



BEHIND THE HEDGES

HAMPTONS REAL ESTATE & LIFESTYLE...STEP INSIDE



BEHIND•THE•HEDGES

(luxury real estate & lifestyle)

Celebrating and serving the nation's premier high-end real estate market every day of the year, Behind the Hedges takes readers inside this exclusive world with a compelling digital experience and glossy print publication dedicated to the distinctive properties and luxurious lifestyle that define the East End.

EXCLUSIVE CONTENT

Award Winning

Award-Winning Exclusive CONTENT

No other East End publication or website delivers the exclusive editorial content that makes **Behind the Hedges** a must-read. But then again, no other publication or website draws from nearly 60 years of insider access and experience with the hottest real estate on the market. More than just photos of beautiful homes, Behind the Hedges is the only real estate publication driven by editorial content that motivates readers and homebuyers to invest in the East End and celebrate the lifestyle to its fullest.

IN EVERY ISSUE

REAL ESTATE ROUDTABLE • East End experts and insiders share their insights and opinions on a range of topics related to local real estate, from tips for buying and selling to seasonal forecasts and market analysis.

OBJECTS OF OBSESSION • Haute home furnishings, objets d'art, must-have accessories and more adorn this showcase of design, fashion and taste.

HEDGES INDEX • Our uniquely provocative take on the facts and figures that define the local market, providing historical context and timely commentary...and great fodder for cocktail party banter.

MASTER CRAFTSMAN • Celebrating the creative spirit with in-depth profiles of East End locals whose remarkable talent, aesthetic vision and dedication to their craft continue to bring uncompromising quality and singular beauty to our homes, both inside and out.





Editorial CALENDAR

<u>ISSUES</u>	<u>DISTRIBUTION DATE</u>	<u>MATERIALS DEADLINE</u>
APRIL • PRIVET HEDGE AWARDS EDITION	APR 19	APR 8
MAY • SUMMER 2018 PREVIEW	MAY 24	MAY 13
JUNE • OUTDOOR LIVING	JUNE 7	MAY 27
JUNE • JULY 4TH ISSUE	JUNE 21	JUNE 10
JULY • THE WATER ISSUE: POOLS, BOATS, OCEANFRONT LIVING	JULY 5	JUNE 24
JULY • LUXURIOUS LANDSCAPES	JULY 19	JULY 8
AUGUST • THE ART OF ARCHITECTURE	AUG 9	JULY 29
AUGUST • INCREDIBLE INTERIORS	AUG 23	AUG 12
OCTOBER • COLUMBUS DAY WEEKEND EDITION	OCT 4	SEPT 23
NOVEMBER • HAMPTONS HOLIDAYS EDITION	NOV 22	NOV 11
DECEMBER • 2019 YEAR IN REVIEW	DEC 20	DEC 9



Ten REASONS

1. The only true local real estate multi-media platform for marketing prestigious properties: Daily online content, custom email newsletters and an oversize glossy publication providing attractive and abundant display space for luxury homes.

2. Unparalleled reach in the Hamptons and on the North Fork all year long.

3. Better distribution to key high-traffic and high-end retail shops and Manhattan doorman buildings—as well as oceanfront estates—than any other real estate publication on the East End. More than 1,200 locations in all.

4. Additionally distributed in a high-end digital reader edition. Includes hyperlinks to client websites, specific home listings or products/services to drive SEO, visibility and improve ROI.

5. Reach potential buyers worldwide by leveraging the reach of the full Dan's Manhattan Media Portfolio brands, including Dan's Papers, DanielleHamptons.com, AVENUE magazine and New York Family.

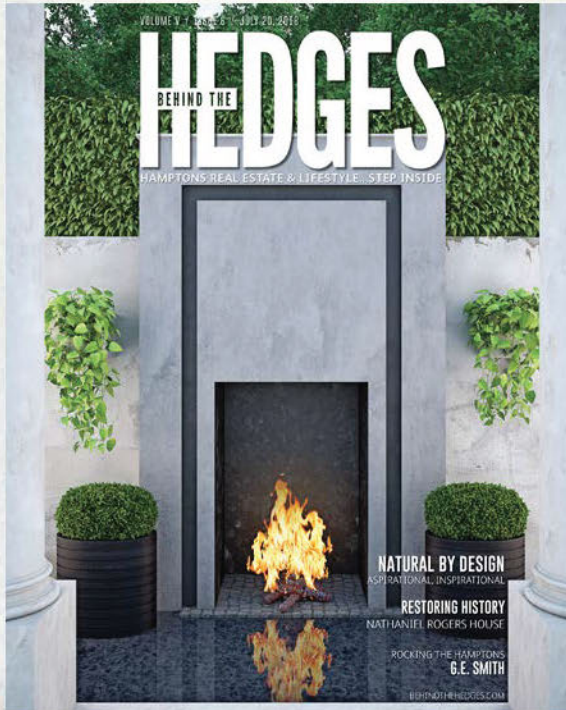
6. Social Media Interaction is inherent to any successful business today. Clients can engage our audience of more than 47,000+ on Facebook, Twitter and Instagram.

