

The background of the entire page is an aerial photograph of the ocean. The water is a deep, vibrant blue, with numerous small, rhythmic waves creating a textured surface. The lighting is bright, highlighting the crests of the waves and casting soft shadows in the troughs. The overall mood is serene and expansive.

# AFLOAT USA™

MEDIA KIT 2022

HAMPTONS EDITION

# APPEAL TO THE WATER ENTHUSIAST



AFLOAT USA™ is a targeted advertising platform and media brand that showcases all aspects of waterfront living and the best way to connect to people seeking these experiences.

#### Activities featured in our publication:

- Private yachts & boat rentals
- Sightseeing cruises
- Fishing charters
- Sailing
- Paddleboarding & kayaking
- Surfing & watersports
- Waterfront dining
- Kid's camps and activities
- and more!



EXPOSE YOUR BUSINESS TO  
HIGH-POTENTIAL CLIENTS

Target the customers you want with engaging advertising and our targeted print publication.

To promote your business in the best way possible, our guides are produced by world-class designers and writers with experience working in major advertising agencies and Fortune 500 companies. By utilizing fine printing methods like foil stamping and heavier paper stock, our eye-catching guide stands out from the crowd of other tourist magazines and has a longer shelf life.

The guide is published annually and strategically distributed throughout the summer at prominent restaurants, markets, hotels and other establishments from Westhampton to Montauk, Shelter Island and Greenport in the North Fork.





## MAXIMIZE YOUR MARKETING EFFORTS

Utilize the most powerful digital marketing tools available  
with our Mobile Smart™ advertising platform.



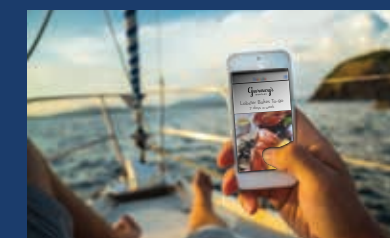
### Demographic segmentation

AFLOAT USA advertisers can cater to more meaningful audiences by segmenting people into groups based on their gender, age, address, parental status, annual income, and more.



### Behaviorial targeting

Target specific consumers based on their actions. With advertising that caters directly to consumer's needs and interests, you won't just earn customers for a day, you'll earn them for a lifetime.

