SPARK HAMPTONS

The New Voice of the East End

Media Kit | 2026–2027



THE EAST END, WITH MORE SPARK

Spark Hamptons is a modern media outlet offering a fresh take on the Hamptons and North Fork, with a strong nod to New York City.

We cover the people making sparks, the places worth knowing and the stories that get people talking — from top events, restaurants and businesses to watch to what's trending in real estate, design, style, hospitality, wellness and the arts.

Created by people who know the Hamptons, North Fork and NYC, SPARK combines an insider perspective with smart storytelling, original voices, compelling features and an eye for what's next.

Our readers come to SparkHamptons.com and subscribe to our weekly newsletter to discover what's happening, where to go, what to see and how to make the most of the East End — whether they're looking for a new restaurant, shopping and style, art and entertainment, a designer for their home, a property to explore or the businesses shaping the Hamptons.

Our savvy audience has both the means and the desire to spend. They are looking for places to experience, stores to shop, services to enhance their homes and businesses they can trust.

For brands, Spark Hamptons offers a direct connection to an engaged, affluent and highly relevant audience actively looking for where to go, what to buy and who to work with.

SPARK is a fast-growing media outlet with an expanding audience that comes to us for need-to-know news, standout events, insider stories and the people and places shaping the East End.

Isn't it time you got SPARKED?

THE PEOPLE WHO SHAPE THE EAST END

Spark Hamptons reaches an engaged audience of residents, homeowners, second-home owners, visitors, business leaders and tastemakers across the Hamptons, North Fork and New York City.

15K+ WEEKLY NEWSLETTER READERS

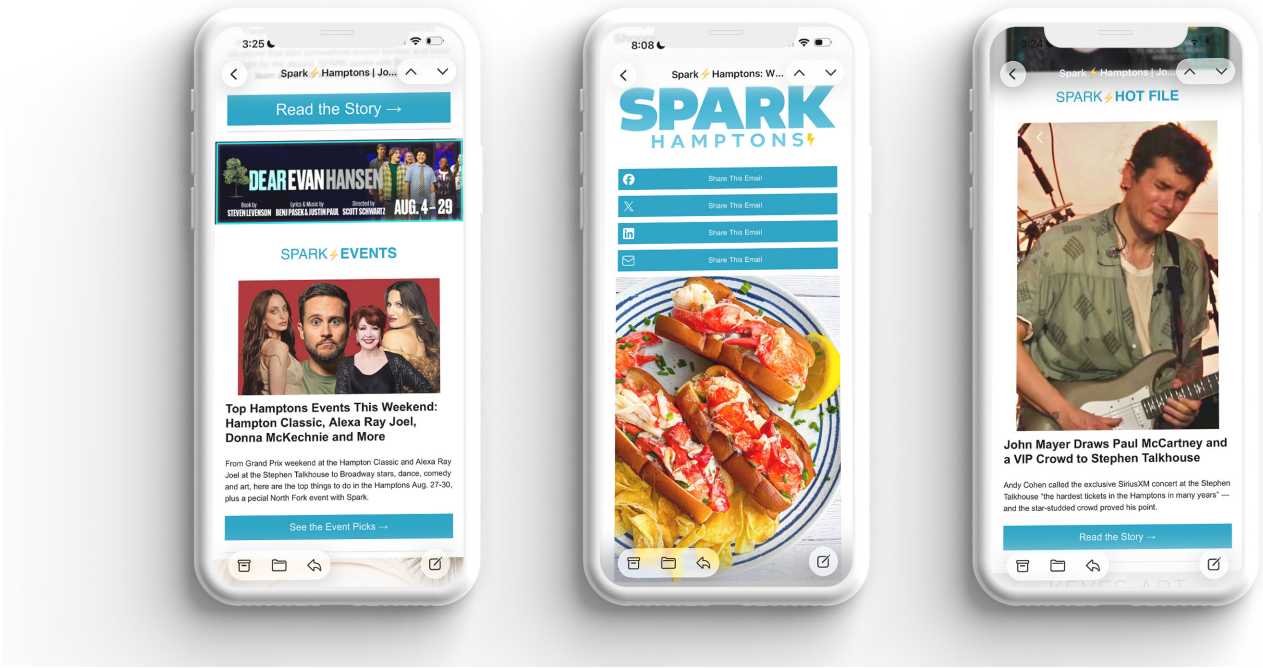
A growing audience of engaged readers looking for the best of the East End and NYC, from real estate and design to dining, events, culture, and local life.

