

Montauk Sun Rates and Space Availability for 2025

	Ft & Bk In & Out Glossy Covers	Glossy Center Spread 2 Page Centerfold	Glossy Outside Centerfold	Full Page Uncoated
March	\$ 1,800			\$ 950
April	\$ 1,800			\$ 950
May	\$ 1,800			\$ 1,150
June	\$ 1,800	\$ 3,200	\$1600 p.p.	\$ 1,150
July	\$ 1,800	\$ 3,200	\$1600 p.p.	\$ 1,150
August	\$ 1,800	\$ 3,200	\$1600 p.p.	\$ 1,150
September	\$ 1,800	\$ 3,200	\$1600 p.p.	\$ 1,150
October	\$ 1,800			\$ 950
November	\$ 1,800			\$ 950
December	\$ 1,800			\$ 950
Jan & Feb	\$ 1,800			\$ 950
Website	\$ 500			\$ 500
Total	\$20,300			\$11,950

KEY DEMOGRAPHICS
FEMALE 55%
MALE 45%
SINGLE 60%
MARRIED 40%
AGE 50 PLUS 36%
AGE 35 - 49 34%
AGE 18 - 34 30%
READER LOYALTY
Read the paper every month 70%
Read 6 issues per year 18%
At least 3 issue per year 12%
College or Advanced Degree 87%
INCOME
AFFLUENT EARNERS
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%
NET WORTH
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 - 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).

Eighth:
4-3/4 x 3-3/8
3-3/8 x 4-3/4

Quarter:
4-3/4 x 6-5/8
6-5/8 x 4-3/4

Half:
9-3/4 x 6-5/8
6-5/8 x 9-3/4
4-3/4 x 13-1/2

Full:
10-7/8 x 14-1/2 Trim
9-7/8 x 13-1/2 Safe Area
11-3/8 x 15 Bleed

Ad Size	Single Issue	May - Sept	11 Issues
Full Page	\$1,200	\$1,175	\$1150/\$950
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.

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Montauk Sun
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