

An aerial photograph of the ocean with deep blue water and white-capped waves. The text is overlaid on the center of the image.

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.



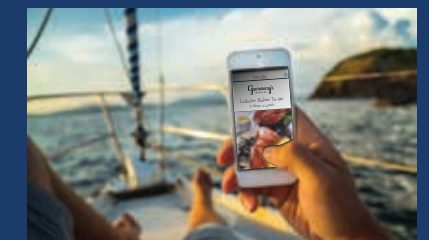
Demographic segmentation

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.

BRAND ACTIVATION AND SPONSORSHIP OPPORTUNITIES

An Annual Signature Event Presented by AFLOAT USA magazine
and Claudio's Greenport



AN AQUACULTURE, BOATING AND SEAFOOD SHOWCASE
ANCHORED AT CLAUDIO'S WATERFRONT, GREENPORT, NY

Water Toy Demonstrations
Luxury Boat Show
Aquaculture Events and Speakers

Dockside Dining & Entertainment
Virtual Reality
Lifestyle Products & Services

The summer event in the Hamptons celebrating life on the water. Showcasing yachts, luxury water toys, innovation, aquaculture, and immersive educational experiences, this one-of-a-kind event draws thousands of people from Long Island, NYC, Connecticut and the surrounding areas.

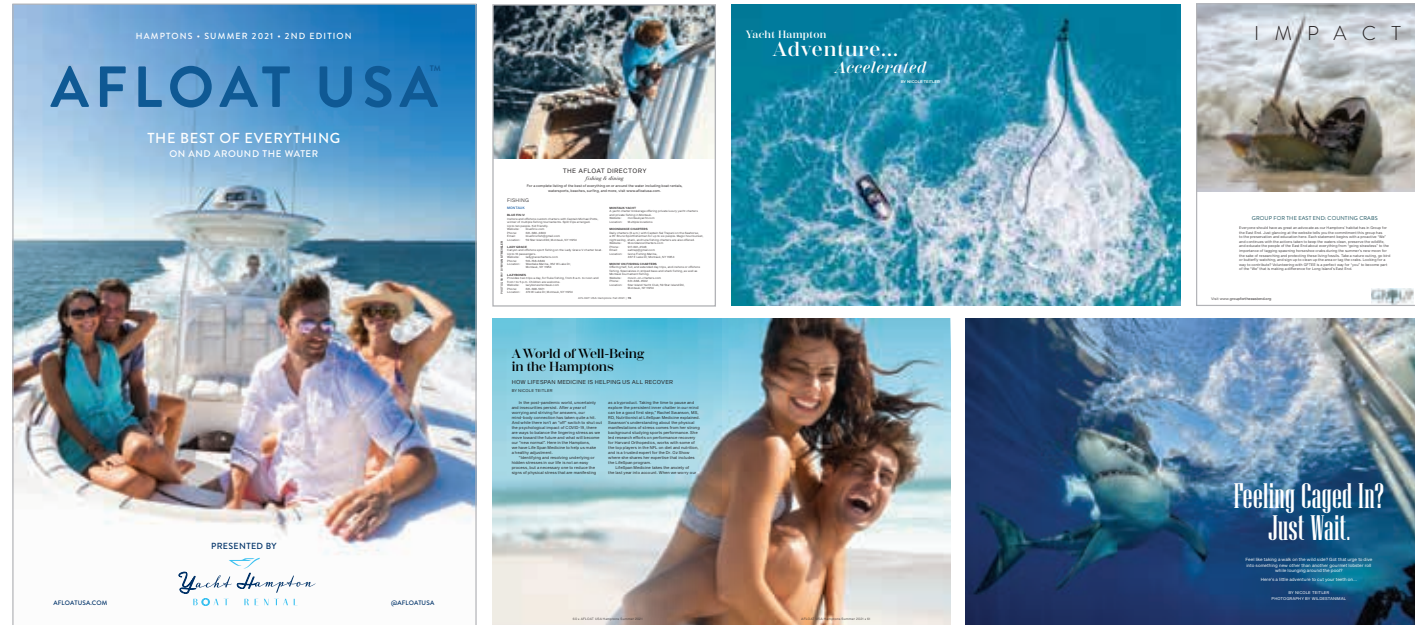
Sponsors enjoy the unique opportunity for onsite brand activation, product demonstrations, and reaching new prospects in this high-net-worth community.

ADMISSION IS FREE.
VISIT [AQUAVERSEUSA.COM](https://www.aquaverseusa.com) FOR MORE INFORMATION.



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 experiences.

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.



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, Topping Rose, The Maidstone, and Bridgehampton Inn; yacht and tennis clubs, and private air transportation.

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/August 2022 | Fri, June 10, 2022 | Wed, July 1, 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 | \$25,000 | Includes one page advertorial | | |
| 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

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
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
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
Website: 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

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

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

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.

AFLOAT USA

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

See you on the water!