



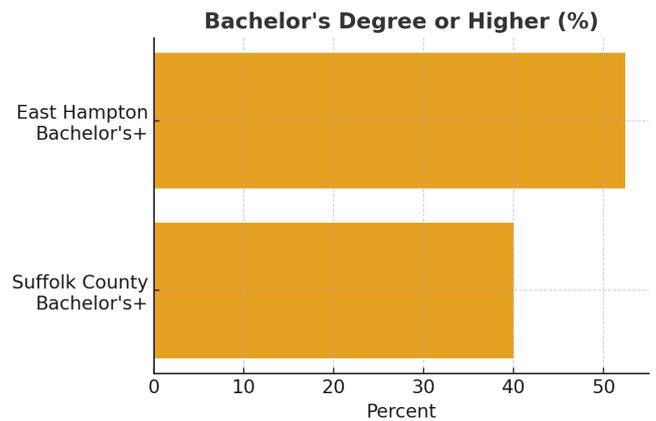
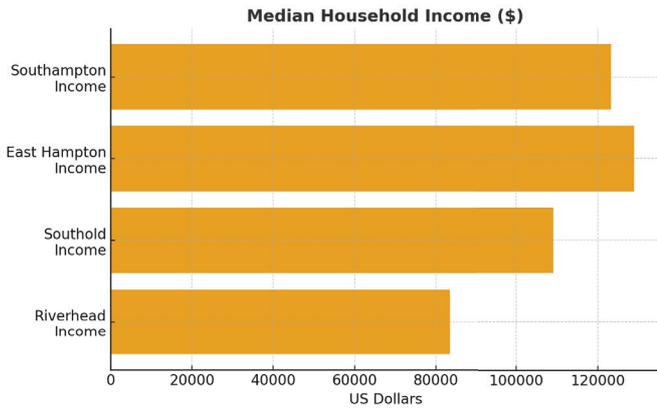
SPARK

HAMPTONS

2025 MEDIA KIT

AUDIENCE & MARKET DEMOGRAPHICS

Coverage area: The Hamptons (Southampton & East Hampton) and the North Fork (Southold & Riverhead).



YEAR-ROUND POPULATION SNAPSHOT

Southampton Town: ~69,700 residents; median age 51.1.
 East Hampton Town: ~28,400–29,000 residents.
 Southold Town (North Fork): ~23,800 residents; median age 54.6.
 Riverhead Town (gateway to North Fork): ~36,100 residents.

Source: U.S. Census Bureau, 2019–2024 ACS

AFFLUENCE & EDUCATION

Median household income:

Southampton: \$123,263
 East Hampton: \$128,938
 Southold: \$109,152
 Riverhead: \$83,521

Education:

East Hampton: 52.4% hold a bachelor's degree or higher.
 Suffolk County benchmark: ~40% bachelor's+

Source: U.S. Census Bureau ACS; DataUSA

SEASONAL SURGE & SECOND HOMES

Summer population swells to 3–5× year-round base, peaking July–August.

In East Hampton, ~63% of homes are second homes—underscoring the market's high-net-worth, discretionary-spend audience.

Source: Town planning data

COVERAGE



Spark Hamptons is a new lifestyle magazine dedicated to capturing the true spirit of the East End through real voices and authentic perspectives. From art and entertainment to real estate, dining, and culture, our pages celebrate the creativity, character, and stories that define life across the Hamptons and the North Fork. More than just a magazine, Spark Hamptons is a platform where local voices shine, inspiring readers with the energy, beauty, and ever-evolving lifestyle of our coastal community.

01.

ARTS & ENTERTAINMENT

From gallery openings to live performances, Spark Hamptons shines a light on the cultural pulse of the East End. We highlight the artists, creators, and events that shape the region's vibrant creative scene.

02.

DINING

The Hamptons is a destination for food lovers, and Spark Hamptons brings readers inside the kitchens, farms, and restaurants that define our local flavor. From fine dining to hidden gems, we celebrate culinary excellence.

03.

REAL ESTATE + DESIGN

As one of the world's most sought-after markets, Hamptons real estate is both aspirational and ever-changing. Spark Hamptons explores the properties, trends, and visionaries that continue to redefine luxury living on the East End.

04.

SPARK MAKER PROFILES

Every community is defined by its people. Spark Hamptons shares the stories of innovators, entrepreneurs, and tastemakers who are shaping the future of life on the East End.

05.

HEALTH, WELLNESS, TRAVEL

Giving back and living well are central to Hamptons culture. Spark Hamptons covers the organizations making a difference, as well as the practices, retreats, and approaches to wellness that inspire balance and vitality.

06.

LGBTQA+

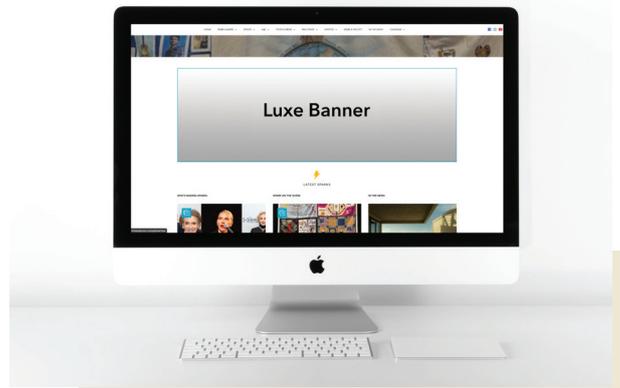
The East End has long been a haven for creativity, diversity, and inclusion. Spark Hamptons celebrates the LGBTQ+ voices, leaders, and events that enrich our community and help it thrive.

