



NANTUCKET CURRENT 2024 MEDIA KIT



INTRODUCTION

**The news doesn't wait to break every Thursday, so why should you?
Discover why 17,500+ people have subscribed to
Nantucket Current as their source of island news, and how we
help businesses reach our rabid and loyal audience.**

Nantucket Current is the buzzed-about and most-read news source on Nantucket. Our team delivers a must-read dose of island life to your inbox via our e-newsletter, as well as online at NantucketCurrent.com and [@NantucketCurrent](https://www.instagram.com/NantucketCurrent) on Instagram.

Hitting 17,500+ email addresses on Monday, Wednesday and Friday, the *Nantucket 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 73,000 Instagram followers, we can instantly reach thousands of people looking for the latest news and information from Nantucket on their phones. And with 1+ million views annually on NantucketCurrent.com, whether you're on-island, on the mainland or beyond, the *Current* delivers everything you need to know on Nantucket in real time.

We have quickly become the go-to source for both year-round island residents, seasonal homeowners and visitors. 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.



AUDIENCE & DISTRIBUTION

Total e-news subscribers	17,500+
Average e-news open rate (unique)	56%
Average e-news open rate (total)	78%
Average e-news opens (unique)	9,800
Average e-news opens (total)	13,300
Annual website visits	1+ million
Average Instagram Story views (unique)	12,500

CURRENT ADVERTISING RATES

E-NEWSLETTER RATES			WEBSITE RATES	
SIZE	1200x1000 JPG/PNG	1600x800 JPG/PNG	SIZE	1200x1000 JPG/PNG
1 ad insertion, day/ week of choice	\$300	\$550	1 week	\$750
Once weekly, full month	\$1,000	\$1,750	2 weeks	\$1,000
Twice weekly, full month	\$1,750	\$3,000	3 weeks	\$1500
Three times weekly, full month	\$2,500	\$4,000	1 month	\$2,000

E-NEWSLETTER SPONSORSHIPS

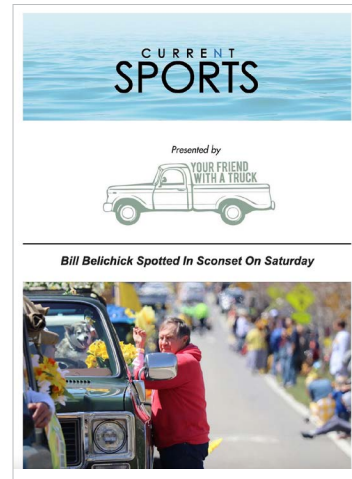
'PRESENTED BY' SPONSORSHIP

- 3-month minimum | \$4,000 per month
- Lead 'Presented By' Logo ad and 1200x1000 customizable message ad in each email edition (approximately 12 editions per month)



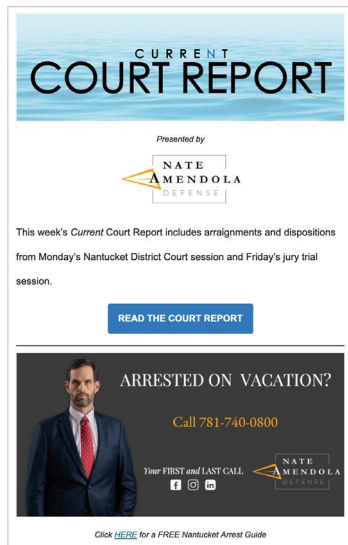
CURRENT SPORTS SPONSORSHIP

- Sold by season | Fall, Winter, Spring
3-4 months per season | \$4,000 per season
- 'Presented By' Logo ad in Current Sports section (approximately 12 editions per month)



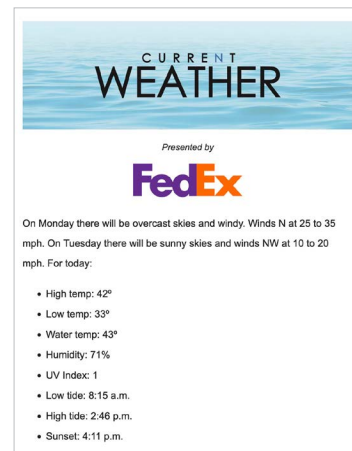
CURRENT COURT REPORT SPONSORSHIP

- \$2,500 per month
- 'Presented By' Logo ad in every Current Court Report section (approximately 4 editions per month)
- 1600x800 customizable message ad to close the section



CURRENT WEATHER SPONSORSHIP

- \$1,000 per month
- 'Presented By' Logo ad in every Current Weather section (approximately 12 editions per month)



ADVERTORIAL & INSTAGRAM RATES

INSTAGRAM STORIES

- 1-3 slides to be featured in our @NantucketCurrent Instagram Story **\$300** single slide
- Includes @ mention and direct link to designated URL **\$500** two-pack
- Lives on @NantucketCurrent Story for 24 hours
- Image(s) submitted to *Nantucket Current* in ready-to-post format (1080 pixels wide by 1920 pixels tall) **\$750** three-pack

REAL ESTATE ADVERTORIAL | \$900

- Advertorial worked into *Nantucket Current* content in same format as editorial
- Three photos with accompanying 3 sentences of copy describing the listing
- URL link to client listing page
- Each email capped at 1 real estate advertorial

VIDEO ADVERTORIAL | \$900

- Video worked into *Nantucket Current* content in same format as editorial
- One image accompanying 3 sentences of copy
- URL link to video
- Each email capped at 1 video advertorial

SINGLE-SPONSOR EMAIL | \$7,500

- Dedicated email offering 100 percent share of voice and direct marketing access as a *Nantucket Current* partner
- Content provided directly to *Nantucket Current* for layout
- Available Tuesdays, Thursdays, Saturdays and Sundays

TESTIMONIALS

What are people saying about the Current?

