

The BOOK

LONG BEACH ISLAND'S PREMIER REAL ESTATE MAGAZINE

MEDIA KIT 2025



The BOOK

LONG BEACH ISLAND'S PREMIER REAL ESTATE MAGAZINE

The Book Long Beach Island's Premier Real Estate Magazine, is the most comprehensive source of properties for sale on the Long Beach Island. Created by LBI Publishing Inc. who publishes the premier leisure and lifestyle publications on Long Beach Island, *bay magazine*, OPEN HOUSE MAGAZINE and Feed Your Mind Cookbook.

If you are looking to reach potential home buyers for homes on Long Beach Island, Then *The Book* Long Beach Island's Premier Real Estate Magazine is a must.

AUDIENCE & DISTRIBUTION



\$335,000
AVERAGE HOME INCOME

\$1,800,000
AVERAGE HOME VALUE

310,000
FEMALE

43
MEDIAN AGE

265,000
MALE

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Six times a Year, **5,000** copies of *The Book*

Long Beach Island's Premier Real Estate Magazine, are printed and distributed

on Long Beach Island and vicinity, in strategic high volume locations.

Plus **30,000** Digital Copies, will be emailed to clientele.



FULL PAGE



SPREAD



1/2 VERTICAL



1/2 HORIZONTAL

AD SPECS

SIZE	BLEED	TRIM
Full Page	8.625" x 10.75"	8.375" x 10.5"
Spread	17" x 10.75"	16.75" x 10.5"
1/2 Horizontal	7.3785" x 4.7517"	7.2375" x 4.625"
1/2 Vertical	3.6875" x 9.5"	3.5625" x 9.375"

PRINT RATES

SIZE	SPRING
Full Page	\$1,400
Double Page Spread	\$2,800
1/2 Horizontal	\$700
1/2 Vertical	\$700
Inside front cover	\$1,500
Inside back cover	\$1,500
Page facing inside cover	\$1,500
Page 5	\$1,500
Page 7	\$1,500
Page 9	\$1,500
Inside center fold	\$2,800
Back Cover	\$2,900

Build ad trim size and extend bleed 5/8"
beyond trim on all sides. Supply spreads
as spreads, all other ads as single pages.

All ads must be saved as PDF (300dpi)
high-resolution with a hard copy proof.

All images and files must be CMYK.

All Artwork, images and fonts must
be included when file is saved as PDF
(high-resolution). All spot colors must be
converted to CMYK.

CALENDAR

Publication

MARCH 1, 2025

AD DEADLINE 2/1/25

Publication

APRIL 15, 2025

AD DEADLINE 3/1/25

Publication

JUNE 1, 2025

AD DEADLINE 4/1/25

Publication

AUGUST 1, 2024

AD DEADLINE 6/1/24

Publication

OCTOBER 1, 2025

AD DEADLINE 8/1/25

Publication

NOVEMBER 1, 2025

AD DEADLINE 9/1/25

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LONG BEACH ISLAND HOME DESIGN MAGAZINE
OPEN HOUSE
INTERIOR & EXTERIOR DESIGN



WEDDING
Bliss EXPO.
JERSEY SHORE'S PREMIER WEDDING EXPO

LONG BEACH ISLAND'S COOKBOOK
FEED YOUR MIND