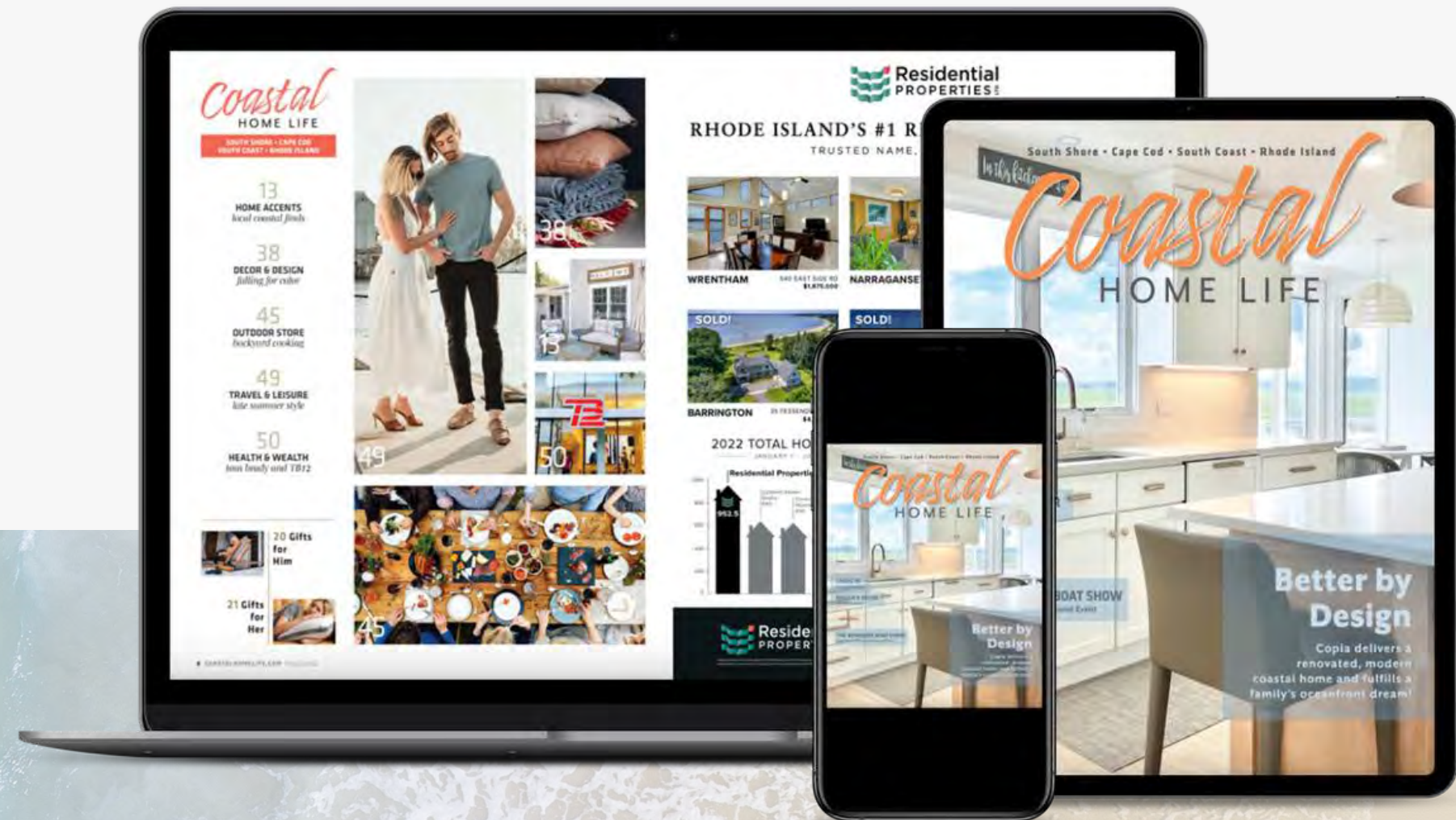


# COASTAL HOME LIFE

## 2023 MEDIA KIT



THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE IN SOUTHERN NEW ENGLAND SINCE 2018

# ABOUT COASTAL HOME LIFE

Founded in 2018, Coastal Home Life is the leading luxury coastal lifestyle magazine in Southern New England.

