With our iconic, market dominate domain name, Hamptons.com has been the first stop since 1994 for residents and visitors alike to get the who, what, where and when in the Hamptons. We also enjoy the highest link relevance on Google for all Hamptons’ related searches. As the East End’s most read media source, millions of readers across the globe have made Hamptons.com the #1 insider’s guide to the Hamptons.

Recognized around the world! The Hamptons is more than just a location, it is a way of life, blending serene natural beauty with sophisticated society. What was once a fashionable summer resort has become a year-round destination, representing one of the most affluent and well-educated demographics in America, if not the world.

In 2012 digital online advertising surpassed print advertising in the U.S. for the first time and it is estimated that by 2016, twice as many ad dollars will be spent for online advertising than for print, both newspapers and magazines combined. Advertising on Hamptons.com is the most effective and affordable way to reach the highly affluent and educated Hamptons/NY Metro market, a demographic that represents a readership with the highest discretionary incomes, home values, and education levels in the nation.

Many of the nation’s most influential leaders in business, media, politics, entertainment, sports and the arts, as both full and part-time residents, call this island paradise home. They, along with year-round visitors from all corners of the world, are drawn to the Hamptons and we are Hamptons.com!
BY THE NUMBERS: READERSHIP, DEMOGRAPHICS, STATS

1,264,419 annual visitor sessions
50% NY Metro / 15% International

2,612,079 pageviews
64% Desktop / 24% Mobile / 12% Tablet

Female...................................................................................52%
Male.......................................................................................48%
Average Age..............................................................................48
College Graduates..................................................................78%
Post Grad Degree....................................................................43%

70% are new visitors

HAMPTONS.COM READERS ARE AFFLUENT
Avg. net worth.......................................................... over $ 3,000,000
Avg. household income......................................................$ 350,950
Avg. primary home value............................................... $ 1,930,000
Avg. vacation home value............................................... $ 2,343,000
2x the Internet average of readers with income..............over $ 150k
4x more likely to...........Spend more than $3,000 on domestic travel

COMPARED TO THE INTERNET AVERAGE
HAMPTONS.COM READERS ARE...
5x more interested in...............Food & Drink
4x more interested in...............Celebrity News
3x more interested in.....Arts & Entertainment
3x more interested in................Luxury Goods

A HIGH NET WORTH MEANS PURCHASING
POWER. OUR READERS ARE...
6x more likely to...........Drive a Luxury Vehicle
3x more likely to.............Travel First Class
3x more likely to.......Shop at Luxury Retailers
3x more likely to............Purchase Designer Fashion
3x more likely to..........Buy Designer Accessories
3x more likely to...............Take a Ski Vacation
3x more likely to...............Take a Golf Vacation
2x more likely to...........Visit a Spa on Vacation

Statistical information gathered from Google Analytics, Alexa, and Quantcast from January 1, 2014-December 31, 2014.
With a finger on the pulse of what’s happening in the Hamptons year-round since 1994, our editors and contributors are focused on giving our readers “All the Hamptons. All the time!”

**JANUARY:** Inside the Artist Studio / Summer Rentals

**FEBRUARY:** Winter Festival / Spring Fashion Preview

**MARCH:** House & Home / Architects & Design

**APRIL:** Real Estate Preview / Coming Attractions

**MAY:** Back To the Beach / Summer Celebrating

**JUNE:** Luxury / Extravagant Art / Philanthropy

**JULY:** Food & Wine Festivals / On The Water

**AUGUST:** Artists & Writers / Hamptons Classic

**SEPTEMBER:** HarborFest / Fall Beauty & Accessories

**OCTOBER:** Film Festival / Wine Country Spotlights

**NOVEMBER:** Fabulous Feasts / Luxury Wheels

**DECEMBER:** Holiday Guide / Resolutions

Every day Hamptons.com is updated with dozens of features and photos covering the tastemakers and happenings that make the East End such a vibrant place to enjoy life more.
THE HAMPTONS.COM HOME PAGE: HAND-CRAFTED TO INFORM, ENTERTAIN, INSPIRE

Subtle animation and engaging images focus attention on advertisers in key positions.

Editor's Choice picks from the Calendar that highlight big events are posted side-by-side our exclusive Real Estate Spotlights, balancing ads and content seamlessly.

The Enhanced Business Spotlight is included in a shared rotation on our Home Page with 2 links to your URL.

A fully searchable Directory with hundreds of listings is a quick reference tool that makes finding what readers need a breeze.

Clear, simple, and consistent navigation is a hallmark feature of Hamptons.com.

Visitors return regularly to watch our live streaming Beach Cam that provides 24/7 access to the best beach in the US, no parking permits or beach passes required. Exclusive advertising opportunities are available.

Content is King! Features from across our sections draw the reader in to explore the website.

We post hundreds of photos every week. The latest party, news, and event snapshots live right on the Home Page with the rest a just quick click away.
MARKETING OPPORTUNITIES: BANNERS, EVENTS, E-BLASTS, EMAIL, SOCIAL MEDIA

EVENTS
Hamptons.com currently hosts two signature “Cocktails & Connections” events that bookend the Hamptons summer season. These branding events are designed to generate sales, drawing over 300 business, social, real estate, and style leaders from the Hamptons and NYC. Sponsors at various levels enjoy exclusive branding opportunities and access to our guests.

BANNER ADVERTISING
Back when online magazines were just coming into view Hamptons.com was already leading the way. Banner ads have changed in size over the years and we’ve seen rich-media ads rise and fall in popularity. One thing that has remained steady is that our advertisers are always looking for “something new” that converts to a broader, yet very targeted, audience for their products or services. Internet advertising is the only form of advertising on the rise and mobile is a vast market for growth in the coming years. Hamptons.com will keep expanding in this ever-changing landscape.

E-BLASTS & EMAIL
Over 12,000 subscribers receive our “Hamptons Weekly Brief” each week. This attractive newsletter combines our top stories and photo galleries with dozens of events blended with advertising. Our readers tell us that this is an easy to read resource for what to do in the Hamptons on any given weekend year-round and they look for it in their inbox each week.

Dedicated and exclusive E-Blasts are available that give our advertisers the opportunity to tell the story of their product, service, or event to our 12,000+ subscribers. The open-rate of our database is significantly higher than industry standards.

SOCIAL MEDIA
We’ve got thousands of friends, fans, and followers across all of our social platforms. The best part is that this very engaged following extends our reach exponentially, reaching millions around the globe each month.

Dedicated social media campaigns extend our advertiser’s message to all of our followers across multiple platforms, amplifying the effect and scope of their specific advertising campaigns.

Hamptons.com advertisers receive collateral editorial support whenever appropriate and newsworthy as determined by and at the discretion of our exceptional editorial staff. This editorial support further enhances the effectiveness and impact of other online advertising campaigns.
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