

life, leisure & latitude

shorelines

I L L U S T R A T E D



media kit

*good times + great finds
along the shorelines*





welcome aboard!



Shorelines Illustrated is a magazine and media company that celebrates and showcases the **life, leisure + latitude** of **Coastal New England + Beyond**.

Travel, Photography, Entertaining, Food, Style, Home, Garden, Design, Weddings, Events and more....



From the hundred-mile stretch of the *Connecticut* coastline; to the banks of *Rhode Island* and *Massachusetts*; sailing up through the glorious *Cape Cod & Islands* and coming ashore on the seacoasts of *New Hampshire* and *Maine*; **we've got your Latitude**.

We use our media and digital platforms to **energize, excite + engage** vendors, venues and tastemakers with a sophisticated New England audience. We have several dynamic options to help get your business in front of over **25K** Social Media Followers, **1.8M** Pinterest Viewers, **15K** Email Subscribers and **50K** Monthly Website Viewers. Our monthly content impressions are over **3.5M** views.



More than just advertising, we are avid advocates for the lifestyle and brands that our readers and followers **seek, shop + savor**.

We invite you to tag along as we take you on a colorful and inspirational journey.



kim 

KIMBERLY THOMAS
editor + publisher



*Kimberly has spent over 20 years designing, marketing, publishing and creating content. As founder of the **New England Coastal Creative**, she curates, cultivates and partners with talented writers, stylists, brands and photographers to help share and celebrate the story of New England.*

SPOTLIGHT



SHINE A LIGHT ON
 Local Legends, Just For Fun, Seasonal Topics, Personal Profiles, Photo Essays, NE Business Profiles

COAST LINES



HIP, HAUTE & COASTAL COOL
 Seaside Chic Style, Made in NE, Brand Buzz, What's New, Makers, Behind the Brand, Coastal Creators

THE GALLEY



EAT, DRINK & BE MERRY
 Entertaining, Recipes, Restaurant & Bar Tours, Corks & Cocktails, Local Cuisine, The Party Prep

NAVIGATOR



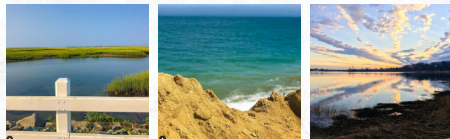
STAY, PLAY & FIND YOUR WAY
 Destination Guides, Best of Lists, Hospitality, Day Tripper, Road Trips, Town Profiles

HARBORSIDE



HOME, DECOR + DESIGN
 Decorating, Home Tours, Real Estate Listings, Gardening, Coastal Color Palette, Rooms w/ a View

VIEWFINDER



THE COASTAL LENS
 Sharing Photographers and Favorite Coastal Spots around New England

NAUTICAL KNOTS SAYING I DO WITH A VIEW

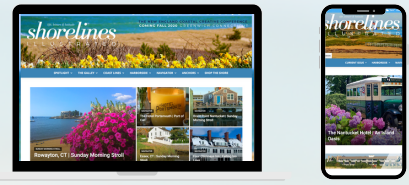
Raising a toast and sharing scenic and memorable coastal celebrations



magazine 100K+



- **BI-MONTHLY INTERACTIVE Digital edition** powered by *FLIP Snack* shared to **15K+** email subscribers, **25K+** social media followers, **50K+** monthly web viewers
- Total Digital Readership **90,000+**
- **Print Copies** sold online, mailed to yearly subscribers and distributed to local businesses
- Total Print Readership **10,000+**



website 50K+

- **50K+** monthly visitors
- Average User Session: **4 minutes**
- Average Page per session **3.5**

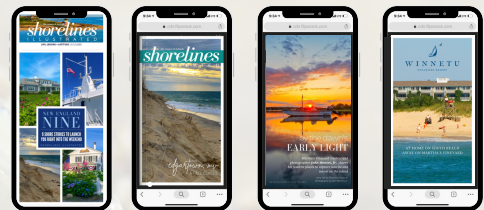


social media 25K+

- **25K +** followers on IG, FB, Pinterest, LinkedIn
- **3.5 Million** Monthly Impressions