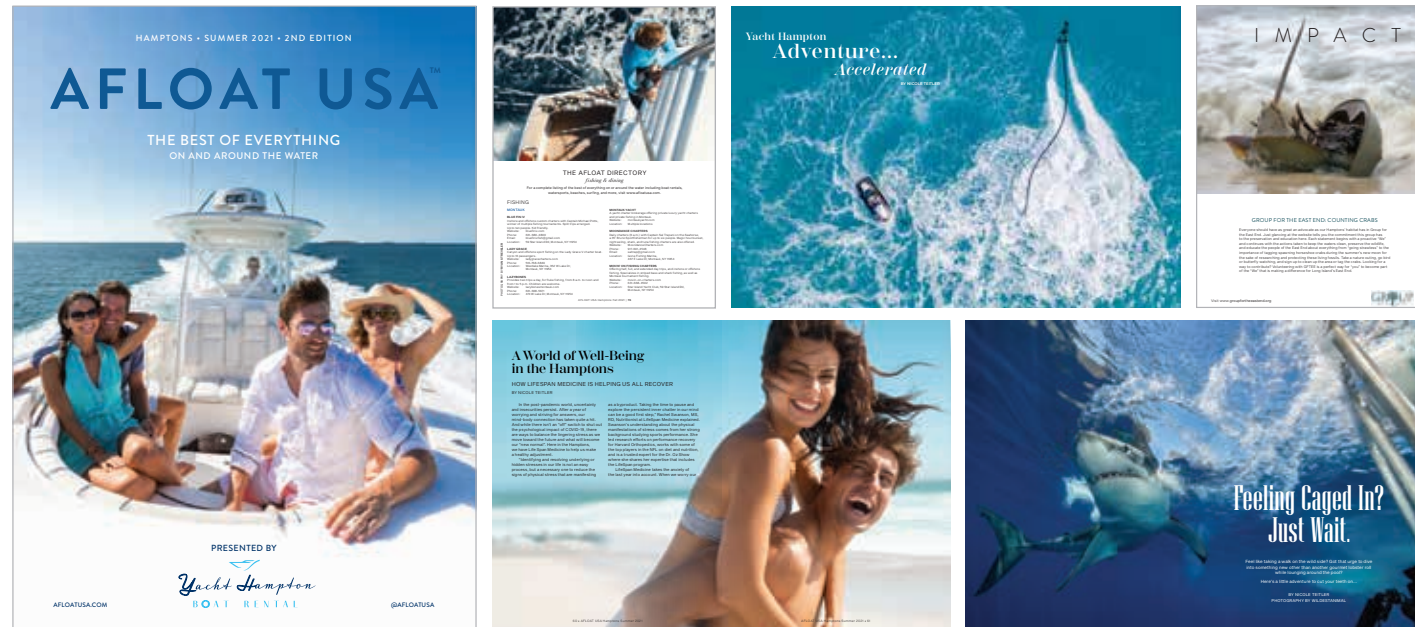


### Location-based marketing

Deliver your digital ads to the mobile devices of consumers when they are near your business or in a specific area using Geotargeting.

# AFLOAT USA™ – The Best of Everything On and Around the Water

## DISTRIBUTION AND READERSHIP



Launched in May of 2021, AFLOAT USA Magazine is a modern luxury lifestyle publication covering the best of everything in, on, and around the water.

Published four times a year, AFLOAT USA brings together the Hamptons' enviable waterfront real estate, fresh-from-the-sea cuisine, and rich abundance of sea and shore leisure activities.

Authoritative, smart, and entertaining, the magazine's editorial content shares insider insights about the Hamptons' cherished residents, tastemakers, maritime history, stunning scenery, conservation efforts, and more.

With a signature directory listing, an easily navigable web site, and high-profile events planned in 2022, AFLOAT USA connects the Hamptons' local residents, seasonal visitors, and day-trippers to the people, places, and activities that matter most.



**AFLOAT USA** TO ADVERTISE CONTACT JOANNA FROSCHL AT 646-286-4090

# AFLOAT USA™ – The Best of Everything On and Around the Water

## SPECIFICATIONS AND RATES

### AD SPECIFICATIONS

| AD SIZE             | TRIM         | SAFE AREA     | BLEED          |
|---------------------|--------------|---------------|----------------|
| Back Cover          | 8" x 10.75"  | 7" x 9.75"    | 8.25" x 11"    |
| Inside Covers       | 8" x 10.75"  | 7" x 9.75"    | 8.25" x 11"    |
| Full Spread         | 16" x 10.75" | 15" X 9.75"   | 16.25 X 11"    |
| Full Page           | 8" x 10.75"  | 7" x 9.75"    | 8.25" x 11"    |
| 1/2 Page Horizontal | 8" x 5.375"  | 7" x 4.375"   | 8.25" x 5.625" |
| 1/2 Page Vertical   | 4" x 10.75"  | 3.75" x 9.75" | 4.25" x 11"    |

### CALENDAR

| ISSUE DATE    | MATERIALS DUE        | AVAILABLE            |
|---------------|----------------------|----------------------|
| May/June 2022 | Mon, April 11, 2022  | Fri, April 29, 2022  |
| July 2022     | Fri, June 10, 2022   | Wed, June 29, 2022   |
| August 2022   | Fri, July 8, 2022    | Wed, July 27, 2022   |
| Sept/Oct 2022 | Fri, August 12, 2022 | Wed, August 31, 2022 |