Published quarterly, the magazine captures the lifestyle of living in a waterfront community, featuring the best builders, interior designers, landscape architects, real estate experts and home improvement professionals in the region.

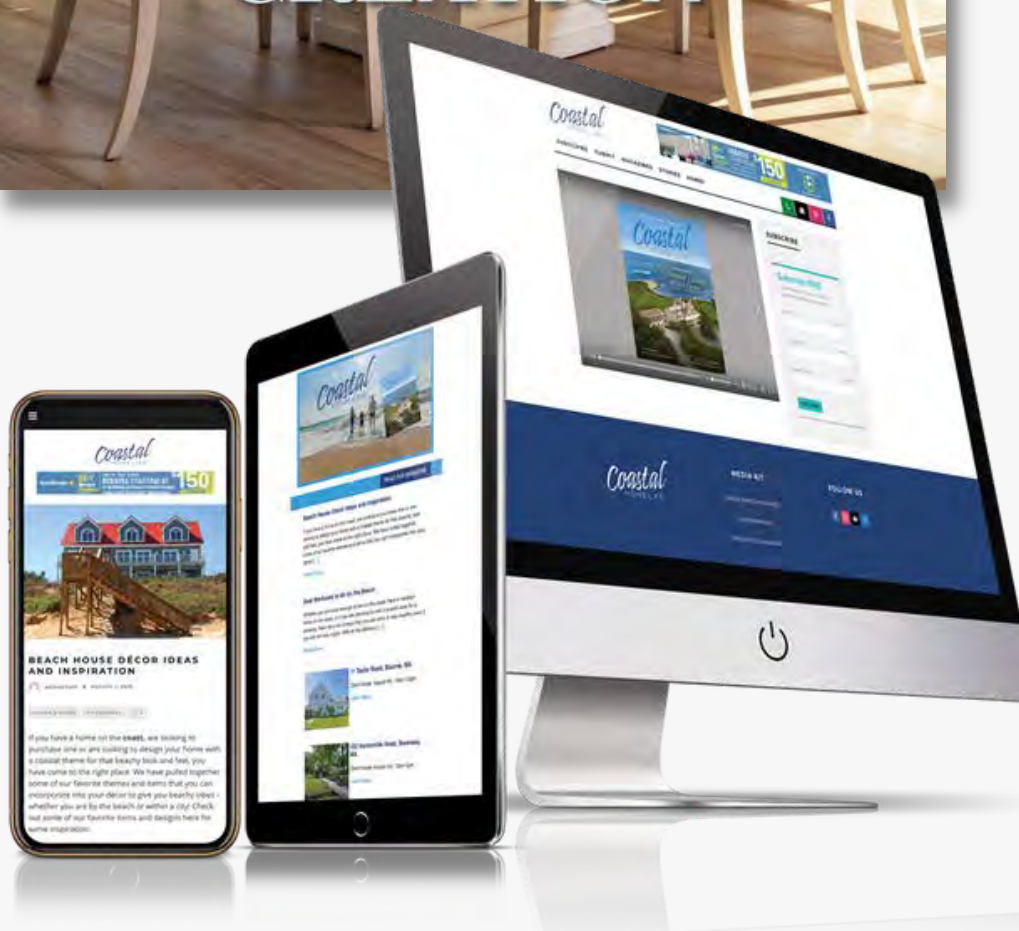
From high-end developments to luxury waterfront estates, Coastal Home Life showcases local shops and dining, the best vacation escapes near and far, trending products for the home, and tips for improving one's health and wealth.

*Coastal Home Life magazine is available in print and digital editions.*

Quarterly publication reaching the most affluent homeowners & leading industry professionals in:

- Cape & the Islands
- South Shore
- Farm & South Coast
- Rhode Island





Reaches Over

# 3 MILLION

Affluent Homeowners and  
Top Industry Professionals

annually at home, at work, on vacation & at car dealerships



**200K+**

Readers per issue from communities in Southern New England.