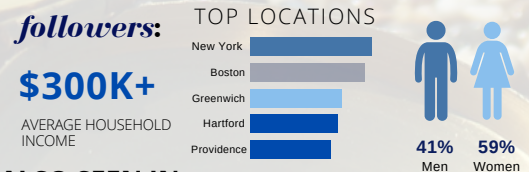


Listen on
Apple Podcasts
podcast network



15K+ e-newsletters

- Average Open Rate **63.4%**
- Average Click Rate **13.5%**

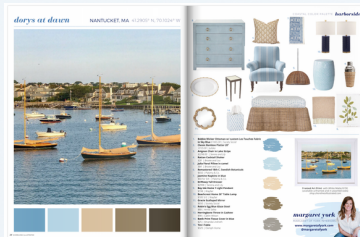




Shorelines Illustrated Magazine is a *bi-monthly* print and digital magazine that celebrates the Life, Leisure + Latitude of Coastal New England + Beyond. From the hundred-mile stretch of the Connecticut coastline; to the banks of Rhode Island and Massachusetts; sailing up through the glorious Cape & Islands and coming ashore on the seacoasts of New Hampshire and Maine; we've got your Latitude.

readership 100K+

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coastal home decor



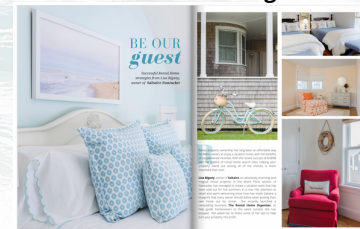
shopping



food and beverage



just for fun



hospitality



weddings



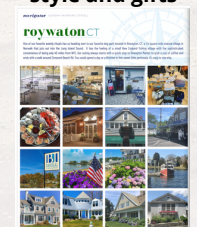
home tours



style and gifts



travel guides



local towns



photography galleries



in the kitchen

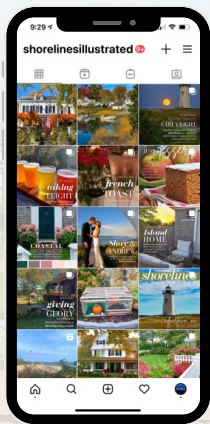
coastal new england in the palm of your hand

- **25K +** followers on IG, FB, Pinterest, LinkedIn
- **3.5 Million Monthly Impressions**

We use our social media platforms to **ENERGIZE, EXCITE + ENGAGE** our readers and followers to tag along and take a photographic journey through coastal New England and beyond. By using our carefully curated and styled images and editorials throughout our social media and digital platforms, we aim to beautifully highlight the vendors, venues and tastemakers that our readers and followers **SEEK, SHOP + SAVOR.**

instagram **25K+**

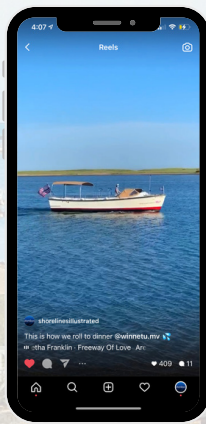
- **1.2K** Average Likes
- **2.5K** Average weekly profile visits
- **5.0K** Average Video Impressions
- **25K** Average Reel Impressions
- **80K** Average weekly account reach
- **125K** Average weekly impressions



GRID at a GLANCE



FEATURE POSTS



DYNAMIC VIDEOS

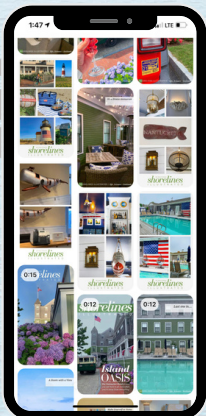


HIGHLIGHT GUIDES



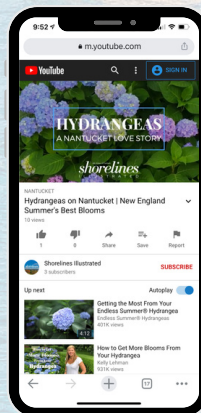
INTERACTIVE STORIES

pinterest



- **1.8M+** Monthly Viewers
- **3M +** Video Views
- **3.5M Monthly Impressions**
- **1M+** Saved Pins

