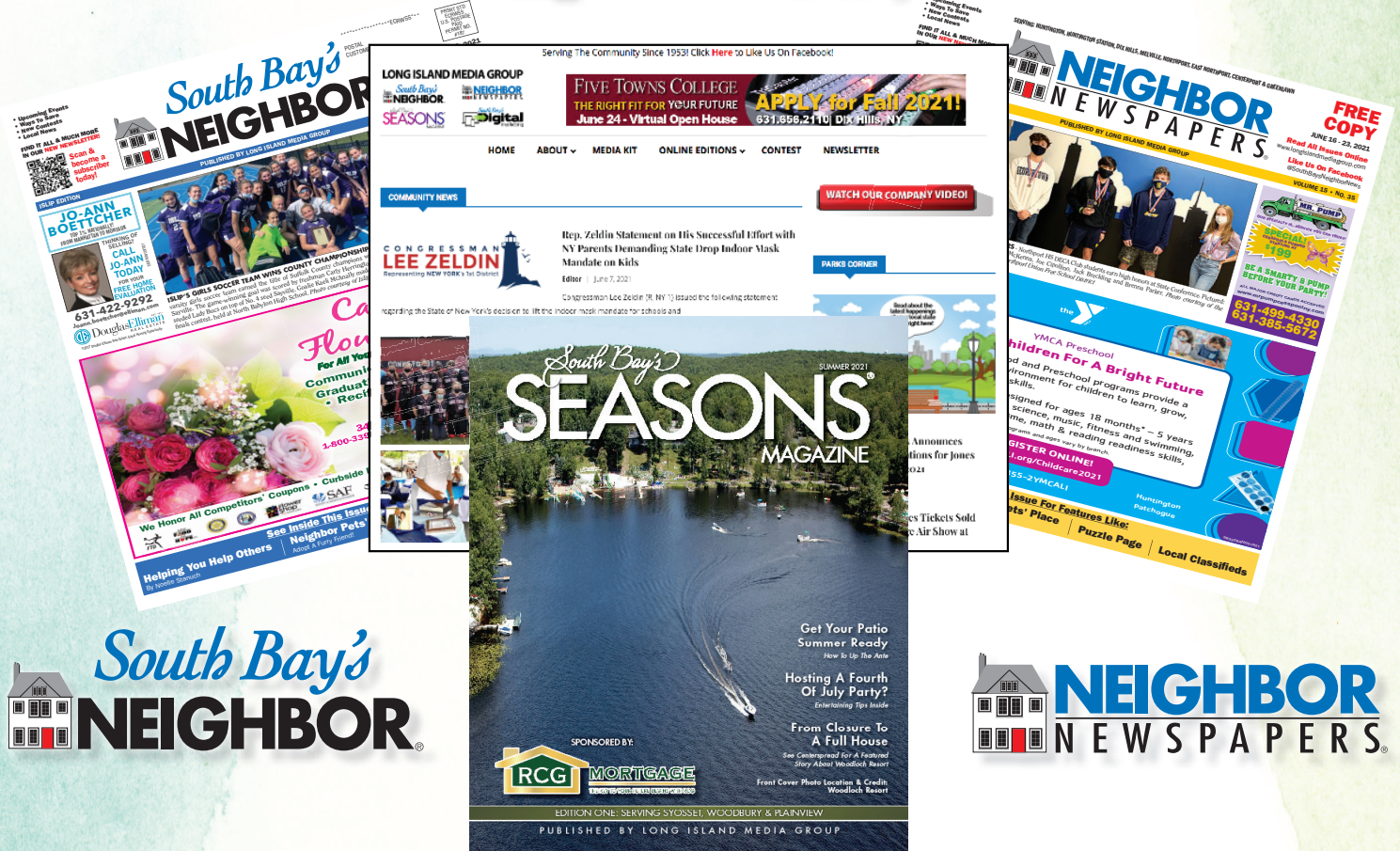


# Long Island Media Group

2021 Media Kit



**South Bay's**  
**NEIGHBOR**

**South Bay's**  
**SEASONS**  
MAGAZINE

**NEIGHBOR**  
NEWSPAPERS

Proudly Serving Our Community Since 1953

565 Broadhollow Road, Suite 3, Farmingdale, N.Y. 11735



## About Us:

Long Island Media Group is located on Long Island, New York. Our media group is locally owned and operated, publishing South Bay's Neighbor, Neighbor Newspapers and Seasons Magazine. We also offer digital marketing opportunities through South Bay's Digital Marketing.

Our community newspapers, South Bay's Neighbor and Neighbor Newspapers, are full tab newspapers, some of which have been published since 1953. The papers feature an unparalleled selection of community news, columns, a service directory and much more, which all lead to strong readership.