DIGITAL COVERAGE

01.

LUXE BANNER

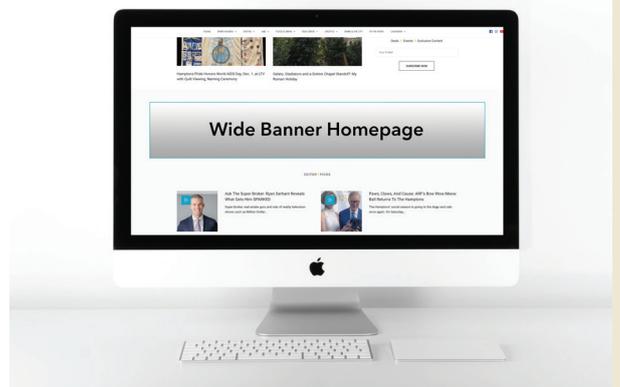
The largest banner on www.sparkhamptons.com right under the main slider. We also offer a wide banner with this as a comp to showcase throughout the articles as well.



02.

WIDE BANNER HOMEPAGE

The super-wide and elegantly responsive-to-all-devices wide banner randomizes throughout the homepage between the various categories.



03.

WIDE BANNER ARTICLES

This wide banner randomizes throughout all of the articles on www.sparkhamptons.com.



04.

CUBE BANNER

This randomized banner displays on the sidebars in the menu pullout, in the footer, and on all of the galleries.

05.

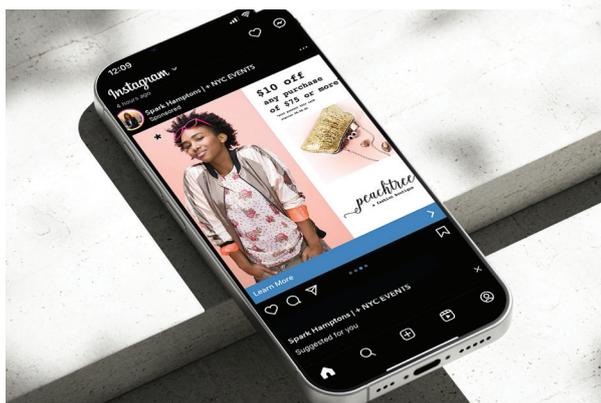
EMAIL NEWSLETTER

Our weekly newsletter goes to 20K+ subscribers on Wednesdays. The audience is a very targeted Hamptons, North Fork, and NYC subscribers.

06.

SOCIAL MEDIA SPONSORED POST

We can curate a media collab for your events or promotions to run on our @SparkHamptons social media platforms – putting your business front and center to our engaged Spark Hamptons audience. (Our Instagram alone at September Launch drew 154K+ views a month.)



2025 • INTRODUCTORY DISCOUNTED RATE CARD

SPARKHAMPTONS.COM

| | |
|--|---------------|
| LUXE BANNER | PER MONTH |
| 1485 x 500 pixels above the fold on the home page under main top slider | \$ 650 \$750 |
| WIDE BANNER HOMEPAGE | |
| 1485 x 250 pixels randomized across the homepage | \$ 400 \$500 |
| WIDE BANNER ARTICLES | |
| 1485 x 190 pixels in header and footer randomized across the article pages | \$ 300 \$450 |
| CUBE BANNER | |
| SIDEBAR, FOOTER, GALLERY CUBE: 600 x 500 pixels | \$ 300 \$450 |
| EMAIL NEWSLETTER (20K+ TARGETED SUBSCRIBERS) | |
| NEWSLETTER CUBE: 600 x 500 pixels | \$ 350 \$450 |
| SOCIAL MEDIA SPONSORED POST | |
| WE WILL DESIGN A SOCIAL MEDIA CAMPAIGN TO COLLAB ON TOGETHER PROMOTING AN EVENT OR PROMOTION OF YOUR CHOICE. | \$ 950 \$1500 |

WHY ADVERTISE WITH SPARK HAMPTONS?

Exclusive Audience: Connect with celebrities, luxury consumers, and decision-makers across the Hamptons.

High Engagement: Our readers don't just browse — they act. Spark Hamptons is where locals and visitors go for recommendations, inspiration, and trusted insight.

Category Authority: From dining to design, real estate to philanthropy, Spark Hamptons is the voice of the East End lifestyle.

Early Bird Advantage: Lock in founding advertiser rates before our first launch for Summer Season 2026. Establish your brand presence now at introductory pricing.

Multi-Platform Reach: Your advertising is amplified across our website, social media, newsletters, and event coverage.

EARLY BIRD DIGITAL RATES (valid through Spring 2026)

Newsletter to Targeted Audience – Currently 20K+ targeted Hamptons and NYC subscribers.

Category Sponsorships – Align with Arts, Dining, Real Estate, Philanthropy, and more.

Native Content / Sponsored Features – Storytelling that blends seamlessly with our editorial voice.

Event Spotlights – Amplify your presence in the Hamptons' most talked-about moments.



Founders & Co-Publishers,
Ty Wenzel and Angela LaGreca

CONNECT WITH
HAMPTONS LOVERS