youtube



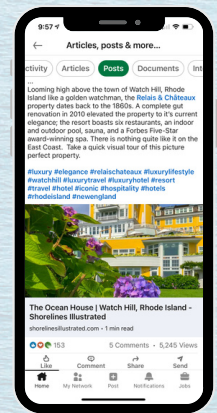
- **Relaunched** 11/20

facebook

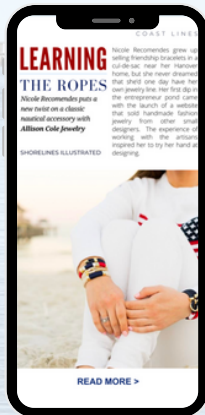


- **3.5K +** Average Reach

linkedin in



- **5K +** Average Views



New England Nine

Our audience extends past our website and social media channels. With weekly and monthly newsletters we energize, excite and engage our over 15,000 opt-in subscribers.

We send out one weekly newsletter every Friday, with additional seasonal and editorial schedules throughout the months.

Weekly Content Includes:

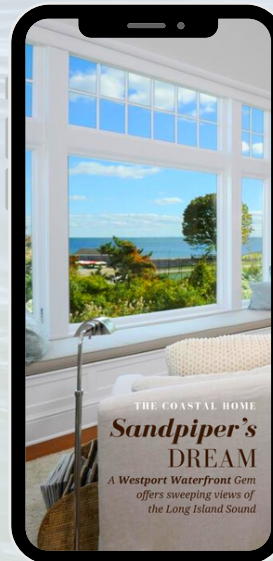
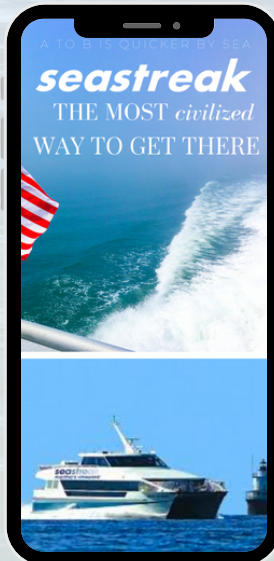
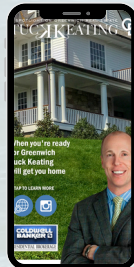
- Coastal Calendar
- Vendor Spotlights
- Special Events
- Travel Guides
- Coastal Home Decor
- Real Estate Spotlights

15,000 Average Open Rate **63.4%**
 subscribers Average Click Rate **13.5%**

Dedicated E-Mail Marketing

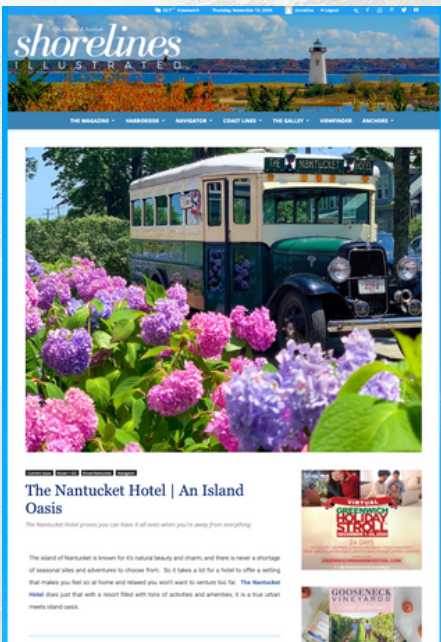
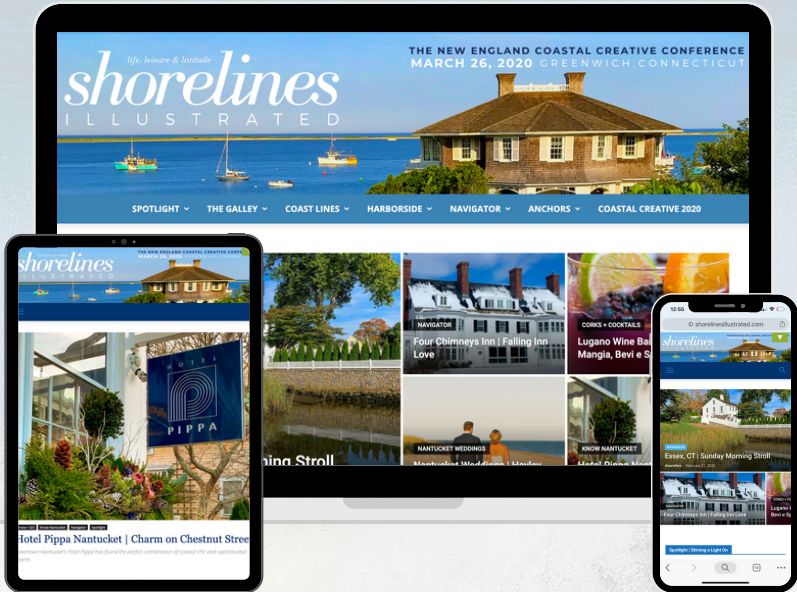
Our editorial team can help create and coordinate a campaign that helps your brand and business shine.