**80k+**

Weekly newsletter subscribers. Average open rate 36%.



**400k+**

Unique visitors to multiple websites & social channels per month.



**100k+**

Distributed at the NE Home Shows, Northeast Golf Show & Newport Boat Show.

# OUR READERS

By the Numbers from Home Shows & Reader Sweepstakes

**68%**  
Female Audience

**57**  
Median Age

**\$1,200,000**  
Average Net Worth



**73%**

Live in homes valued  
\$500k+



**65%**

Household income  
over \$175k



**57%**

Take 1+ vacations  
each year



**75%**

Women are the  
primary shopper

# FEATURED IN EVERY ISSUE

## Accents

Local Themed Home Decor

## Marketplace

Best Bites | Seaside Sips | Gifts for Him & Her

## Home Show

Architects, Builders, Designers & More

## Outdoor Shop

Seasonal Trends

## Living In

Regional Real Estate & Local Businesses

## Lifestyle & Leisure

Fashion, Travel, Cars, Boats & More

## The Current

Regional Events & Happenings

## Health & Wealth

Exercise & Investments

## Resort Style Living

4 Season Community Living

*Opportunity to feature your brand in a section of each category.*



# 2023 CALENDAR

## Spring Issue

Deadline: 2/3

LIVING IN: Cape Cod & The Islands

HOME SHOW: Outdoor Living

[New England Home Shows Distribution](#)

[Northeast Golf Show Distribution](#)

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## Summer Issue

Deadline: 5/24

LIVING IN: Rhode Island

HOME SHOW: Kitchen & Baths

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## Fall Issue

Deadline: 8/11

LIVING IN: South Shore

HOME SHOW: Renovations

[Newport International Boat Show Distribution](#)

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## Winter Issue

Deadline: 11/1

LIVING IN: Farm & South Coast

HOME SHOW: Custom Homes

**15% Off**  
Multiple  
Issues

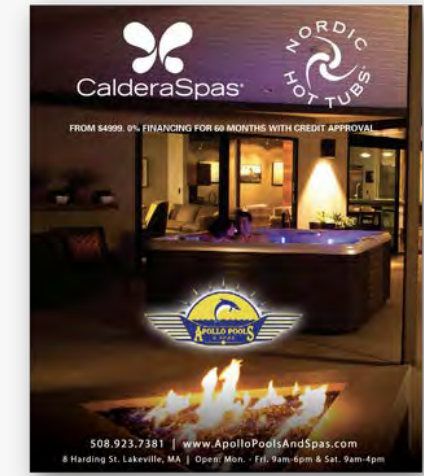
# DISPLAY ADVERTISING MENU

Prime Back Cover = \$3,550  
 Prime Front Spread = \$3,250  
 Prime Front Page = \$2,250  
 Full Spread = \$2,750  
 Full Page = \$1,850

2/3 Page = \$1,250  
 1/2 Page = \$1,050  
 1/3 Page = \$750  
 1/4 Page = \$550  
 1/6 Page = \$450



FULL SPREAD



FULL PAGE

## Real Estate 1/4 Page Listings = \$350

- Image, Location, Price
- Beds/Baths/SqFtPrice
- Short Description
- Headshot and Contact Info

\*\*\* Includes Position in the Weekly Current Newsletter If Listing Is Active\*\*\*

**East Greenwich, RI \$1,999,900**  
 Bedrooms: 5 , Bathrooms: 5.+2Half , Living Area: 6,830 sqft

Nearly 10,000 finished sq.ft. Loaded from end to end with every imaginable upgrade. This one of kind custom designed private estate home sits on a stone-wall lined 3.2 acre sanctuary with unique custom features including 16â coffered ceilings, courtyard heated pool, marble accents, open floor plan, and more.

