apparel
- $52,020,000 Fine Art & Antiques
- $49,120,000 Wine & Spirits
- $28,470,000 Electronics
- $25,623,000 Jewelry & Watches

N Magazine is distributed at over 100 strategic locations around Nantucket, including but not limited to:

- Boutique Hotels, Inns and Resorts
- Yacht, Golf, and Private Clubs
- ACK Airport, Private and Commercial
- Ferry Terminals
- Grocery Stores
- Coffee Shops
- Upscale Boutiques
- Wine and Liquor Stores
- Salons and Spas
- Real Estate Firms for placement in Luxury Home Rentals

N Magazine sponsors and/or supports the top island festivals and events, including but not limited to, Nantucket by Design, Nantucket Book Festival, Dreamland Conversations, Nantucket Dance Festival, and more.



Photo: Kit Noble

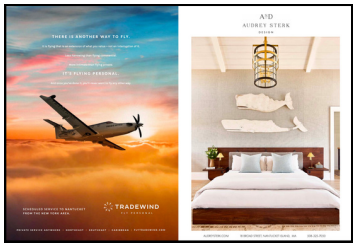
Average Readership Per Issue (Print)
60,000

Pass Along Readership
4 Readers Per Copy

Average Print Run Per Issue
15,000

OUR RATES & CALENDAR

ISSUE	RELEASE	ARTWORK DUE
SPRING	April 21 | Pre-Daffodil Weekend	March 5
JUNE	May 27 | Pre-Memorial Day Weekend	April 2
JULY	June 30 | Pre-July 4th Weekend	April 30
AUGUST	July 30	June 4
FALL	August 31 | Pre-Labor Day Weekend	July 9
WINTER	November 19 | Pre-Thanksgiving Week	October 1







FOUR COLOR (Per Issue)

	Spring, Winter	June, Fall	July, August
Two-Page Spread	$7,350	$7,550	$7,750
Full Page	$3,750	$3,950	$4,150
1/2 Page	$2,550	$2,750	$2,850
1/3 Page	$1,950	$2,150	$2,350
1/4 Page	$1,650	$1,850	$1,950

PREMIUM POSITIONS (Per Issue)

Outside Back Cover	$9,950	Page 7 (RHP)	$5,400	RHP Opp Editorial	$5,500
Page 3 (RHP)	$6,750	Page 9 (RHP)	$5,150	*Contributors, Numbers, N Top Ten, Necessities, Neat Stuff, Kid'N Around*	
Inside Front	$6,300	RHP Pre-Publisher's Letter	$4,950		
Inside Back	$5,300				
Page 5 (RHP)	$5,900	Tearaway Insert	$7,950	Cover Flap	$12,950

For RHP and/or Double Spread Gatefold Pricing, please contact Emme Duncan at emmeduncan@n-magazine.com

OUR SPECS

FILE SIZE — INCHES

Two-Page Spread	19" w x 13" h
Two-Page Spread (Bleed)	19.5" w x 13.5" h
Full Page	9.5" w x 13" h
Full Page (Bleed)	10" w x 13.5" h
1/2 Page Horizontal	8.25" w x 5.75" h
1/3 Page	5.4375" w x 5.75" h
1/4 Page	4" w x 5.75" h

BOOK TRIM & LIVE AREA

Note that full page Book Trim is 9.5" w x 13" h and we highly recommend keeping ALL essential copy and images within a Live Area of 8.5" w x 12" h.

If text or other important information is outside of the Live Area, *N Magazine* is not responsible for anything that is cropped out.

BLEED ADS

For all bleed ads, please do not use crop marks.

