

Cape Cod Magazine™

Martha's Vineyard & Nantucket

9 beautiful, informative issues a year.
 Sold by subscription and on newsstands throughout Cape Cod, Massachusetts, New England and across the nation. *Cape Cod Magazine* reaches over 75,000 readers per issue.



Cape Cod Magazine celebrates the life of Cape Cod & the Islands.

ISSUE	2011 EDITORIAL HIGHLIGHTS	DEADLINES
Jan/Feb	Winter Survival Guide • Interiors • <i>Bridal</i>	Nov. 5, 2010
March	Women's Issue • Fashion • <i>Women Profiles</i>	Jan. 4, 2011
April	Architecture • Eco/Sustainable Living <i>Home Design & Decor</i>	Feb. 1, 2011
May	Home & Garden • Outdoor Living • <i>Style</i>	March 1, 2011
June	Food Issue • <i>Mashpee</i> • <i>Menu's</i>	April 1, 2011
July	Explorer's Guide to Shopping, Dining and Things to Do • Beach Guide • <i>Hyannis</i>	April 28, 2011
August	The Four Corners of Cape Cod • Real Estate <i>Realtor Spotlight</i>	May 31, 2011
Sept/Oct	Design & Décor • Guide to Autumn Activities <i>Antiques & Collectibles</i>	June 28, 2011
Nov/Dec	Gift Guide • Holiday Entertaining & Parties <i>Gift Guide</i> • <i>Off-Season Restaurant Guide</i>	September 1, 2011

Editorial Calendar subject to change – Themes in italics indicate special advertising sections

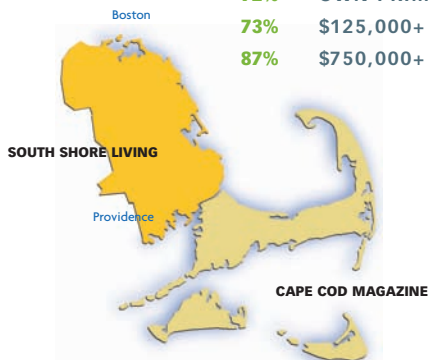
2011 ADVERTISING DIMENSIONS	
Full Page	6.875" x 9.625"
2/3 Vertical	4.5" x 9.625"
1/2 Horizontal	6.875" x 4.75"
1/2 Island	4.5" x 7.125"
1/3 Square	4.5" x 4.75"
1/3 Vertical	2.125" x 9.625"
1/4 Page	3.325" x 4.75"
1/6 Horizontal	4.5" x 2.25"
1/6 Vertical	2.125" x 4.75"

ELECTRONIC FILE GUIDELINES:
 Advertisements may be submitted on a CD or e-mailed to: ads@capecodmagazine.com

LAYOUT SPECIFICATIONS: Macintosh Format: Quark Express, Photoshop or Illustrator (saved as .tiff or .eps, and convert all type to paths) Color and Grayscale Images: 300dpi / CMYK PDF 1.3, 1.4 or PDF1a

DEMOGRAPHICS

- 18,000** CIRCULATION
- 69%** FEMALE
- 71%** 35-65 YEARS OLD
- 92%** OWN PRIMARY RESIDENCE
- 73%** \$125,000+ HOUSEHOLD INCOME
- 87%** \$750,000+ HOME VALUE



PRIMARY MARKET AREA

Chatham, Osterville, Mashpee, Provincetown, Dennis, Eastham, Yarmouth, Orleans, Harwich, Falmouth, Sandwich, Brewster, Bourne, Truro, Wellfleet, Nantucket & Martha's Vineyard

notes: _____



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