

# *NewEngland.com*



If you are looking to reach the New England audience (and those traveling to New England),  
NewEngland.com is where you should be.



## BY THE NUMBERS

**We are changing the way millions of New Englanders engage with your brand.**

Powered by Yankee Magazine (the stewards of New England lifestyle for over 80 years), NewEngland.com is the resource for recipes, living & garden tips, travel guides, and inspiration from this iconic region.

**34%** of our  
web visitors are  
**age 35–54**

**1 in 4**  
visitors are age  
**34 or under**

HHI Income:  
**\$95,200**

**68%** of our  
web visitors are  
**women**

**100,000**  
email subscribers

**500,000**  
unique monthly  
visitors



SOURCE: Google Analytics -2016, Accelera Publishing Survey - January 2017



# THE EXPERTS ON NEW ENGLAND

NewEngland.com is the destination for anyone interested in visiting New England or who lives within the region. Our site is designed with how today's consumer searches for information:

### **New England Today:**

Updated daily with articles and content to encourage daily visitation

### **Yankee Magazine:**

access to our much-loved magazine, available in digital format as well as print.

### **New England Planner:**

"Best Events in Each State" featuring our editors "Best of" choices through the years



### **New England Guides:**

Living, food, travel and seasonal downloadable guides.

### **New England Traveler:**

Travel directory listing the best spots in New England from the editors of Yankee including hotels, restaurants and shops.

*"Our site's strategy is centered on creating quality content in a reader-friendly environment, encouraging repeat visitation and building a lasting relationship of trust."*

*—Brook Holmberg, Publisher*

# SPONSORED CONTENT

While the rest of the industry is focused on bigger is better and creating more interruptive units, we focus on content alignment: placing our advertisers adjacent to carefully curated articles.

**The result:** Your ad does not negatively interrupt the viewer's experience; your ad becomes a part of the content with a well thought-out newsletter placement. Placing your ad in front of the consumers where and when they are primed to receive your message.

## ARTICLE PROMOTION

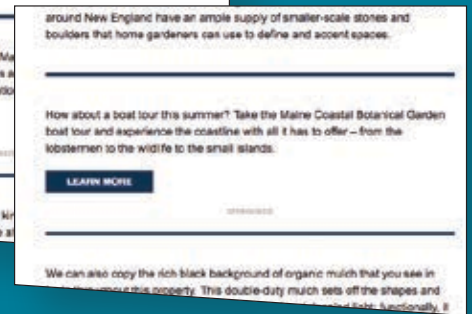
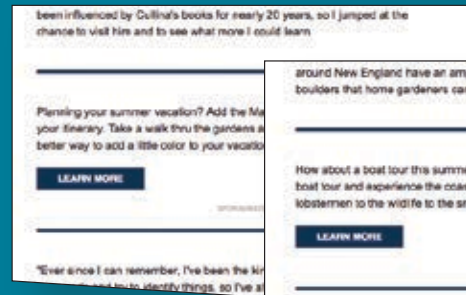
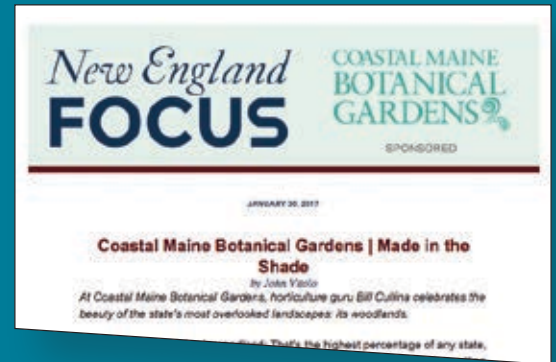
### New England Focus E-newsletter:

- Sponsored Content that is aligned with your message
- Your Logo at the top of the e-newsletter
- Delivered to 100K+ Subscribers

### Text Ads:

- Two 35 word text ads inserted in first and second half of the sponsored content

### Display Ad: Medium Rectangle



# NEWSLETTER SPONSORSHIPS

Email Marketing continues to be one of the most effective marketing tools for businesses. With email marketing, you are reaching your target audience and getting quality leads to your website.

Why should you make sure that email marketing is part of your overall marketing mix?

- 81% of US online shoppers are more likely to make additional purchases as a result of emails (Harris Interactive)
- 25% of sales on Black Friday last year originated from an email marketing campaign (Custrora Ecommerce Pulse 2015)
- 66% of consumers have made online purchases as a direct result of an email marketing message (Direct Marketing Association 2013)

NewEngland.com's newsletter subscribers look to our New England Today email to provide them with content they can use on a daily basis. And each week we provide them a weekly round-up of stories they may have missed during the week.

Newsletter sponsorship provides a consistent and reliable marketing tool, ensuring that our audience sees our messaging on a regular basis, thereby improving ad engagement.