15K+
WEEKLY NEWSLETTER SUBSCRIBERS

40+%
CONSISTENT NEWSLETTER OPEN RATES

300K
GOOGLE SEARCH IMPRESSIONS IN THE LAST 28 DAYS

80+
CLICKS ON TOP NEWSLETTER AD PLACEMENTS



SPARK HAMPTONS

A GROWING DIGITAL AUDIENCE

Since the launch of Spark Hamptons in 2025, we have built incredibly strong search visibility, a growing direct readership and a highly engaged newsletter audience.

49% of website traffic comes from organic search
64.5% of engaged sessions come from organic search
42% of website traffic comes directly to SparkHamptons.com
2% average newsletter click-through rate, with individual sends reaching as high as 5%

Together, search, direct traffic and a highly engaged weekly newsletter give advertisers multiple ways to reach Spark readers — and drive them to take action.



OUR READERS

AFFLUENT HOMEOWNERS

Primary and second-home owners with significant purchasing power and a strong interest in real estate, design, renovation, landscaping, philanthropy, wellness and luxury services.

REAL ESTATE DECISION-MAKERS

Buyers, sellers, investors, brokers, developers, builders, architects and designers connected to the East End and New York City property markets.

LOCALS & YEAR-ROUND RESIDENTS

People who live, work, own businesses and build their lives across the Hamptons and North Fork, while maintaining strong ties to New York City.

SEASONAL RESIDENTS

Second-home owners and seasonal residents who return to the East End throughout the summer and increasingly during the shoulder seasons.

WEEKENDERS & VISITORS

Visitors looking for restaurants, events, shopping, entertainment, experiences, beaches and places to stay.

