

Longshot Island

For the Modern Reader



advertising rates and reach

published quarterly

Size	Color	No Color
Back Cover	\$228	X
Interior Cover	\$152	X
Full Page	\$76	X
Half Page	\$40	\$34
Full Column	\$36	\$26
Quarter Page	\$22	\$18
Eighth Page	X	\$12
Sixteenth Page	X	\$8
Text Only	X	\$2



Our Readers

54% live in North America
36% live in Europe or Asia

45% are 60 or older
36% are 50 to 59
18% are 49 or younger

81% are married
72% have a graduate degree
50% are employed
33% are retired

Professional

teachers, professors,
consultants, writers,
managers

Entertainment Preferences

34% books and magazines
24% movies
24% music

70% prefer Facebook, Twitter and Youtube
62% go online at home
25% go online in coffee shops

Online Activities

purchase products or services, pay bills, read books or magazines, write email, use social networks, check the news

Leisure Activities

read, walk for pleasure, watch television, work on the computer, go out for dinner, listen to music