

2027 MEDIA KIT

NANTUCKET CURRENT

OUR BRAND



Photo: Brian Sager

Everything else is old news.

Nantucket Current is the buzzed-about and **most-read news source on Nantucket**. Our team delivers a dose of island life to your inbox via our **3-4x/weekly e-newsletter**, as well as daily up-to-the-minute updates - with **no paywall** - online at NantucketCurrent.com and @NantucketCurrent on Instagram.

The *Current* investigates, reports, and breaks the island's most compelling stories, while also sharing features and profiles of Nantucket's diverse community. With **more than 195,000 Instagram followers**, we can instantly reach thousands of people looking for the latest news and information from Nantucket on their phones. And with **4.6+ million average views annually** on NantucketCurrent.com, whether you're on-island, on the mainland or beyond, the *Current* delivers everything you need to know in real time.

As the go-to source for year-round residents, seasonal homeowners, and visitors alike, discover why **20,200+ email readers** have opt-in subscribed to *Nantucket Current* as their primary source of island news, and how we help businesses reach our rabid and loyal audience. Through our advertising opportunities, we partner with businesses to share your message with our vast and unique audience - one that loves Nantucket as much as you do.

NANTUCKETCURRENT.COM

Average Page Views Annually	Total Users Annually
4.6M+	1.6M+

Top Locations:
Boston, Nantucket, New York

E-NEWSLETTER

Total Subscribers
20,200+

Average Unique Open Rate	Average Click Thru Rate
57.7%	13.5%

INSTAGRAM

Total Followers	Average Story Reach
195,000+	13,195+

As of 10/01/2026

Average Annual Reach	Average Annual Views
11.2M+	111.5M+

Average Annual Content Interactions
1.4M+

Years 2025, 2026

OUR E-NEWSLETTER



The Current hits 20,200+ opt-in inboxes year-round on Monday, Wednesday and Friday, and seasonally on Saturdays, with a 57.7% average unique open rate.

LEADERBOARD AD

1 1600x800px JPG/PNG

1 ad insertion	$750
4-pack within 30 days	$2,750

BANNER ADS

	3 1200x1000px JPG/PNG	2 1600x800px JPG/PNG
1 ad insertion	$350	$550
4-pack within 30 days	$1,250	$2,000
8-pack within 30 days	$2,250	$3,500
12-pack within 30 days	$3,000	$4,750

REAL ESTATE ADVERTORIAL $1,000

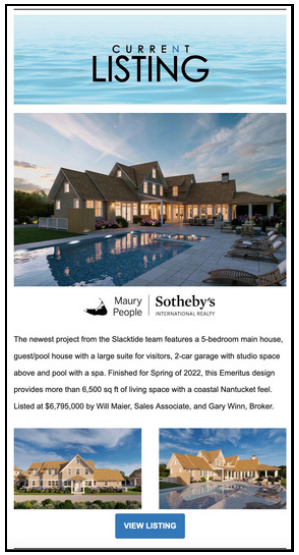
Advertorial worked into *Nantucket Current* content in same format as editorial. Three property photos with 3 sentences describing the listing, along with company logo, linked to client listing page. Each email is capped at one real estate advertorial (Saturday edition capped at two).

VIDEO OR TEXT ADVERTORIAL $1,000

Video or copy worked into *Nantucket Current* content in same format as editorial. One image with 3 sentences of copy linked to designated URL. Each email is capped at one advertorial.

SINGLE SPONSOR EMAIL $4,000

Dedicated email offering 100 percent share of voice and direct marketing access as a *Nantucket Current Partner.* Content provided directly to *Current* for layout. Available Tuesdays, Thursdays, Sundays, and select Saturdays. Capped at one single sponsor email per week. Messaging subject to editorial approval - no political content.



PLEASE NOTE

Ads and content are **due 1 week prior to run date**. Please see contract for more detail.

If designing a banner ad with a white background, please include a **color border line** around the outer edge of ad.