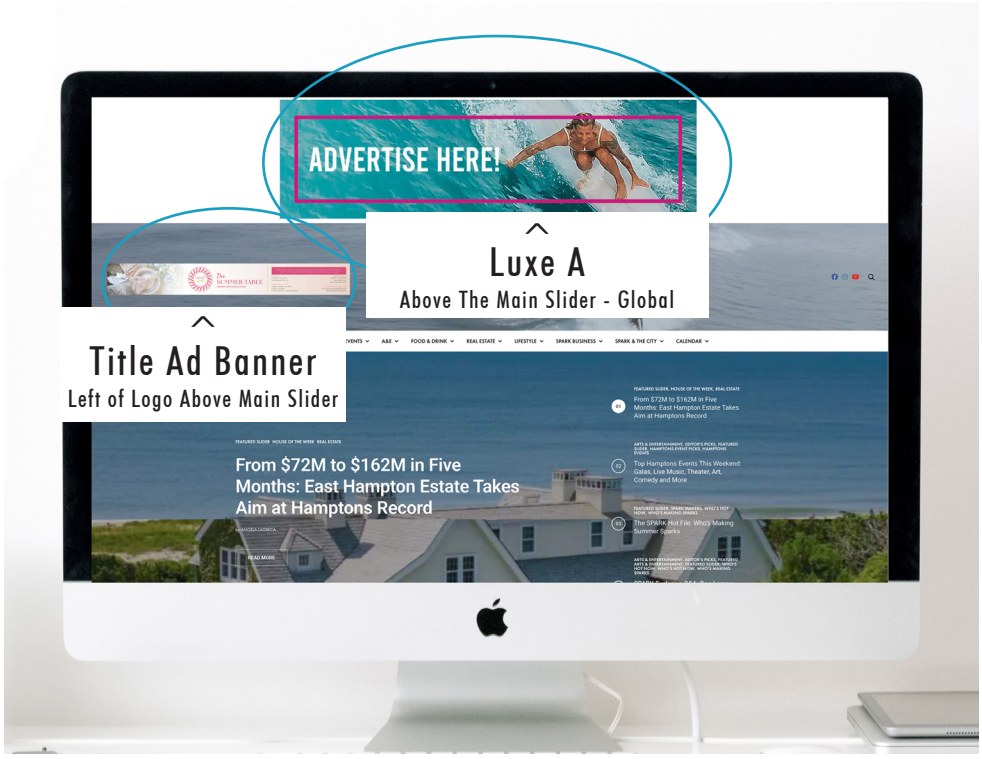
BUSINESS & COMMUNITY LEADERS

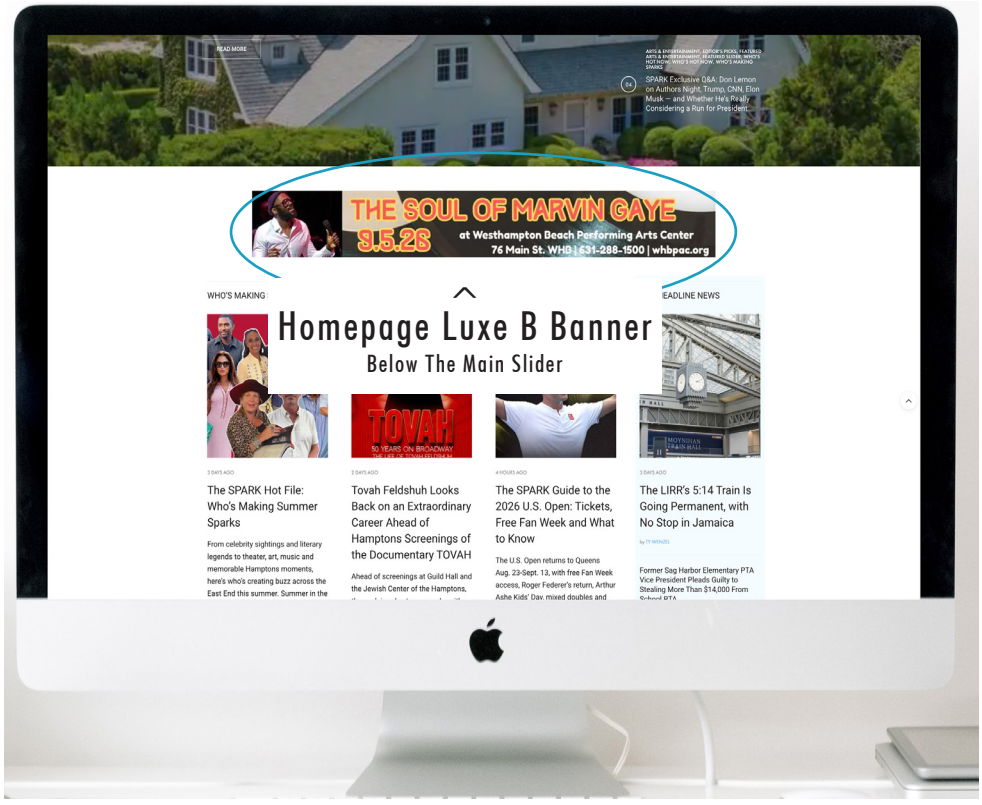
Entrepreneurs, hospitality professionals, creatives, philanthropists and community leaders helping shape what happens across the East End.what happens across the East End.