FILE INFORMATION

FILE FORMAT

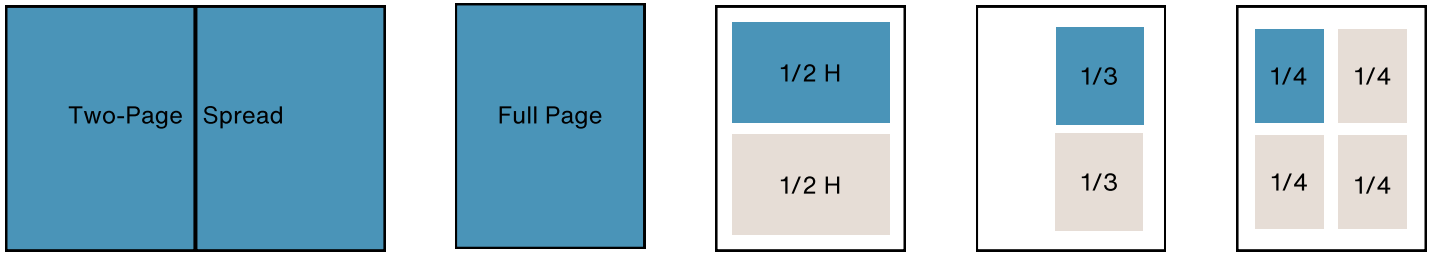
All ads should be saved as **high-resolution (300 dpi) PDF** and emailed to the appropriate ad representative. InDesign PDF/X1a setting is best (the default WebSWOP Coated profile that this will use will produce good color). All files and images must be **CMYK or Grayscale**. All high-resolution images, artwork, and fonts must be included when file is saved as PDF; all spot colors must be converted to CMYK; and process white elements should never be set to overprint.

HARD PROOFS

N Magazine cannot be held responsible for faithful match of color if proper hard copy proof is not supplied. Optional CD-ROM and hard copy proof labeled with client name and publication date can be mailed to Brian Maranian, Signature Printing, 800 West Cummings Park, Suite 2900, Woburn, MA 01801.

PRODUCTION CHARGES

N Magazine does not create ads. Any work performed to make ad materials or to correct, update, or otherwise prepare artwork will result in a production charge.



OUR ADVERTORIALS

NEAT STUFF $5,750-$8,750



1-2 page feature designed by *N Magazine* in editorial style to highlight your brand and message.

NTERIORS $7,500



2-page spread designed by *N Magazine* in editorial style to showcase your unique space and design. Ideal for real estate, interior designers, or hotels.

NUPTIALS $1,000



2-page photographic spread showcasing your wedding.

NDULGE $5,750-$8,750



1-2 page feature designed by *N Magazine* in editorial style to showcase your beverage brand or product.

NVOGUE $5,000



8-10 page fashion photographic spread with your business as the backdrop. Ideal for car companies, hotels, aviation, real estate or yachts.

INSERT $7,500



9" x 6.5" double-sided horizontal insert perforated for tearaway. Insert printed on cover stock and falls flush with top of magazine.

COVER FLAP $10,000



Double-sided flap on right-side edge of front cover. Perforated for tearaway. Designed by *N Magazine* in consult with client to ensure stylistic cohesion with magazine cover.

NEAR & FAR $7,500



2-page spread designed by *N Magazine* in editorial style to showcase your luxury hotel, resort, or spa.

For more information on our Advertorials - or to propose your own custom advertorial - please contact our Director of Advertising & Partnerships, Emme Duncan, at emmeduncan@n-magazine.com.

OUR DIGITAL

N Magazine digital promises to expand the reach of your brand by aligning it with our award-winning luxury lifestyle magazine. Targeting consumers with the highest disposable income and spending power, *N Magazine*'s website, social media channels, and sister brand, *Nantucket Current*, curates daily and weekly content that speaks to today's tastemakers. Our audience - residents of Nantucket, the greater Northeast, and beyond - looks to *N Magazine* to keep them connected to our special island.