Seasons Magazine, Long Island's Premium Magazine, is published five times a year in a Winter Issue, Spring Issue, Summer Issue, Autumn Issue & special reader favorite Holiday Issue. Each issue is published in 12 local editions, which are mailed to homes in select areas of Long Island. This glossy covered magazine has a mix of glossy stock and premium white paper throughout and features themed editorial, local spotlights, recipes and much more.

South Bay's Digital Marketing allows customers the ability to advertise digitally on our website and it also gives them the option to purchase a digital service to help grow their company. These services can help your business with things such as website design, SEO, social media and text message marketing.

A large part of our business is printing and delivering specialty products such as menus, flyers, postcards and more. There are many products we can print and deliver, so please inquire about your special request! Print only options are also available.

## Our Mission:

We strive to offer superior customer service while promoting businesses throughout the community.



# We love our loyal advertisers....

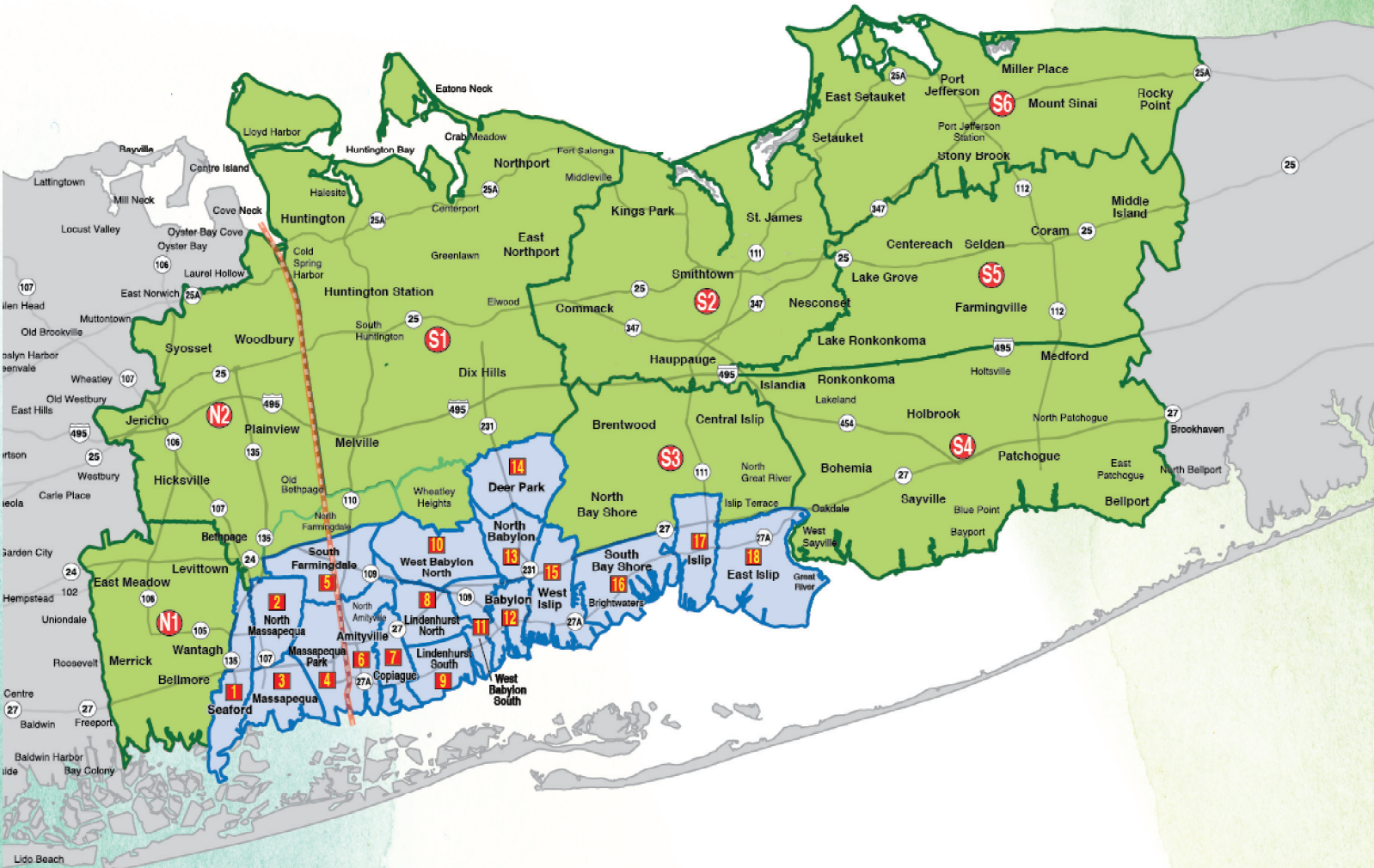


# ....let us serve you too.



## South Bay's Neighbor & Neighbor Newspapers

South Bay's Neighbor & Neighbor Newspapers are our community newspapers. South Bay's Neighbor is mailed weekly in 18 local editions. The Neighbor Newspapers is published bi-weekly in 8 different editions. They are distributed