DIGITAL SPECIFICATIONS

THE HOMEPAGE + ARTICLES





BANNER PLACEMENTS + PRICES

Luxe A Banner | $750/mo

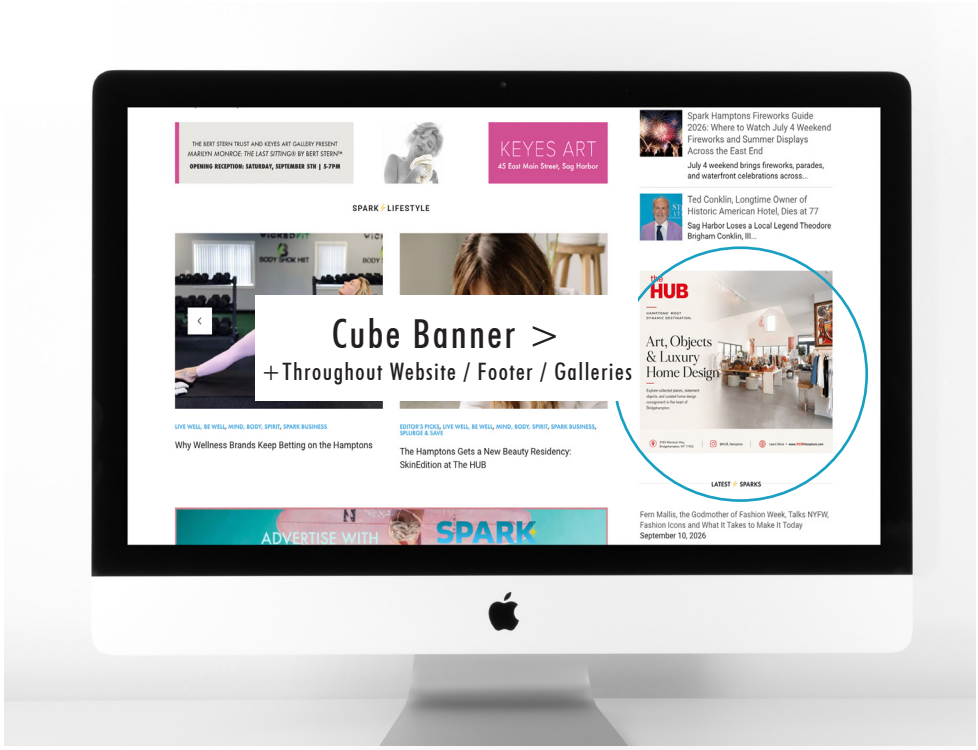
Above Main Slider In Header Globally / Semi-Exclusive