Allen Gammons | Sales Associate  
 O: 401.886.6100 | F: 401.886.6101  
 allen@gammonsrealty.com  
 BHHS Gammons Realty

**Coastal Living**  
 REAL ESTATE PHOTOGRAPHY THAT SELLS!  
 CM  
 HIRE CHOPPY MEDIA FOR YOUR NEXT PROJECT OR LISTING!  
 AERIAL PHOTO & VIDEO, 3D VIRTUAL TOURS, FLOOR PLANS, VIRTUAL STAGING & MORE!  
 401.426.7853 | CHOPPYMEDIA.COM

2/3 PAGE

**Island Treasures Home Decor**  
 You can find us at the **Aquidneck Design Center!**  
 Located at: 9 1046 East Main Rd. Portsmouth, RI  
 @ islandtreasureshomedecor.com 7 508-837-1549

1/2 PAGE

**FLORIDA LIVING**  
 FONTANA REALTY  
 Call, Text, or Email Me Today!

1/3 PAGE

**ADD ON DEDICATED EMAIL BLAST(S)**  
 1 Blast = \$750 | 2 Blasts = \$1,150 | 4 Blasts = \$3,500

# ADVERTISING PACKAGES

## OPTION 1: FULLY CUSTOMIZED MEDIA BUNDLE

STARTING AT \$1,950

### CAN INCLUDE:

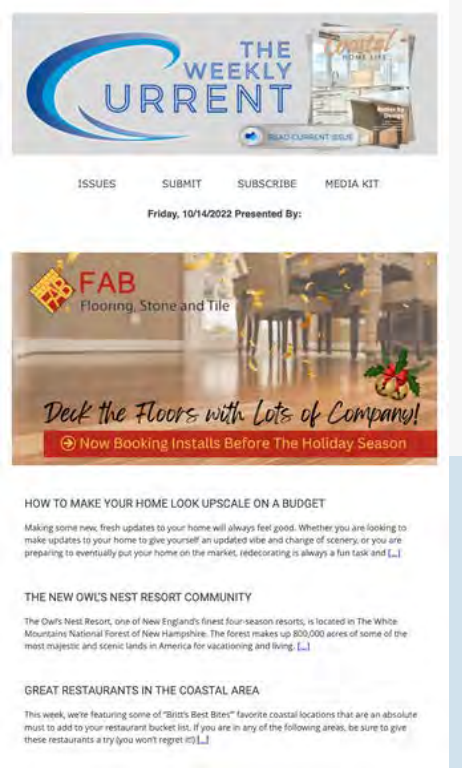
- Print/Digital Magazine Ads & Editorials
- Dedicated Eblasts & Sponsorships of Weekly Newsletters
- Geo, Event, Addressable & Social Fencing w/ Website Re-Targeting
- Social Media Marketing & Management
- Custom Audience Development from Sweepstakes & Contests
- Exhibit Space in our Shows



