

SALTY AIR
JOURNALISM



**MEDIA KIT
2016**

CapeCodWave.com

Cape Cod Wave is an online magazine with local reporters offering an insider's look at the Cape through long-form journalism, videos of local musicians playing original tunes, and slideshows of scenic photographs featuring the 15 towns of Cape Cod.



Cape Cod Wave celebrates the culture and character of Cape Cod. Our readers are passionate about the region and our advertisers are local businesses whose customers love to read about Cape Cod. Our analytics tell us our readers come mainly from Barnstable, Falmouth and other Cape towns as well as second home owners and summer visitors to the Cape who live in the Boston and New York areas. We get about 10,000 readers a month with about 20,000 page views a month.

From an interview with the best drag queen in Provincetown to an article about the biggest church in Falmouth to a profile of

a beloved bar-back in Chatham, we cover the whole Cape—in a way you won't find anywhere else. We don't shy away from controversy. We've covered murderers and politicians. We've taken a close look at domestic violence, demographics and piping plovers. But we've also covered the sweet side of the peninsula from homemade pies in Cotuit to strawberry shortcake in Chatham. Music is a specialty, not just videos but also profiles of some of the Cape's top names in local music. Surfing stories are frequent, as are historic tales and seasonal commentary. Check out Cape Cod Wave—for an insider's look at Cape Cod.

Demographics:

FACEBOOK

65% women

35% men

WEBSITE

55% male

45% female

Audience Ages:

33% 25 to 34

21% 45 to 54

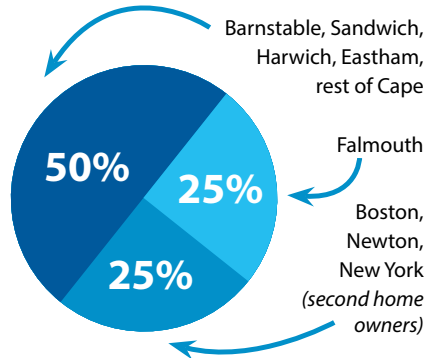
17% 55 to 64

12% 35 to 44

Demographics location:

Top Topics:

Culture
Music
Social issues
Crime stories
Economy
Surfing
Fishing



Top towns where our readers live:

Barnstable, Falmouth, Boston, New York City, Eastham, Brewster, Wellfleet, Sandwich, Mashpee, Yarmouth, Harwich

Analytics:

WEBSITE

10,000 unique visitors

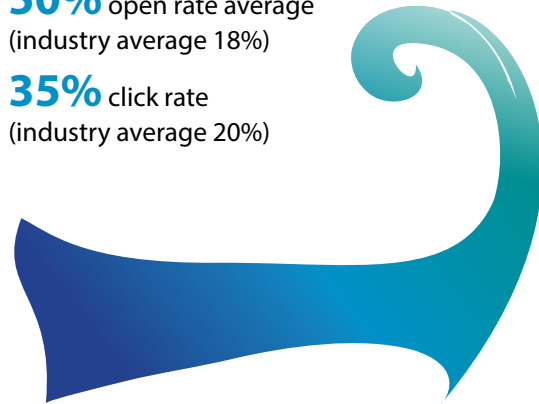
20,000 page views per month

NEWSLETTER

People love our newsletter: We are in the top 10 percent in performance of our e-newsletter out of all of Constant Contact's hundreds of thousands of customers around the world. That means this is a must-read newsletter among people in the know on Cape Cod.

50% open rate average
(industry average 18%)

35% click rate
(industry average 20%)



Sidebar Ad

A display ad that runs alongside every story, we charge \$200 a month for either six months or one year. (300 x 200 pixels)

Featured Post

A display ad that runs on our front page (our most visited page), the cost is \$250 a month for either six months or one year. (600 x 600 pixels)

Banner Ad

A horizontal ad on our front page. The cost is \$300 per month for either 6 months or 1 year (728 x 90 pixels)

Banner Headliner

Our premier ad. A horizontal ad at the top of our front page next to our logo. The cost is \$400 per month for either 6 months or 1 year (728 x 90 pixels)

Newsletter Sponsor

Your ad featured in our popular newsletter for either six months or one year. This is a targeted local audience passionate about Cape Cod and Cape Cod businesses.

Exclusive to Cape Cod Wave:

Sponsored Post

A piece of journalism about your business written by us, approved by you, that stays at the top of the site for either six months or one year.

What you get: A 500-plus word article about your business with featured photos to go with the article that we take or, if you prefer, you can supply your own photos.

For more information & pricing on sponsorship opportunities call 774-392-2116



"Just a note to tell you how much I enjoyed your longform story. . .now that's what I call over-the-weekend in-depth reporting!" — Grant W.

"One of the best pieces I have read in years. This guy should be writing for Rolling Stone..."—Pete O.



"Cape Cod Wave is the New Yorker of Cape Cod. I love what you guys are doing."
— Len M

"I was just doing a bit of searching and found your web site. What a great job you and Brian have done, so much real information and so much being true to the Cape."—Don C.

"Looking forward to taking the plunge with you. My off-Cape prospective Cape Codders will enjoy this, too. You sell 'em the sizzle, I'll sell 'em the steak."
—Marietta N.



Cape Cod Wave

P.O. Box 29, Falmouth, MA 02541 ~ 774-392-2116

CapeCodWave.com