on racks in high traffic locations throughout Long Island. The combination of direct mail and bulk-drop distribution gives our advertisers the opportunity to reach a variety of readers. Together all 26 editions have a circulation of approximately 130,000. All of our newspapers have a Classified Section and our very own Neighbor Business Directory.



# Be a part of the Long Island community.



## South Bay's Neighbor Editions (Mailed)

### PUBLISHED WEEKLY

*Average Weekly Circulation Numbers*

<b>1 Seaford</b> 11783	5,051	<b>11 West Babylon South</b> 11704	4,485
<b>2 North Massapequa</b> 11758	6,254	<b>12 Babylon</b> 11702	4,973
<b>3 Massapequa</b> 1758	6,788	<b>13 North Babylon</b> 11703	4,565
<b>4 Massapequa Park</b> 11762	6,048	<b>14 Deer Park</b> 11729	6,323
<b>5 South Farmingdale</b> 11735	4,972	<b>15 West Islip</b> 11795	6,203
<b>6 Amityville</b> 11701	5,240	<b>16 South Bay Shore</b> South Bay Shore 11706 Brightwaters 11718	5,874
<b>7 Copiague</b> 11726	4,436	<b>17 Islip</b> 11751	4,111
<b>8 Lindenhurst North</b> 11757	6,914	<b>18 East Islip</b> East Islip 11730 Great River 11739	4,391
<b>9 Lindenhurst South</b> 11757	6,091		
<b>10 West Babylon North</b> 11704	4,529		

## Neighbor Newspapers Editions (Racks)

### PUBLISHED BI-WEEKLY

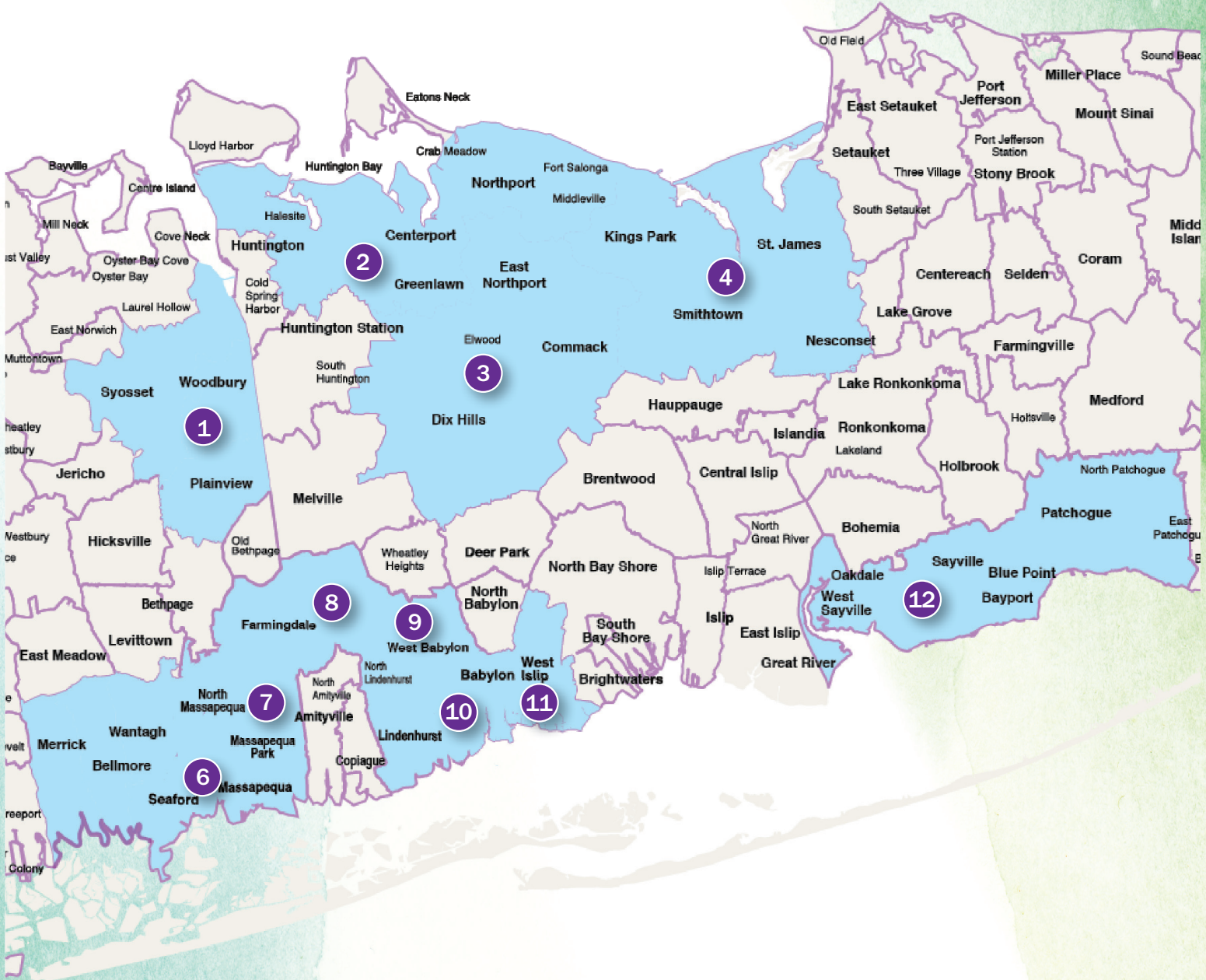
*These editions are available at high-traffic locations throughout each region such as supermarkets, libraries, diners/restaurants, professional buildings, along with hundreds of businesses in the communities.*