- Advertorial E-Blasts
- Branded E-Blasts
- Sponsored Emails

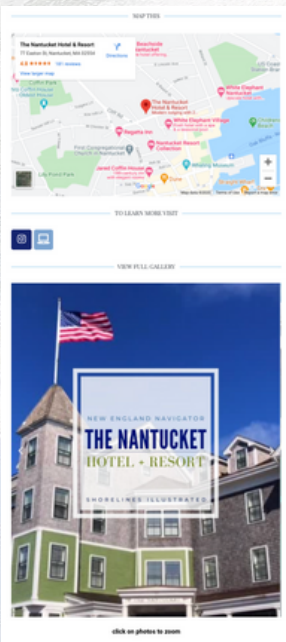


a little light reading

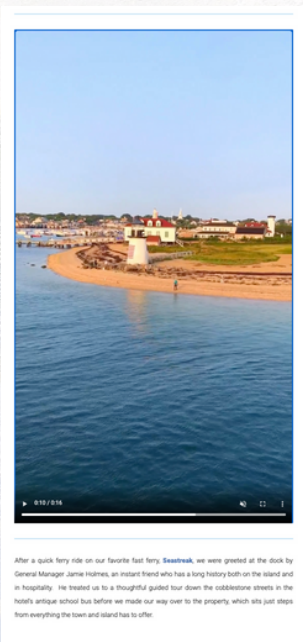
We consider our website **ShorelinesIllustrated.com** to be the mothership of all of our content; it engages sophisticated and affluent consumers through web exclusive content and articles - interviews, travel guides, articles, quizzes, videos, photography and more. We utilize strong SEO and keyword protocols to ensure your brand is strongly represented in online searches.



Featured Articles



Galleries and Travel Guides



Videos



Guest Contributors



testing 1, 2 testing...

Come aboard the **Boast the Coast Podcast Network** celebrating the Life, Leisure + Latitude of Coastal New England + Beyond. BTC is the ultimate listening party for stories that bring the eastern shorelines to an audience looking to escape to their happy places and get to know more about the people and stories behind them. We seek out the best of New England and bring them to our network to make finding and listening as simple as *testing 1, 2, 3....*

The **NEW ENGLAND NINE** Podcast invites coastal notables to answer as many questions as they can in NINE minutes. You'll find them all here: movers and shakers; popular travel writers, photographers, makers, brands and businesses, travel and hospitality experts, real estate leaders, chefs, designers, influencers and more. If they're in New England, they're on the NINE.



Listen on
Apple Podcasts

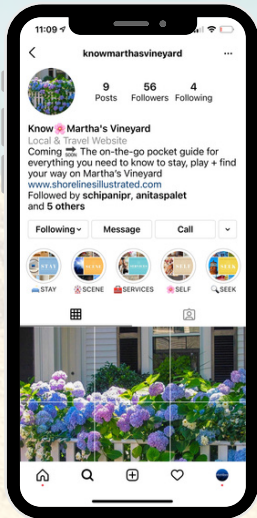
SHOWS AND CHANNELS



Our **IN THE KNOW** local 'gram guides take our followers and travelers into the towns they are looking to discover in more depth with our easy to use pocket instagram guides and website resource pages. We make it as easy as clicking on a local IG handle to scroll our highlights.