Banner ad **multi-packs must be used within 30 days** of first ad run to qualify for package discount rate.

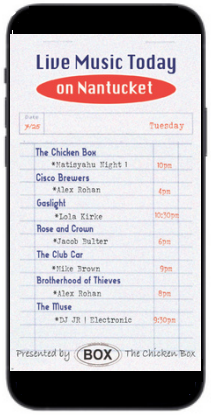
OUR SPONSORSHIPS

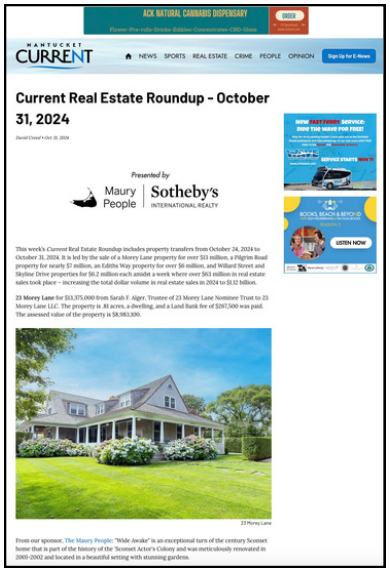
The Current offers branded sponsorship opportunities for businesses looking to align themselves with content across e-newsletter, website, and social media.

E-NEWSLETTER SECTION SPONSORSHIPS — Prices Vary

'Presented By' logo ad at start of content section. Offered on a monthly minimum basis. Sections include:

Current Real Estate Roundup
Current Court Report
Current Entertainment
Current Weather
Current Sports
Current Events





INSTAGRAM CONTENT SPONSORSHIPS — Prices Vary

'*Presented By'* logo on slide. Business account tagged on slide. Offered on at various minimum bases. Sections include:

Current Beach Report
Current Live Music Calendar
Current Voices Video Editorial
Current Weather Report
Current Surf Report
Current Whaler of the Week





WEBSITE CONTENT SPONSORSHIPS

'*Presented By'* logo at start of article. Included in *Current* Real Estate Roundup and *Current* Court Report E-newsletter sponsorships.

For pricing and more information on our Sponsorships - or to propose your own custom sponsorship - please contact our Director of Advertising & Partnerships, Emme Duncan, at emmeduncan@n-magazine.com.

OUR WEBSITE

NantucketCurrent.com receives 4.6M+ annual page views on average - 383,300+ per month - from 1.6M+ unqiue users.

Years 2025, 2026



BILLBOARD

1 1920x350px JPG/PNG

1 month with exclusivity $6,000

LEADERBOARD

2 728x90px JPG/PNG

1 month with exclusivity $3,500

SIDEBAR 1

3 1200x1000px JPG/PNG

1 month with maximum four-client rotation $2,000

First sidebar spot on desktop

Mid-article on mobile

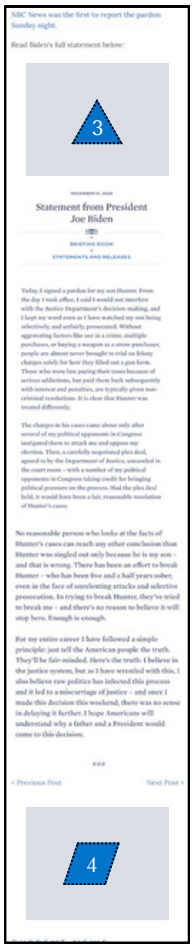
SIDEBAR 2

4 1200x1000px JPG/PNG

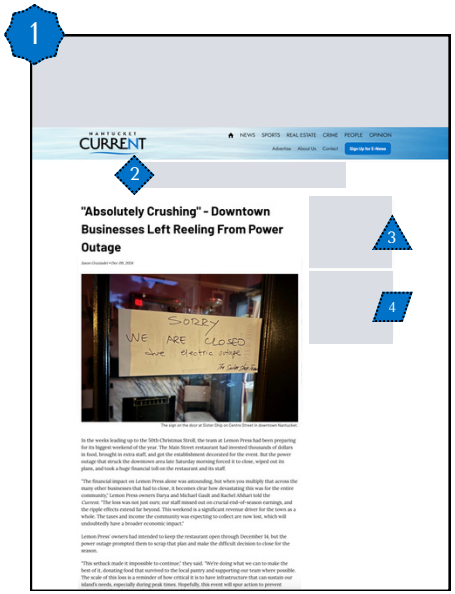
1 month with maximum four-client rotation $1,500