### ADVERTISING RATES

| PRINT RATES*        | 1X (10K) | 2X (10K)   | 3X (10K) | 4X (10K) |
|---------------------|----------|--|----------|----------|
| Cover mention       | \$5,000  | Ask about our sponsorship opportunities          |          |          |
| Cover logo          | \$6,000  | Ask about our sponsorship opportunities          |          |          |
| Cover stick-on card | \$9,000  | Includes one page advertorial                    |          |          |
| Back Cover          | \$12,000 | \$10,800   | \$9,750  | \$8,750  |
| Inside Front        | \$9,000  | \$8,250  | \$7,250  | \$6,500  |
| Inside Back         | \$8,000  | \$7,250  | \$6,500  | \$5,750  |
| Full Spread         | \$7,250  | \$6,500  | \$5,750  | \$5,250  |
| Full Page           | \$3,750  | \$3,250  | \$3,000  | \$2,500  |
| 1/2 Page Horizontal | \$2,000  | \$1,800  | \$1,500  | \$1,250  |
| 1/2 Page Vertical   | \$2,000  | \$1,800  | \$1,500  | \$1,250  |
| Bonus Advertorial   | \$1,750  | Available with any ad buy. Half pg not included. |          |          |

### \*INCLUDED IN RATES

Pricing includes the print and digital distribution of the magazine and:

- Online listing on AFLOATUSA.com
- Creative consultation and marketing strategy
- Design and Production
- Insight-driven distribution

Photo and drone shoots available at an additional charge. Schedule, availability, and rates subject to change based on strategic opportunities and market needs.

### MATERIAL REQUIREMENTS

MAGAZINE TRIM SIZE:  
8 x 10.75"

PRINTING PROCESS  
Web Offset,  
SWOP/MPA standards  
4C, Line Screen: 133

BINDING METHOD  
Perfect Bound

PREFERRED MATERIALS  
PDX-X1A digital files or a zipped/  
compressed packaged Indesign file with  
total dot density/resolution of 300.  
Magazine prints in 4C with foil masthead.  
Quark files will not be accepted.

SAFETY  
All live matter must be  
a minimum of 3/8" from  
trim on all four sides.

PROOFING  
AFLOAT USA is presently using  
virtual proofing at its printing plants  
and will not accept proofs from  
advertisers.

FILE TRANSMISSION  
Please send all PDF/X-1A ads to  
AFLOAT USA utilizing wetransfer or  
emailing joanna@clipmediagroup.com

PRODUCTION CONTACT  
631-604-1360  
debbie@clipmediagroup.com

FOR MORE INFORMATION,  
CONTACT:

Joanna Froschl at 646-286-4090 or  
joanna@clipmediagroup.com

### PRINT DISTRIBUTION (MAY–OCT 2022)

40k-50k Total Print Circulation

150+ Locations across Long Island and NYC

### DIGITAL AUDIENCE

150K+ Average Monthly Digital Impressions

Age Range: 25-54

Average HHI: \$175,100+

Male/Female: 51% / 49%

### DISTRIBUTION

Through our strategic distribution model, AFLOAT USA is available at over 150 high-traffic locations including area retailers, restaurants, local markets, and more. Placement targets high-net worth individuals and aspiring consumers who enjoy the affluent lifestyle. AFLOAT USA is the only regional luxury lifestyle publication found in the rooms of boutique hotels including: Sunset Beach, Rams Head Inn, The Maidstone, and Bridgehampton Inn; yacht and tennis clubs, and private air transportation.

FOR MORE INFORMATION EMAIL JOANNA@CLIPMEDIAGROUP.COM **AFLOAT USA**

**AFLOAT USA Digital**  
DISPLAY ADVERTISING AND BUSINESS DIRECTORY



Home Page Banner  
\$500/mo  
1920px x 100px



Category Banner  
\$300/mo  
1920px x 100px

**Online Business Listing Rates**

List Your Business in AFLOAT USA™ Online Directory. A basic listing in one category is free. All listings are for 12 months.

**Montauk Fishing Charters**

Captain Ron's Famous Fishing Charters  
Friendly Part Boat Fishing Charter  
Phone: 516-340-1527  
Website: [www.captromsfishing.com](http://www.captromsfishing.com)  
Dock Location: Montauk, NY 11954

Lady Grace Fishing Charters, Inc.  
Montauk Sport Fishing Fishing Charters-Inshore and Offshore  
Phone: 516-768-6849  
Website: [ladygracecharters.com](http://ladygracecharters.com)  
Address: 440 Queens Street, #96 • Syosset, NY 11791  
Dock Location: Montauk, NY 11954