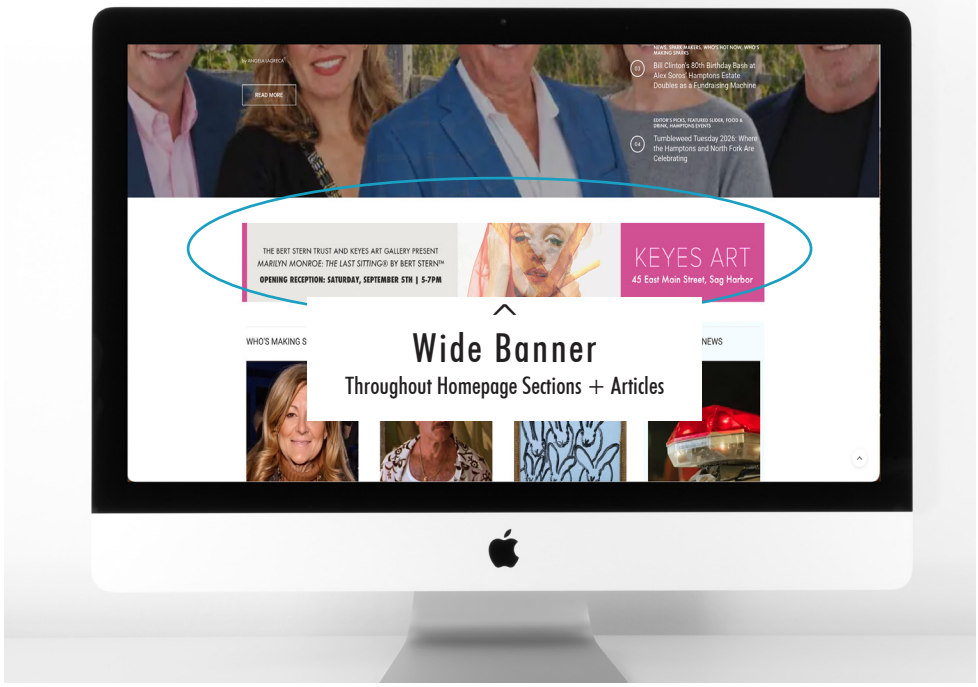
Title Ad Banner | $600/mo

Left of Logo In Header Globally / Throughout Website

Homepage Luxe B Banner | $650/mo

Below The Main Slider / Semi-Exclusive





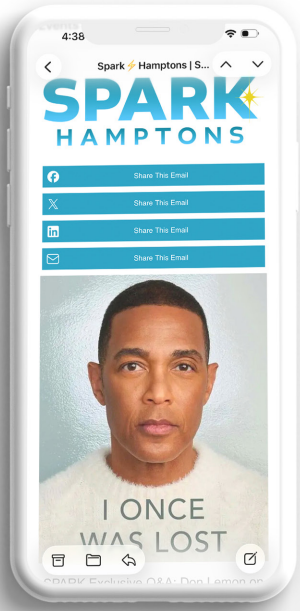
BANNER PLACEMENTS + PRICES

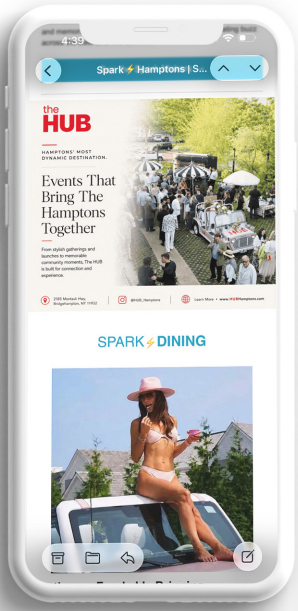
Wide Banner / $600/mo
Throughout Homepage & Website

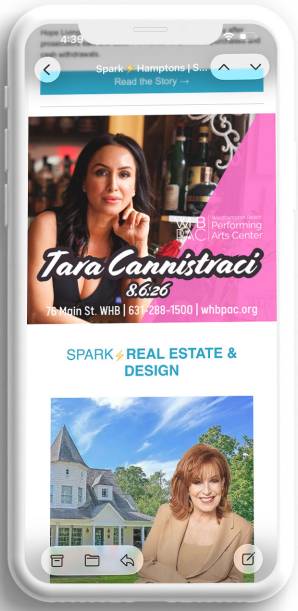
Cube Banner | $450/mo
Homepage, Galleries, and Sidebars — Throughout Website

THE WEEKLY EMAIL NEWSLETTER

Our weekly newsletter includes top articles, sent to 15,000+ opted-in East End & NYC subscribers.
Advertisers can have banner ads, sponsored posts, and advertorials placed in the newsletter.



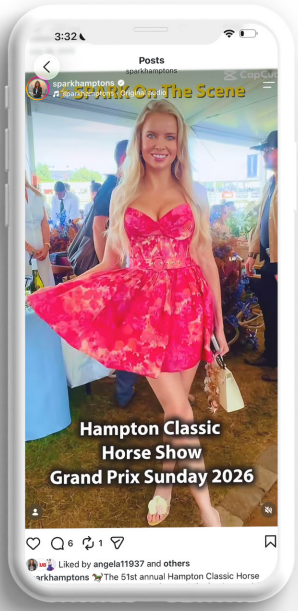




SPONSORED SOCIAL MEDIA POSTS

Spark Hamptons is proud to have a very engaged audience (majority East End/New York-based on Instagram, Facebook, and YouTube) and is growing rapidly. Contact us about ways we can include your brand.