Second sidebar spot on desktop

End of article on mobile







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OUR INSTAGRAM

@NantucketCurrent is Nantucket's most-followed Instagram account for news and information with 195,000+ followers, 111.5M+ average annual views, and an average annual reach of 11.2M+.

INSTAGRAM STORIES	1080x1920px JPG/PNG/MOV
Single Story	$450
2-Pack	$850
3-Pack	$1,150

*2- and 3-packs must be **used within 30 days**.

We encourage clients to submit creative, compelling content, and strongly advise against submitting AI-generated ads, based on feedback from our readers and followers. We accept videos up to 60 seconds in length - although we recommend keeping ads to 15 seconds or less - and are happy to add music from inside the Instagram app to static image ads if requested.

We cap Instagram Story ads at 4 per/day in high season, and 3 per/day the rest of the calendar year. We do this so that your ad stands out and so that our followers can rely on us to provide a balanced mix of native and sponsored content.

PLEASE NOTE

Ad content is **due 1 week prior to run date**. Please see contract for more detail.

When sending ad content, please also provide account to @ tag and **URL** to link to.

Once contract is signed, placement is considered confirmed and client agrees to pay full price outlined in contract. **No cancellations are offered** as we have a limited number of spots per/day and offer them first-come, first-reserve.

We do not guarantee time of day at which sponsored IG Stories are posted.

Total Followers
195,000+
As of 10/01/2026

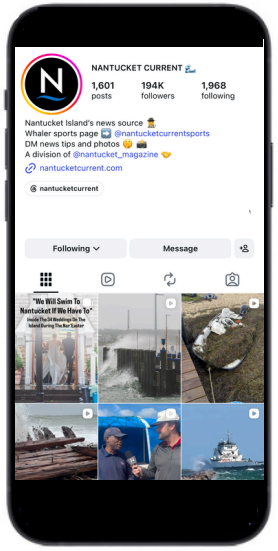
Average Annual Reach
11.2M+

Average Annual Views
111.5M+

Average Story Reach
13,195

Average Annual Content Interactions
1.4M+

Years 2025, 2026



OUR RESULTS & TESTIMONIALS

"Working with the Nantucket Current has been tremendously beneficial for Lee Real Estate. Their large and engaged readership, high-quality editorial content, and professional reputation have helped amplify our brand and reach new potential with our target audience."

Kiri Mullen
General Manager, Lee Real Estate

"When 6am comes, the Current is the first thing I read. That's where I get most of my local news on Nantucket."

Jim Perelman
Nantucket County Sheriff

"The Current has been an excellent partner in promoting our company. Their team is professional, responsive, and always willing to help. We could not recommend them enough!"

Flint Ranney & Chancellor Pollack
Owners, Island Insect Control

"The Current is my primary source for timely Nantucket news, relevant information and articles of interest."

Walt Spokowski
President, Marine Home Center

"Advertising with the Current has been a fantastic experience. Their team truly understands the local audience and has helped me connect with clients who align perfectly with my brand. The process has been seamless and I've seen a noticeable boost in engagement since partnering with them."

Calista West
Private Jeweler

"Egan Maritime Institute has benefited greatly from advertising in Nantucket Current. We appreciate the exposure and know that our ads will reach a wide audience."