Miss Montauk II - 85' Lydia Yacht Charter  
Private Charters, Special Events, Sunset Cruises  
Phone: 631-523-TUNA  
Email: [captjamie@missmontauk.com](mailto:captjamie@missmontauk.com)  
Website: [www.missmontauk.com](http://www.missmontauk.com)  
Dock Location: Montauk Marine Basin • 426 West Lake Dr. • Montauk, NY 11954

**Featured Charters**

**Lazybones**  
Fun family fishing with congenial people in calm local waters. We guarantee a fun time for beginners to advanced anglers with the help of our experienced crew. Two half-day trips available daily.  
Reservations are STRONGLY recommended!  
Phone: 631-668-5671  
Address: 474 West Lake Drive • Montauk, NY 11954  
Website: [www.lazybonesmontauk.com](http://www.lazybonesmontauk.com)

**Montauk Fishing Charters**  
Montauk owned and operated. A fleet of 20 boats with over 30 years experience. Widest variety of big, fast, comfortable sport fishing boats in Montauk Harbor. Full day, half day, twilight, offshore, extended day and overnight trips available.  
Phone: 631-668-1635  
Dock Location: Montauk, NY 11954  
Website: [www.montaukfishingcharters.com](http://www.montaukfishingcharters.com)

**A Basic Listing – FREE**

Located below Enhanced Listings in alphabetical order.

- Business Name
- Phone Number
- Email Address
- Physical Address
- Website
- Listing in One Category

Extra Category: \$100 each

**Enhanced Directory Listing – \$500/yr**

Located at top of Category pages as a “Featured Business” in alphabetical order.

- Business Name
- Phone Number
- Email Address
- Physical Address
- Website
- Short Description (35 words)
- One Image in One Category

Extra Category: \$200 each

**AFLOAT USA Mobile Smart™ – Build highly-targeted campaigns with Geofencing**  
MOBILE ADVERTISING PLATFORM



**Drive website and in-store visits with location-based marketing.**

Loyal regulars spend 67% more at a business than new guests do. With effective communication, you can make every guest a loyal regular.

Ads served to over **100,000 websites and apps** each month

Campaigns built on insight gathered from **512 million devices** a month

Behaviors tracked from over **14 trillion** location observations (since 2014)

Utilize a household database of **330+ million**

Accuracy based on **120 billion** data points per month

**Mobile Smart™ Plan A**

**Includes:** Strategy session, define audience and segments, campaign creation and execution (1 campaign), enhanced directory listing in print and online and a 1/4 page print ad  
**Duration:** 3 months  
**Impressions:** Approximately 200k impressions/mo  
**Cost:** \$10,000

**Mobile Smart™ Plan B**

**Includes:** Strategy session, define audience and segments, campaign creation and execution (2 campaigns) enhanced directory listing in print and online  
**Duration:** 1 to 3 months  
**Impressions:** Approximately 150k impressions/mo  
**Cost:** \$2,500/1 month, \$4000/2 mos, \$6,000/3 mos

## 2022 Brand Activation and Sponsorship Opportunities

In May 2022, AFLOAT USA will host the first ever boating and aquaculture showcase in the Hamptons celebrating life on the water. A day and evening filled with exclusive events that will serve to strengthen the association between your brand and luxurious experiences. Drawing high profile influencers, resident celebrities, mega-yacht owners and more, don't miss this unique opportunity to create your own festival experience, demonstrate and distribute your product, have signage, and gain exposure for your brand.

Contact Debbie at 917-670-2119 or Joanna at 646-286-4090  
for more information.

*See you on the water!*

When you choose to advertise with AFLOAT USA™,  
your money gives back.

### GIVING BACK TO OUR COMMUNITY

AFLOAT USA™ will donate to local charities in the Hamptons and is actively searching for opportunities to give back.

### HELPING TO PROTECT OUR OCEANS

We have pledged to donate at least 1% of each dollar you spend with AFLOAT USA to environmental causes. Just one way of making sure we do our part to preserve our planet.

### SUPPORTING LOCAL ENVIRONMENTAL INITIATIVES

We believe in protecting the environment and ecology through education and advocacy and having a voice in the community.