

SOUTH SHORE LIVING

The only magazine that celebrates the lifestyles of our South Shore communities.

10 beautiful, informative issues a year. Sold by subscription and on newsstands throughout the South Shore, Massachusetts, New England and across the nation. *South Shore Living* reaches over 75,000 readers per issue.



ISSUE	2011 EDITORIAL HIGHLIGHTS	DEADLINES
Jan/Feb	Elegant Spaces • <i>Bridal</i>	Nov. 5, 2010
March	Women's Issue • <i>Women Profiles</i>	Jan. 4, 2011
April	Cheap Eats • <i>Style</i> • <i>Education</i> • <i>Finance</i>	Feb. 1, 2011
May	Home & Garden • <i>Health & Wellness</i>	March 1, 2011
June	Food & Dining • <i>Norwell</i> • <i>Food Listings</i>	April 1, 2011
July	Power People • <i>Hanover</i> • <i>Kitchen & Bath</i>	April 28, 2011
August	Best of the South Shore • <i>Hull</i>	May 31, 2011
September	Home Design • <i>Style</i>	June 28, 2011
October	Home Décor • Gift Guide	August 2, 2011
Nov/Dec	Holiday Entertaining • Gift Guide	September 1, 2011

Editorial Calendar subject to change – Themes in italics indicate special advertising sections

2011 ADVERTISING DIMENSIONS	
Full Page	6.875" x 9.625"
2/3 Vertical	4.5" x 9.625"
1/2 Horizontal	6.875" x 4.75"
1/2 Island	4.5" x 7.125"
1/3 Square	4.5" x 4.75"
1/3 Vertical	2.125" x 9.625"
1/4 Page	3.325" x 4.75"
1/6 Horizontal	4.5" x 2.25"
1/6 Vertical	2.125" x 4.75"

ELECTRONIC FILE GUIDELINES:
 Advertisements may be submitted on a CD or e-mailed to: ads@capecodmagazine.com

LAYOUT SPECIFICATIONS: Macintosh Format: Quark Express, Photoshop or Illustrator (saved as .tiff or .eps, and convert all type to paths) Color and Grayscale Images: 300dpi / CMYK PDF 1.3, 1.4 or PDFX1a

DEMOGRAPHICS

- 18,000** CIRCULATION
- 74%** FEMALE
- 58%** 35-65 YEARS OLD
- 91%** OWN PRIMARY RESIDENCE
- 77%** BACHELORS DEGREE
- 87%** \$125,000+ HOUSEHOLD INCOME



PRIMARY MARKET AREA

Hingham, Cohasset, Norwell, Hanover, Braintree, Pembroke, Hull, Scituate, Duxbury, Milton, Marshfield, Kingston, Plymouth, Rockland, Randolph, Weymouth & Quincy



Home of the
Best of the South Shore

notes: _____



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