
SPARK
HAMPTONS
The New Voice of the East End
Rate Card | 2026-2027

SPARK HAMPTONS

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

265K
GOOGLE SEARCH IMPRESSIONS IN THE LAST 28 DAYS

80+
CLICKS ON TOP NEWSLETTER AD PLACEMENTS

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.

SPARK HAMPTONS

SPARKHAMPTONS.COM

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 1 MONTH 4 WEEKS OF NEWSLETTER 1 SOCIAL MEDIA POST+STORY		$2500				
	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