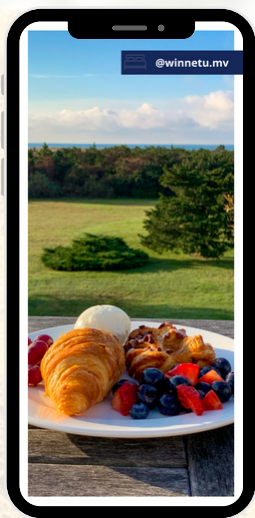
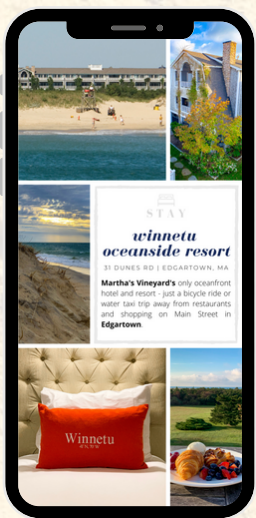
From hotels and restaurants, to shops and recreation, our pocket guides help connect visitors with the best the towns have to offer to help make the most of their next visit.

Each channel features a gallery of our gorgeous local photography, as well as the photos of other local photographers and influencers. The posts will be used to invite followers to get to know a new town, or enjoy an illustrated feed of their favorite happy place.



in the know 'grams

- @KnowNewport
 - @KnowCapeCod
 - @KnowNantucket
 - @KnowMarthasVineyard
 - @KnowWatchHill
 - @KnowBlockIsland
 - @KnowTheShoreline
 - @KnowGreenwich
 - @KnowWestport
 - @KnowTheHamptons
- (more to come)





- EDITORIAL CONTENT:**
- Navigator: From Sea to Ski
 - The Galley: Bed + Breakfast Guide
 - Viewfinder: Winter Wonderland

- SPECIAL ADVERTISING:**
- Coastal Wedding Guide

DUE 12/15 | AVAIL 1/1



- EDITORIAL CONTENT:**
- Navigator: Daffy Days
 - The Galley: The CT Wine Trail
 - Viewfinder: Spring Blooms

- SPECIAL ADVERTISING:**
- Patio + Garden

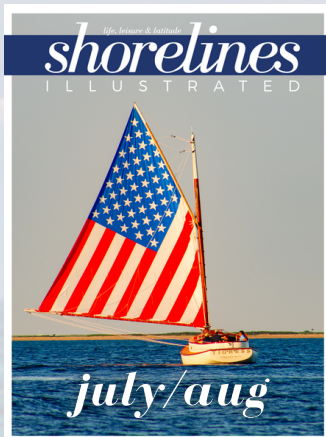
DUE 2/15 | AVAIL 3/1



- EDITORIAL CONTENT:**
- Navigator: Gold Coast Shores
 - The Galley: Oyster Tasting
 - Viewfinder: Hydrangea Blues

- SPECIAL ADVERTISING:**
- New England Summer Guide
 - Summer Style

DUE 4/15 | AVAIL 5/1



- EDITORIAL CONTENT:**
- Navigator: A Newport Summer
 - The Galley: Lobsters on a Roll
 - Viewfinder: My Shore Spot

- SPECIAL ADVERTISING:**
- Power + Sail Boaters Guide

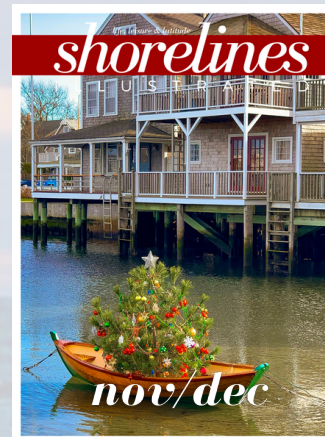
DUE 6/15 | AVAIL 7/1



- EDITORIAL CONTENT:**
- Navigator: Fall on the Islands
 - The Galley: Best of Breweries
 - Viewfinder: Boast the Coast

- SPECIAL ADVERTISING:**
- Fall Getaways

DUE 8/15 | AVAIL 9/1



- EDITORIAL CONTENT:**
- Navigator: Stroll on the Coast
 - The Galley: Seasonal Celebrations
 - Viewfinder: Hometown Holiday

- SPECIAL ADVERTISING:**
- Holiday Gift Guide

DUE 10/15 | AVAIL 11/1



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contact

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