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.

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

**1,506,645**

**annual visitor sessions**

50% NY Metro / 15% International

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**2,612,079**

**pageviews**

64% Desktop / 24% Mobile / 12% Tablet

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

70% are new visitors

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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

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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

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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

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Statistical information gathered from Google Analytics, from January 1, 2019 - December 31, 2019
EDITORIAL CALENDAR: YEAR-ROUND FOCUS ON THE HAMPTONS LIFESTYLE

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](http://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.
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 Cams 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 “Connections & Cocktails” 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 13,000 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 13,000+ subscribers. The open-rate of our database is 3 times the national average.

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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