Carlisle Jensen
Executive Director, Egan Maritime Institute

"Of all the local online newsletters serving Nantucket, I find that Nantucket Current provides the most interesting, best-written, most accurate and complete coverage of local news, issues and events. It is a primary source for island news."

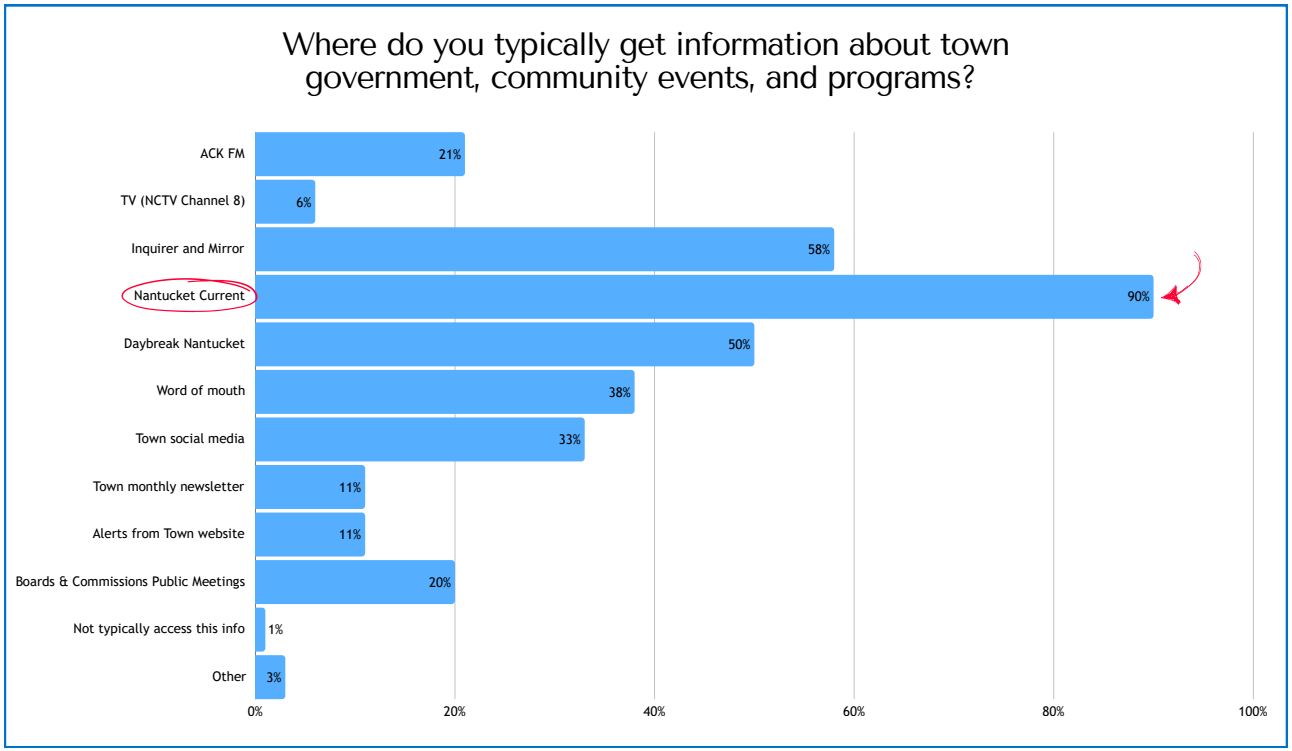
Allen Reinhard
Former Middle Moors Ranger
Nantucket Conservation Foundation

"I find the Current intelligent and timely, and it is my primary source of news on the island."

Bob Reynolds
President & CEO, Putnam Investments

"An investment in Nantucket Current as a communications platform is the most targeted, strategic, cost-effective way to connect with the various factions of the Nantucket audience-at-large. My clients have repeatedly had unparalleled results through their digital advertising vehicles – specifically Instagram and e-newsletter."

Ava Rollins
Ava Rollins + Associates



Source: 2025 Town of Nantucket Survey