Mobile

## New England Today email:

Daily email that features 6 stories

- 100,000 subscribers
- 300x250 ad & 1st text ad



Desktop

## New England Traveler email:

2x a week Monday & Wednesday

- 40,000 subscribers
- 580x580 ad



## New England Shoppe email:

2x a week Tuesday & Thursday

- 100,000 subscribers
- 580x580 ad



# TARGETED CONTENT PLACEMENT

## TARGETED CONTENT UNIT

Getting your messaging in front of consumers when they are likely to receive the message is half the battle in today's crowded marketing space. NewEngland.com has taken the guesswork out of the equation for you with our Targeted Content Units program.

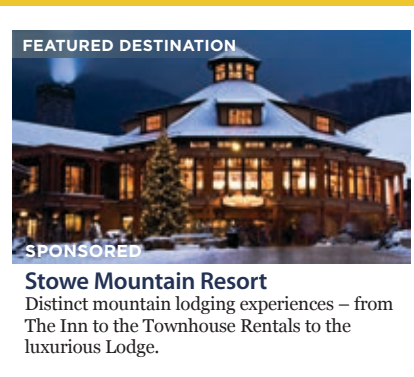
Our 3 different units—Featured Destination, Featured Blog, or Monthly Specials—benefit from high profile visibility, loading within the content grid on the main content landing pages. The result: your Targeted Content Unit appears like a piece of editorial content.

And to increase engagement, we specifically target your unit to run on content pages that align with your unit. The Featured Destination Unit runs on the travel page, and The Guest Blog and Monthly Specials will run on either Food, Living or Travel content pages depending on your unit's messaging.


### Featured Destination

Runs on Travel section

- Includes photo of property
- Name
- 15-20 words of copy
- Links to: directly to your Web site



**FEATURED DESTINATION**



**SPONSORED**

**Stowe Mountain Resort**  
Distinct mountain lodging experiences – from The Inn to the Townhouse Rentals to the luxurious Lodge.

### Guest Blog

Target to either Travel, Food, or Living sections

- Company name slugged at top of photo with "Presented by..."
- Includes photo, title and brief description of the blog you are sponsoring
- Links to: blog page on your Web site



**PRESENTED BY MEADOWMERE**

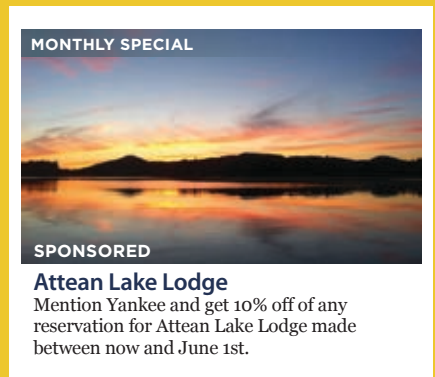


**How to Eat Lobster Like a Maine-ah**  
A true Maine-ah knows that the best lobster-ahs are shedder or soft shell lobsters...[Read More](#)


### Monthly Special

Target to either Travel, Food, or Living sections

- One special is featured per month
- Image of product/property
- Name
- 15-20 words of copy
- Links to: directly to your Web site



**MONTHLY SPECIAL**



**SPONSORED**

**Attean Lake Lodge**  
Mention Yankee and get 10% off of any reservation for Attean Lake Lodge made between now and June 1st.

# DIGITAL RATES

## Sponsored Content

NewEngland.com Article Sponsorship	\$3,000
Custom Article Creation	\$4,500
Added Promotion of Sponsored Content	\$3,000

## Newsletters

New England Today/Weekly Sponsorship	\$2,500
New England Today/Weekly Text Ad	\$1,000
New England Today/Weekly Takeover	\$5,000
New England Traveler	\$2,500
New England Shoppe	\$1,500

## Targeted Content Placement

Featured Destination	\$1,500
Guest Blog	\$1,500
Monthly Special	\$1,500
Seasons: Fall	\$24 CPM

## Display Ads

Run of Site	\$18 CPM
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# DIGITAL SPEC SHEET

<i>Measurements are width x height in pixels</i>	<b>DIMENSIONS</b>	<b>FILE SIZE</b>	<b>ANIMATION</b>	<b>MAX LOOP</b>	<b>FILE TYPE</b>
LEADERBOARD	728 X 90	40K	15S	3x	gif, jpg, HTML JavaScript, Shockwave, Flash 9 or lower
MEDIUM RECTANGLE	300 X 250				
FORMATTED AD UNIT/TARGETED CONTENT					
HEADLINE:					
30 characters with spaces					
IMAGE: 300x150					
DESCRIPTION:					
up to 120 characters with spaces					
URL					
TEXT AD					
35 WORDS AND URL					
NEW ENGLAND TRAVELER	580X580	40K	static		gif, jpg, HTML
URL					

<i>Measurements are width x height in pixels</i>	<b>DIMENSIONS</b>	<b>FILE SIZE</b>	<b>ANIMATION</b>	<b>MAX LOOP</b>	<b>FILE TYPE</b>
<b>ARTICLE SPONSORSHIP</b>					
<b><u>FOCUS E-NEWSLETTER</u></b>					
MEDIUM RECTANGLE	300 X 250	40K	N/A	N/A	gif, jpg
LOGO					
2 TEXT ADS	35 WORDS AND URL				