7. The only real estate publication marketing homes of distinction and offering engaging local real estate editorial content by the top editor in the market, giving readers a reason to pick it up and home buyers a reason to invest.

8. Consistent and continuous publishing dates offer continuity in marketing your homes and services throughout the peak season—and high traffic holiday weeks.

9. Rates that are super attractive plus an aggressive discount structure for multi-publication, multi-page and multi-platform buys. The reach, frequency, impressions and high visibility allow you to market efficiently and cost-effectively.

10. Behind the Hedges is the best investment you can make to feature luxury real estate and lifestyle brands. Nobody knows the Hamptons and the North Fork better than the marketing, sales and editorial team behind Behind the Hedges.



The MAGAZINE

Hamptons Real Estate & Lifestyle... Step Inside!

- New look and editorial focus taking readers inside the world of high-end Hamptons real estate
- Features and insights from the leading real estate editorial team on the East End
- Publishing 11x a year
- Distributed with Dan's Papers 47,000+ from Montauk to Manhattan





Print RATES

Glossy Rates	1X	3X	6X	12X
Premium Glossy Page	\$3,750.00	\$3,335.00	\$3,200.00	\$2,815.00
Inside Front Cover	\$4,125.00	\$3,700.00	\$3,500.00	\$3,100.00
Inside Front Spread	\$11,250.00	\$10,100.00	\$9,550.00	\$8,400.00
Center Spread	\$11,625.00	\$10,450.00	\$9,850.00	\$8,700.00
Inside Back Cover	\$4,125.00	\$3,700.00	\$3,500.00	\$3,100.00
Back Cover	\$5,625.00	\$5,050.00	\$4,800.00	\$4,200.00

Ad Specs

Full Page with Bleed

Bleed 11.125" x 14"
 Trim 10.625" x 13.5"
 Live Area 9.375" x 12.25"

Spread with Bleed

Bleed 11.125" x 14"
 Trim 10.625" x 13.5"
 Live Area 9.375" x 12.25"





DIGITAL

More than just a magazine.
It's a complete multi-media solution.

BEHINDTHEHEDGES.COM

- The premier destination for insider news and insights into Hamptons and East End real estate
- Must-read daily coverage from the market's top editor
- Custom banner ad design & placements
- Prominent property & open house listings

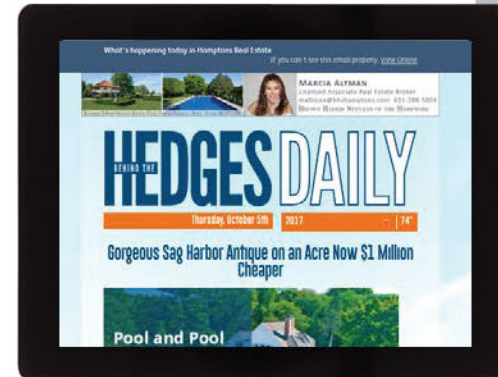
BEHIND THE HEDGES NEWSLETTERS

- HEDGES DAILY: Sent to 5,000 Hamptons Real Estate Professionals
- HEDGES WEEKLY: Sent to 47k+ opt-in Hamptons and Manhattan readers who want to keep up with where to buy, where to shop and the hottest real estate news.

INDUSTRY LEADER PROFILE & LISTINGS

- Special section on BehindtheHedges.com that features the Top Real Estate Experts in the Hamptons and the North Fork
- Photo and Business Listing on Home Page of Section. Position within listings is rotated throughout the year to ensure maximum exposure
- Profile Page includes photo, business info and biography/personal overview
- Property Listings: Profile Page includes property listings that are updated in real time; can be single listings or multiple listings

WEBSITE



HEDGES DAILY & WEEKLY NEWSLETTERS

INDUSTRY LEADER PROFILE & LISTINGS





RATES

Digital

BehindtheHedges.com

1	Leaderboard (970px X 112px)	\$599.00
2	Skyscraper (160px X 600px)	\$525.00
3	Billboard (970px X 250px)	\$699.00
4	Run of Site Cube (300px X 250px)	\$499.00