N-MAGAZINE.COM

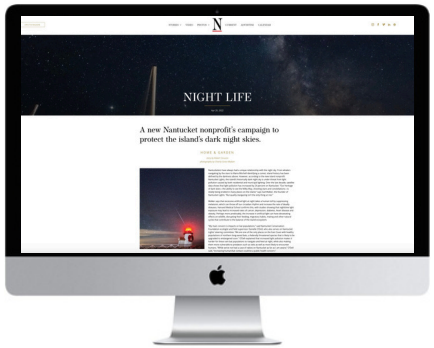
Total Page Views
Annually
370,000+

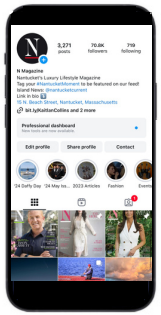
Total Users
Annually
130,000+
Top Locations:
Boston, Nantucket, New York

Website Views
Per Month
30,800+

INSTAGRAM

Instagram
Followers
75,300+





ADVERTISING

Homepage Display Ad
Position 1, 970x250px
$2,000/month

Homepage Display Ad
Position 2, 970x250px
$1,500/month

Custom Web-Exclusive Article
500 words with photos
$3,500

Instagram In-Feed Post
$1,000

Instagram Story
$400

For more information on advertising with Nantucket Current, please see separate Media Kit

NANTUCKETCURRENT.COM

Total Page Views
Annually
4.6M+

Total Users
Annually
1.6M+
Top Locations:
Boston, Nantucket, New York

E-NEWSLETTER

E-Newsletter
Subscribers
20,200+

Average Email
Open Rate
57.7%

INSTAGRAM

Instagram
Followers
195,000+
(as of October 2025)

OUR CLIENTS & TESTIMONIALS

"As far as I'm concerned, N Magazine is the most effective advertising available targeting the high-end Nantucket summer residents and vacationers."

Gary Winn
Maury People Sotheby's International Realty

"We've worked with N Magazine for over fifteen years and I can't say enough wonderful things about our experience. When I look at our annual marketing budget nationwide, our placement in N is the most effective media buy we make without question."

Lindsey Worster
Vineyard Vines

"N Magazine is the island's premier advertising option. I have been pleased with the success being a years-long advertiser has brought us in reaching our target audience of potential customers. It's wonderful to find our business brand in alignment with N Magazine's stellar reputation."

Lauren Murray Soverino
Murray's Toggery Shop

"N Magazine is brilliant at what they do. They perfectly publicize all our events and help us fill our Nantucket Book Festival spaces with readers, islanders, and visitors. More importantly, they sincerely understand, support, and amplify our mission and expertly portray it in the pages of their publication."

Tim Ehrenberg
Nantucket Book Foundation

"Making the decision on where to deploy advertising capital is crucial. With their professionalism, high-quality product, target audience, and ability to deliver, working with the team at N Magazine represents the best return on investment in print media on Nantucket."

Ciaran McCloskey
CMC Construction

"I have been involved in magazine publishing for most of my career. The best magazines in the world engage their readers and hold them for hours at a time. N Magazine is one of those very special publications that has achieved that unique level of devotion and engagement from its readers. It is one of the best lifestyle magazines that I have ever read. If you are trying to reach the affluent readers on Nantucket, I cannot think of a better product to do so."

Joe Ripp
Time Inc.

"There is no better magazine to keep readers informed of our services. We have been able to directly track ads placed to client engagement and projects procured. What better testament than that to the effectiveness of this beautiful publication."

Kathleen Hay
Kathleen Hay Designs

Clients
Past & Present

COMPASS
LAND ROVER
FERRETTIGROUP
Cartier
CAROLYN THAYER INTERIORS
ECHELON SEAPORT
SENTIENT JET
THOM BROWNE. NEW YORK
Pernod Ricard
SERHANT.
Pella Windows & Doors
ST REGIS RESIDENCES
ROLLS ROYCE
Whispering Angel
VANDERHORN ARCHITECTS
INEOS GRENADIER
SAVANT
ROLEX
GREY GOOSE
Sotheby's INTERNATIONAL REALTY
vineyard vines
DÔEN
HINCKLEY YACHTS
DouglasElliman
Citizens PRIVATE BANK