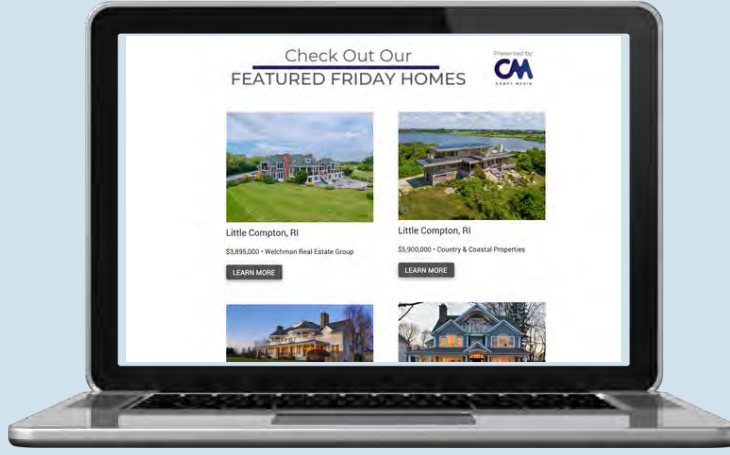
Magazine Ads & Editorials



Dedicated E-blasts



Weekly Current eNewsletter



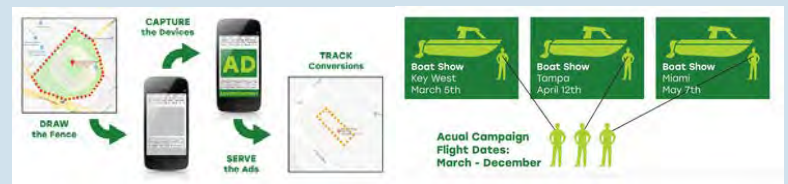
Website Re-Targeting



Social Assist



Home Show Weekly eNewsletter



Geo, Event, Addressable & Social Fencing



# ADVERTISING PACKAGES (CONT)

## OPTION 2: CUSTOM AUDIENCE PACKAGE

STARTING AT \$4,500

+ PRIZES FOR GIVEAWAYS/SWEEPSTAKES

- Geo, event and/or addressable fence impressions campaign.
- x2 email blasts to enter the sweepstakes or contest.
- x2 E-news positions to enter the sweepstakes or contest.
- Organic/paid social campaign to enter the sweepstakes/contest.
- Enter to win display ad in Coastal Home Life Magazine.

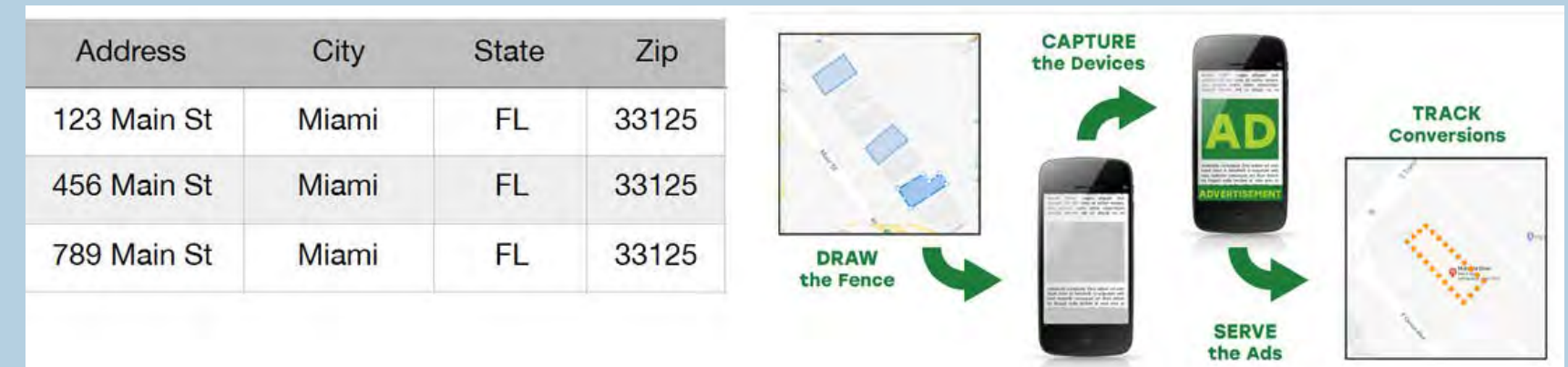


## OPTION 3: FENCING CAMPAIGN

FROM \$20/CPM

(Example: 100,000 impressions = \$2,000)

- Target households in neighborhoods, events, competitors, and more.
- Define demographics of audience and target on social media.
- Complete report on conversions, impressions and more .





# OVERVIEW

For over 50 years, Home Golf Lifestyle Media (HGL Media) has been one of the Northeast's most respected luxury brand multimedia marketing firms.

We provide our clients with all the services needed to grow their businesses targeting Home, Golf and Lifestyle enthusiasts.

Our myriad of multimedia platforms, niche magazines and in-person events reach affluent consumers to engage with your brand. The HGL Media marketing menu includes print, digital, social, email, geo-fencing, consumer shows, video channels and specialty events.

