

Cape May Magazine is written and designed for everyone who loves Cape May. It reaches a market with substantial resources and strong emotional attachments to the Southern New Jersey shore, especially historic Cape May. With a hard core of devoted subscribers and a “don’t dare throw it away” attitude on the part of all of our readers, you can be sure your ad in Cape May Magazine will last long past the cover date.

Circulation / Distribution

Cape May Magazine is published six times a year: April-May, June, July, August, September-October, November-December

Subscription Price: \$24 per year

Cover Price: \$4.95

Average paid subscriptions: 2,700 (distributed in 42 U. S. states and Canada)

Single copy and newsstand Distribution: 1,450

Available in Barnes & Noble bookstores in the Mid-Atlantic region and at local retailers at the Jersey shore.

Estimated pass-along readership: 14,000.

Widely praised for its unusually high quality, Cape May Magazine boasts an uninterrupted “editorial well” of feature articles bolstered by regular columns on everything from food and fishing to birding, shopping and home ownership.

You’ll find that Cape May Magazine is the ideal environment for reaching committed Jersey shore vacationers, Cape May second home owners and an upscale segment of southern New Jersey residents.



To reserve space, please contact
Cape Publishing
609-898-4500 or 888-898-2997
adsales@capemay.com

Cape May Magazine accepts ads in the following formats:

PDF created as “press ready,”
High-resolution jpeg or TIFF.

Resolution must be 300 PPI.
Prepare all materials as CMYK.

All ad copy is subject to the publisher’s approval. Cape May Magazine will not be held liable if an advertisement is not published correctly due to circumstances beyond the publisher’s control.

Direct all production inquiries to
bhaas@capemay.com.

2012 Edition Deadlines

Spring (April-May)

Reserve space: Feb 27

Content: March 9.

June

Reserve space: April 27

Content: May 7.

July

Reserve space: May 29

Content: June 8.

August

Reserve space: June 27

Content: July 6.

Fall (September-October)

Reserve space: July 30

Content: August 13.

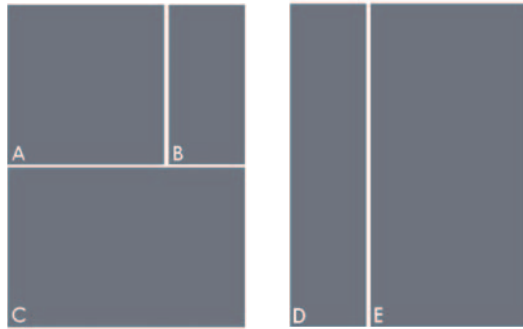
Winter (November-December)

Reserve space: October 5

Content: October 12.



Advertising Sizes



	Wide		High
A. 1/3 Page	4.75	x	4.875
B. 1/6 Page	2.35	x	4.875
C. 1/2 Page	7.25	x	4.875
D. 1/3 Page Vertical	2.35	x	9.875
E. 2/3 Page Vertical	4.75	x	9.875

Advertising Rates

Ad Size	6 times*	3 times*	1 time
Full Page	\$750	\$875	\$995
1/2 Page	\$475	\$525	\$575
1/3 Page	\$355	\$405	\$465
1/6 Page	\$245	\$275	\$300

Cover Rates			
Inside Front Cover	\$950	\$1075	\$1195
Inside Back Cover	\$950	\$1075	\$1195
Back Cover	\$1050	\$1175	\$1295

*Prices are per issue.

Credits in the form of "make-goods" are given only if, at the fault of the publisher, the prices, addresses or phone numbers are incorrectly printed.

Signed contracts are legally binding and cannot be cancelled without 2 months advance notice

All ads created by Cape Publishing, Inc. are the property of Cape May Magazine. A fee will be charged to provide an advertisement we created for use in other publications or media.

Cape May

MAGAZINE

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 Cape May, New Jersey 08204
 1-888-898-2997 • 609-898-4500
 Fax: 609-898-3585
 www.capemaymag.com

Cape May

MAGAZINE

2012 Advertising Guide



"We love this magazine... can't wait until it comes."

- M.B., Princeton NJ

"Thanks for producing this beautiful periodical."

- C.H., Lancaster, PA

"This is a great magazine! I learn something new about Cape May every time." - T. G., Wilmington, DE

"I read it cover to cover. Thanks!"

- C. L., Boca Raton, FL

Now in our 7th year!