

# Montauk Sun Rates and Space Availability for 2025

	<b>Ft &amp; Bk In &amp; Out Glossy Covers</b>	<b>Glossy Center Spread 2 Page Centerfold</b>	<b>Glossy Outside Centerfold</b>	<b>Full Page Uncoated</b>
March	\$ 1,800			\$ 900
April	\$ 1,800			\$ 900
May	\$ 1,800			\$ 1,100
June	\$ 1,800	\$ 3,200	\$1600 p.p.	\$ 1,100
July	\$ 1,800	\$ 3,200	\$1600 p.p.	\$ 1,100
August	\$ 1,800	\$ 3,200	\$1600 p.p.	\$ 1,100
September	\$ 1,800	\$ 3,200	\$1600 p.p.	\$ 1,100
October	\$ 1,800			\$ 900
November	\$ 1,800			\$ 900
December	\$ 1,800			\$ 900
Jan & Feb	\$ 1,800			\$ 900
Website	\$ 500			\$ 500
<b>Total</b>	<b>\$20,300</b>			<b>\$11,400</b>

<b>KEY DEMOGRAPHICS</b>	
FEMALE	55%
MALE	45%
SINGLE	60%
MARRIED	40%
AGE 50 PLUS	36%
AGE 35 - 49	34%
AGE 18 - 34	30%
<b>READER LOYALTY</b>	
Read the paper every month	70%
Read 6 issues per year	18%
At least 3 issue per year	12%
College or Advanced Degree	87%
<b>INCOME</b>	
<b>AFFLUENT EARNERS</b>	
76% EARN OVER \$100K ANNUALLY	
\$250,000 or more	31%
\$201,000 - \$250,000	13%
\$151,000 - \$200,000	17%
\$100,000 - \$150,000	15%
<b>NET WORTH</b>	
Over \$5 Million	08%
\$1 Million - \$5 Million	45%

No Charge for Real Estate Listings Listings are posted on *The Sun* website ([www.montauksun.com](http://www.montauksun.com) - over 2000 hits a day in season and over 1,000,000 hits just between March and May for the Montauk Music Festival.)  
*The Sun* is in Manhattan on the Jitney, at the Montauk Train station and the only publication at the Lighthouse.  
 • NEW MANHATTAN DISTRIBUTION LOCATIONS!, we reach the potential clients before they get to Montauk.  
 • NEWSLETTER BLASTS! Great way to highlight a Property, Price Reduction, or Open House.  
 • MONTAUK SUN'S WEBSITE! (gets over 100,000 hits a month...can be read online...your ad is linked to your website).

<b>Eighth:</b> 4-3/4 x 3-3/8 3-3/8 x 4-3/4	<b>Quarter:</b> 4-3/4 x 6-5/8 6-5/8 x 4-3/4	<b>Half:</b> 9-3/4 x 6-5/8 6-5/8 x 9-3/4 4-3/4 x 13-1/2	<b>Full:</b> 10-7/8 x 14-1/2 Trim 9-7/8 x 13-1/2 Safe Area 11-3/8 x 15 Bleed
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<b>Ad Size</b>	<b>Single Issue</b>	<b>May - Sept</b>	<b>11 Issues</b>
Full Page	\$1,200	\$1,100	\$1100/\$900
Half Page	\$700	\$650	\$600
Quarter	\$500	\$450	\$400
Eighth	\$325	\$300	\$275



**We have 99 street box locations in Manhattan and growing!**  
**15 locations in EAST NORWICH**  
**15 locations in WILLIAMSBURG, BROOKLYN**  
 ...to further reach your potential clients.

**Kenny Giustino**  
**Montauk Sun**  
**631-668-5077**  
**mtkken@gmail.com**  
**MontaukSun.com**

*Montauk Sun*  
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