SPARK HAMPTONS

SPARK HAMPTONS DIGITAL SPECS + PRICES

×	Ad Size	Specs	×	1 Month	×	6 Month	×	12 Month
	Luxe Leaderboard GLOBAL - ABOVE THE FOLD SEMI-EXCLUSIVE TO ONLY THREE ADVERTISERS	1920 x 450px		$750		$650		$550
	Homepage Luxe B Leaderboard SEMI-EXCLUSIVE TO ONLY THREE ADVERTISERS	1920 x 350px		$650		$550		$450
	Title Ad Banner LEFT OF LOGO ABOVE THE MAIN SLIDER IN HEAER THROUGHOUT WEBSITE	1485x190px		$600		$550		$450
	Cube Banner RANDOMIZED THROUGHOUT HOMEPAGE, FOOTER, GALLERIES & ARTICLES	600px x 500px		$450		$400		$350
	Wide Banner RANDOMIZED THROUGHOUT HOMEPAGE & ARTICLES	1485x190px		$650		$550		$450
	Sponsored Section or Category LARGE SPONSORSHIP VISUAL	1485x190px		$1500		$1250		$1000
	Advertorial Partner Content EDITORIAL • AD •SOCIAL • NEWSLETTER	AD RUNS FOR 3 MONTHS 3 MONTHS OF NEWSLETTER 1 SOCIAL MEDIA POST+STORY		$2500/mo x3		$2,500/mo x 3 | Total: $7,500		
	Advertorial Partner Content EDITORIAL • NEWSLETTER	1 EDITORIAL 1 WEEK OF NEWSLETTER		$1500				

All prices are per month.

WEEKLY NEWSLETTER | 15K+ SUBSCRIBERS

EMAIL NEWSLETTER	Specs	×	1 Month	×	6 Months	×	12 Months
Cube Banner	600px x 500px		$450		$350		$300
Premium Top Position	600px x 500px		$750		$650		$550

SOCIAL MEDIA

×	SLOT	Price Per Story	×	SLOT	Price Per Post
	Featured Custom Story (Social Media Channels - Design & Render Included)	$1500		**Sponsored Social Media Post** (Not a custom story, but sponsorship) Your Sponsorship Title / Hashtag Analysis & Optimized Copy	$750

SPARK HAMPTONS














EXPERIENCES THAT SPARK CONNECTION

Spark Hamptons creates intimate, memorable experiences across the East End — from conversations with compelling voices and exclusive gatherings to cocktail parties, cultural events and entertainment salons.

Our events bring the SPARK editorial world to life, giving brands the opportunity to connect with an engaged audience in settings that feel personal, authentic and distinctly East End.

Experiential partnerships can extend across digital, newsletter, social media and the event itself, creating multiple points of connection before, during and after the experience. We also create original event imagery and content that can be shared across your own channels, extending the partnership well beyond the event.

With deep connections throughout the Hamptons and North Fork, our team brings together the people, places, creatives, businesses and communities that make the East End special.

HAVE AN IDEA? LET'S MAKE IT SPARK.

Sponsorship opportunities begin at $3500

THE VOICES BEHIND SPARK

ANGELA LAGRECA

An Emmy Award-winning journalist and longtime television personality, Angela LaGreca brings her experience in entertainment and storytelling to Spark Hamptons. Her coverage explores the artists, performers, cultural institutions, events, and personalities that keep the city and the East End's creative life moving.

TY WENZEL

A longtime award-winning Hamptons journalist and marketing professional, Ty Wenzel brings decades of experience covering the East End and its luxury market. Her reporting explores real estate, architecture, interior design, development, builders, designers, and the people shaping how the East End looks and lives.

JOURNALISM WITH A POINT OF VIEW. COVERAGE WITH A SENSE OF PLACE.

Spark Hamptons brings together experienced writers and storytellers who know the East End and understand how to tell its stories.

Our journalism is curious, informed, and distinctly local. We look beyond the obvious to find the people, places, ideas, and businesses that are shaping the Hamptons and North Fork right now.



Ty Wenzel & Angela LaGreca