- N1 East Meadow, Merrick, Bellmore, Wantagh, Levittown & Bethpage**
- N2 Syosset, Jericho, Hicksville, Bethpage, Old Bethpage, Plainview & Woodbury**
- S1 Huntington, Huntington Station, Melville, Dix Hills, Northport, East Northport, Centerport & Greenlawn**
- S2 Commack, Hauppauge, Smithtown, Nesconset, St. James & Kings Park**
- S3 Brentwood, North Bay Shore, Central Islip, North Great River & Islip Terrace**
- S4 Islandia, Ronkonkoma, Bohemia, Sayville, Patchogue, Bellport, Holbrook, Medford, Blue Point, Bayport & Oakdale**
- S5 Selden, Centereach, Lake Grove, Lake Ronkonkoma, Ronkonkoma, Farmingville, Middle Island & Coram**
- S6 East Setauket, Setauket, Stony Brook, Port Jefferson, Port Jefferson Station, Miller Place, Mount Sinai & Rocky Point**



## Seasons Magazine

Seasons Magazine is Long Island's Premium Magazine. We publish this glossy covered magazine in 12 local editions with a total mailed circulation of over 100,000. Advertisers can choose any of it's 5 issues over the year to advertise in; Winter, Spring, Summer, Autumn or Holiday. Readers will love to hold onto this magazine for the entire season because of it's seasonal recipes, catchy editorial pieces and exciting local flare.



# Seasonal advertising at its best.



# 2021 Schedule

## Winter Issue

Publication Date:

February 10<sup>th</sup>

Final Deadline: January 10<sup>th</sup>

## Spring Issue

Publication Date:

April 14<sup>th</sup>

Final Deadline: March 20<sup>th</sup>

## Summer Issue

Publication Date:

June 23<sup>rd</sup>

Final Deadline: May 29<sup>th</sup>

## Autumn Issue

Publication Date:

September 15<sup>th</sup>

Final Deadline: August 13<sup>th</sup>

## Holiday Issue

Publication Date:

December 1<sup>st</sup>

Final Deadline: TBD

## Edition One

Serving Syosset, Woodbury & Plainview

## Edition Two

Serving Huntington, Greenlawn,  
Centerport & Northport

## Edition Three

Serving East Northport, Dix Hills & Commack

## Edition Four

Serving Smithtown, St. James,  
Kings Park & Nesconset

## Edition Five

Serving Merrick, Bellmore & Wantagh

## Edition Six

Serving Seaford & Massapequa

## Edition Seven

Serving North Massapequa  
& Massapequa Park

## Edition Eight

Serving Farmingdale

## Edition Nine

Serving West Babylon

## Edition Ten

Serving Lindenhurst

## Edition Eleven

Serving Babylon & West Islip

## Edition Twelve

Serving Sayville, West Sayville, Patchogue,  
Oakdale, Blue Point & Bayport



A large part of our business is printing and delivering specialty products for our customers, such as menus, flyers, post cards and more. Don't need delivery? We can do print only jobs as well! Inquire with us for anything you may need.