“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 Nantucket Conservation Foundation Middle Moors Ranger

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

– Bob Reynolds, President & CEO,
Putnam Investments and Seasonal Resident

“Nantucket Current has done a wonderful job keeping the island informed on what’s happening in our community. I’m especially grateful for the ongoing coverage of the important work our nonprofits are doing every day, as well as Nantucketers who make a difference on the island.”

– Margaretta Andrews,
Former Executive Director,
Community Foundation for Nantucket

*“I’m up early
so I check the Current
first thing with my coffee.
It starts me off informed
and ready for an efficient day.”*

– Marty McGowan,
Owner, Pumpkin Pond Farm
and ‘Sconset Gardener

“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. Nantucket Current is a great addition to the news scene here on Nantucket.”

– Carlisle Jensen,
Executive Director,
Egan Maritime Institute

“The Current is my primary source for timely Nantucket news, relevant information, and articles of interest. The night a car drove into Marine’s employee housing on Old South Road, it was reported by the Current within an hour.”

– Walt Spokowski, President,
Marine Home Center

“I am totally hooked on the Current as are all my friends. It is by far the best way to get news on the island.”

– Brooke Monahan, Senior Manager of Client Experience,
INTERMIX and Seasonal Resident

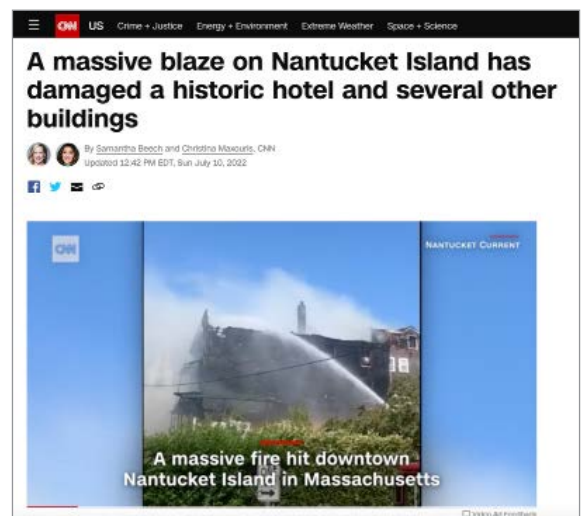
“When 6am comes, the Current is the first thing I read. That’s where I get most of my local news on Nantucket.”

– Jim Perelman, Nantucket County Sheriff

CURRENT IN THE NEWS

When major Nantucket news breaks, the mainland broadcast networks and newspapers turn to the *Nantucket Current* for insights on what's happening.

Our work has been cited dozens of times in some of the most respected national and regional media outlets, and our team has appeared on CNN and Fox News to discuss Nantucket-related stories.



DIGITAL ADVERTISING CONTRACT

ADVERTISING MONTHS: ☐ JANUARY ☐ FEBRUARY ☐ MARCH ☐ APRIL ☐ MAY ☐ JUNE ☐ JULY ☐ AUGUST ☐ SEPTEMBER ☐ OCTOBER ☐ NOVEMBER ☐ DECEMBER

LISTING INFORMATION

DATE: _____

PAYMENT INFORMATION

COMPANY NAME _____

PHONE _____

CONTACT NAME _____

EMAIL _____

BILLING ADDRESS STREET OR P.O. BOX _____

CITY _____

STATE _____

ZIP _____

GRAPHIC DESIGNER _____

PHONE _____

EMAIL _____

SIGNATURE (Required to hold ad space) _____

DATE _____

Payment information is needed to reserve ad space; please select check or fill in credit card, expiration and signature.

☐ CHECK ☐ AMEX ☐ VISA ☐ MASTERCARD

Make check payable to Nantucket Magazine
516 Western Ave, Boston, MA 02135

CREDIT CARD # _____

EXP. _____ CODE: _____

SIGNATURE _____

PACKAGE _____

RATE _____

TOTAL _____

BALANCE DUE _____

AD MATERIALS

Please submit ad materials to your ad representative:

EMME DUNCAN
603-491-6985
emmeduncan@n-magazine.com

15 North Beach Street
Nantucket, MA 02554
Office: 508-228-1515
Fax: 508-228-8012

CONDITIONS

The publishers reserve the right to reject any advertising at any time and are not liable for any cost or damages if, for any reason, they fail to publish an ad.

Advertisers are liable for any claims made against *N Magazine* as a result of their ad content. Our liability is limited to the cost of your ad. Payment is due upon placing your ad and will be assessed late charges after 30 days.