**OUR FOLLOWERS ARE YOUR CUSTOMERS AT THE LOCAL, REGIONAL, NATIONAL AND GLOBAL LEVEL.**





# PUT OUR ALL-IN-ONE CREATIVE AGENCY & MULTI-MEDIA PLATFORMS TO WORK FOR YOU!



Together, we'll design the media assets that align your brand message with a marketing campaign that fits your business strategy and budget.



We will distribute your marketing campaign to the large, established, affluent HGL Media audience, through our partnered media outlets and also your company customer base.

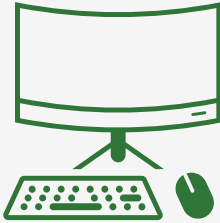


We deliver measurable results providing valuable insights about your customer base and targeted strategies for revenue growth throughout your HGL Media partnership.

# COMPLETE CREATIVE SERVICES

DIGITAL & PRINT SERVICES 100% CUSTOMIZABLE TO YOUR BUSINESS

## WEBSITES



### DESIGN

Starting at \$1,750

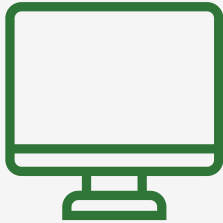
### HOSTING

Starting at \$50/M

### MAINTENANCE

Starting at \$45/HR

## SEO



### ANALYSIS & STRATEGY

Starting at \$250

### CAMPAIGN

Starting at \$300/M

### BLOGS

Starting at \$100/P

## CONTENT



### STRATEGY

Starting at \$250

### EDITORIALS

Starting at \$275

### DISTRIBUTION

Starting at \$500

## EMAIL



### DESIGN

Starting at \$350

### DEDICATED BLAST

Starting at \$750

### SPONSORED BANNER

Starting at \$200

# COMPLETE CREATIVE SERVICES

DIGITAL & PRINT SERVICES 100% CUSTOMIZABLE TO YOUR BUSINESS

## AUDIENCE



### SWEEPSTAKES

Enter to Win

### CONTESTS

Photo, Video & Story

### FANTASY

Golf, Football & More

## FENCING



### GEO

Starting at \$20 CPM

### ADDRESSABLE

Starting at \$25 CPM

### SOCIAL

Starting at \$750

## PRINT



### LISTS & EDDM

Postcards, Menus etc.

### CARDS, BROCHURES +

Basic to Premium

### BANNERS & SIGNS

Various Sizes & Materials

## DESIGN



### SOCIAL BANNERS

Starting at \$75

### PRINT & WEB ADS

Starting at \$50/H

### BUSINESS CARDS

Digital & Print w/ Leads

# ABOUT OUR MULTI-MEDIA PLATFORMS

MILLIONS OF AFFLUENT HOME, GOLF & LIFESTYLE ENTHUSIASTS



## NORTHEAST GOLF MAGAZINE

- 4,000,000+ Annual Reach
- Print & Digital Publication 6x/yr
- 75,000+ Engaged Email Subscribers
- Multiple Websites
- Social Channels



## COASTAL HOME LIFE MAGAZINE

- 3,000,000+ Annual Reach
- Print & Digital Publication 4x/yr
- 50,000+ Engaged Email Subscribers
- Multiple Websites
- Social Channels

## NORTHEAST GOLF SHOW

### NORTHEAST GOLF SHOW

- March 17-19, 2023
- Field House @ Gillette Stadium in Foxboro, MA, Home of the Patriots
- 15,000+ Attendees



### GOLF CONTENT NETWORK

- One-of-a-kind digital & social media platform for writers, golf companies and agencies.



### NEW ENGLAND HOME SHOWS

- The most professional, organized, and well-attended live events in MA & RI.
- Tens of thousands of qualified, affluent homeowners at each show.
- Lincoln (RI) 3/4-3/5, 2023 | Foxboro 3/24-3/26, 2023
- Marlboro 3/31-4/2, 2023 | Topsfield 4/22-4/23, 2023



HOME GOLF LIFESTYLE   
**MEDIA**  
DESIGN.DISTRIBUTE.DELIVER

PRINT • DIGITAL • SOCIAL • EVENTS

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