[illegible]

# ALCOHOL AND TEENS DON'T MIX!

**MOST MASSAPEQUA KIDS  
HAVE THEIR FIRST ALCOHOLIC DRINK  
BEFORE THE AGE OF 14.**

**BE THEIR GUIDE. DON'T PROVIDE.**

**LEARN MORE AT [MTACOALITION.COM](http://MTACOALITION.COM)**

The above information is not intended to constitute an offer of insurance. For more information, please contact your insurance agent. The above information is not intended to constitute an offer of insurance. For more information, please contact your insurance agent.

## TEENS

**alarming rates.**

**Days:**

- th Graders
- th Graders
- th Graders

**For , started using before**

*(national Institute on Drug Abuse)*


# BE THEIR GUIDE. DON'T PROVIDE.

**Underage drinking affects our children's health and our community's future.**

**LEARN MORE AT [MTACOALITION.COM](http://MTACOALITION.COM)**



## Specialty Products



shopt.eat.enjoy.

# BABYLON

*the*  
**Village of  
Babylon**

**2020-2021 COMMUNITY & MERCHANT DIRECTORY**

[www.babylonchamber.com](http://www.babylonchamber.com)

2019-2020

Complimentary

# Massapequa

## COMMUNITY & BUSINESS DIRECTORY

**LOOK INSIDE:**  
Town Beaches & Pools  
Summer Programs  
And More!

WATCH THE GAP

MASSAPEQUA

CHAMBER OF COMMERCE  
OF THE MASSAPEQUA TNC

PHOTO: JENNIFER L. CANNON

DEER PARK & NORTH BABYLON

# HOLIDAY CATALOG

LOOK INSIDE FOR  
SEASONAL EDIT & OFFERS  
FROM LOCAL ADVERTISERS

Holiday 2020 Issue

**DD**

**ICED COFFEE**

What's new? Iced Coffee. Anytime.

Get iced and get going.

Photo by Jeff Meryn © 2014 DD's Fresh LLC

# The Promise of PINELAWN

*Beauty, Affordability  
& Peace of Mind*

**Pinelawn Welcomes  
You to the  
Peace of Pinelawn  
and Beyond.**

**BUSINESS REPLY MAIL**  
FIRST CLASS PERMIT NO. 5024 PINEBLUFF, GA

POSTAGE WILL BE PAID BY ADDRESSEE

**PINELAWN®**  
PINEBLUFF, GA 30268-4209

PO BOX 4209  
Pinebluff, GA 30268-4209

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

*Pinelawn*  
Pinebluff, GA  
Pinebluff, GA 30268-4209  
www.pinelawn.com

Call 800 468 4662 and send  
coupon for brochure  
FREE or make your own  
Phone 813-666-4662



## South Bay's Digital Marketing

Customers can purchase a variety of web ads to be displayed on our website to promote their business. See below for more information.

### WEBSITE BANNER ADS



#### LEAD BANNER AD

728 x 90 Pixels  
Displayed on all our  
website's pages  
**\$379/Month**



#### ONLINE EDITION BANNER AD

300 x 200 Pixels  
Displayed on any of our online  
newspaper edition's page  
**\$49/Month**



#### HOMEPAGE COMMUNITY NEWS BANNER AD

920 x 215 Pixels  
Displayed in the community news  
section on our homepage  
**\$250/Month**

#### HOMEPAGE SQUARE BANNER AD

330 x 330 Pixels  
Displayed on the right-hand side  
of our homepage  
**\$150/Month**



## South Bay's Digital Marketing

Additionally, we offer a variety of digital services, which can assist you with website design, SEO, social media, text message marketing and more. See below for a full menu of services we offer.



- Annual budgeting based on gross sales
- Calendars/promotional items
- Clutter breaking creativity
- Coordinate all marketing and advertising
- Customer referral programs
- Discounted media rates
- Discounted printing
- E-mail blasts
- Interview new employees
- Local research



- Logo design
- Maintain websites
- Media buying
- Media planning
- Mystery shoppers (hidden cameras available)
- On-hold messages
- Packaging design
- Product photos
- Promotional ideas
- Provide artwork



- Radio production
- Search Engine Marketing
- Search Engine Optimization
- Social Media
- Television production
- Text message marketing
- Third party partnerships
- Video production
- Web design
- Web hosting
- ...and more

# Let us know how you'd like to promote your business & we'll take care of the rest.

For more information, such as rates, deadlines and availability, call us at 631.226.2636 or email [info@longislandmediagroup.com](mailto:info@longislandmediagroup.com).

***Plus, ask us about our special themed newspaper and magazine issues that may be upcoming!***