Hedges Daily Newsletter

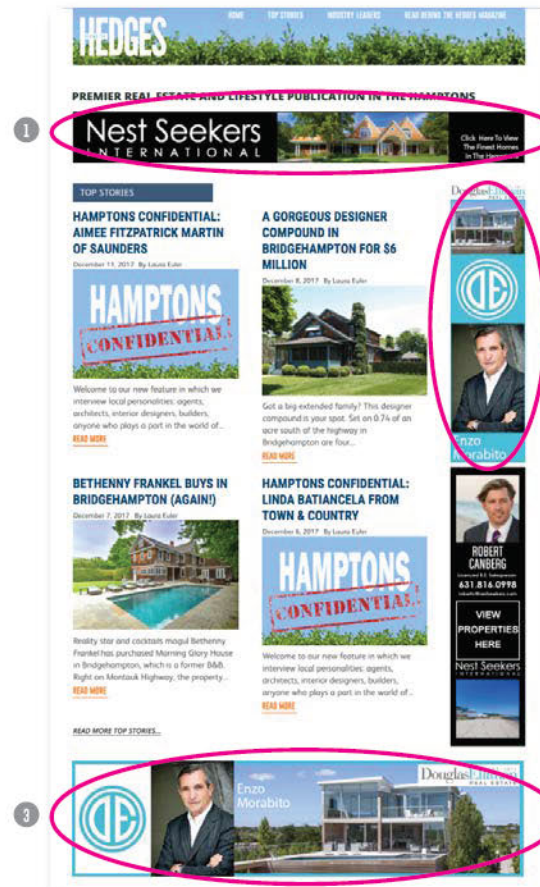
Leaderboard (970px X 112px)	\$399.00
-----------------------------	----------

Hedges Weekly Newsletter

Leaderboard (970px X 112px)	\$699.00
Intergrated Content	\$899.00

10-15%
OPEN RATE

15-20%
CLICK
THROUGH
RATE



47,000+ Opt-In Subscribers



BehindtheHedges.com
Site Advertising



Behind the Hedges Newsletters





BEHIND THE HEDGES

Industry Leader Executive Pkg

		BEHIND THE HEDGES DIGITAL MEDIA PLAN												IMPACT
		JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	
Hedges Weekly Newsletter	Banner Ad	X	X	X	X	X	X	X	X	X	X	X	X	One per Month (12x) to 40,000 subscribers
Industry Leader Profile	Includes Real-time Active Listings													Always On
BTH.com Home Page	Exclusive Banner Ad on Home Pg	X	X	X	X	X	X	X	X	X	X	X	X	One per Month (12x) to 5000+ Visitors
BTH.com ROS	Banner Ads													Always On
Danspapers.com Real Estate Section	Banner Ads													Always On

1. Industry Leader Profile and Listings (Full Year)

- Special Section on Behindthehedges.com that features the Top Real Estate Experts in the Hamptons
- Picture and Business Listing on Home Page of Section – Position within listings is rotated throughout the year to ensure maximum exposure
- Profile Page includes picture, business info and biography/personal overview
- Property Listings: page includes property listings that are updated each day; can be single listings or multiple listings

2. BehindtheHedges.com Site Advertising

- Exclusive Home Page Leaderboard 1 Day per Month (12x)
- Run of Site Banner Ad (full year)

3. Behind the Hedges Newsletter

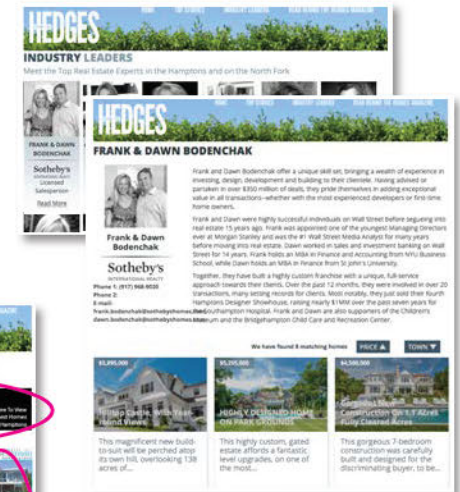
- Hedges Weekly Leaderboard 1 Day per Month (12x)

4. DansPapers.com Site Advertising

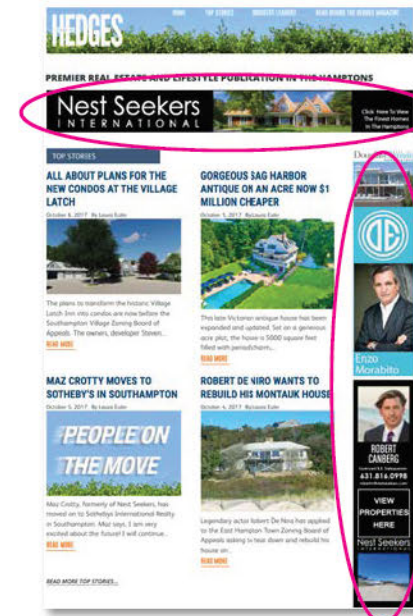
- Real Estate Section Banner Ad (full year, separate rate)

Value: \$12,000

1.



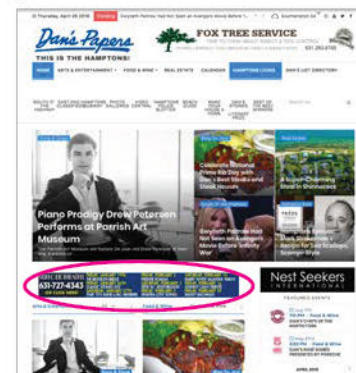
2.



3.



4.



DAN'S HAMPTONS MEDIA

THIS IS THE HAMPTONS



158 County Road 39, Southampton, NY 11968

BehindtheHedges.com

Sales 631.537.0500 | display@manhattanmedia.com