

WHALEBONE

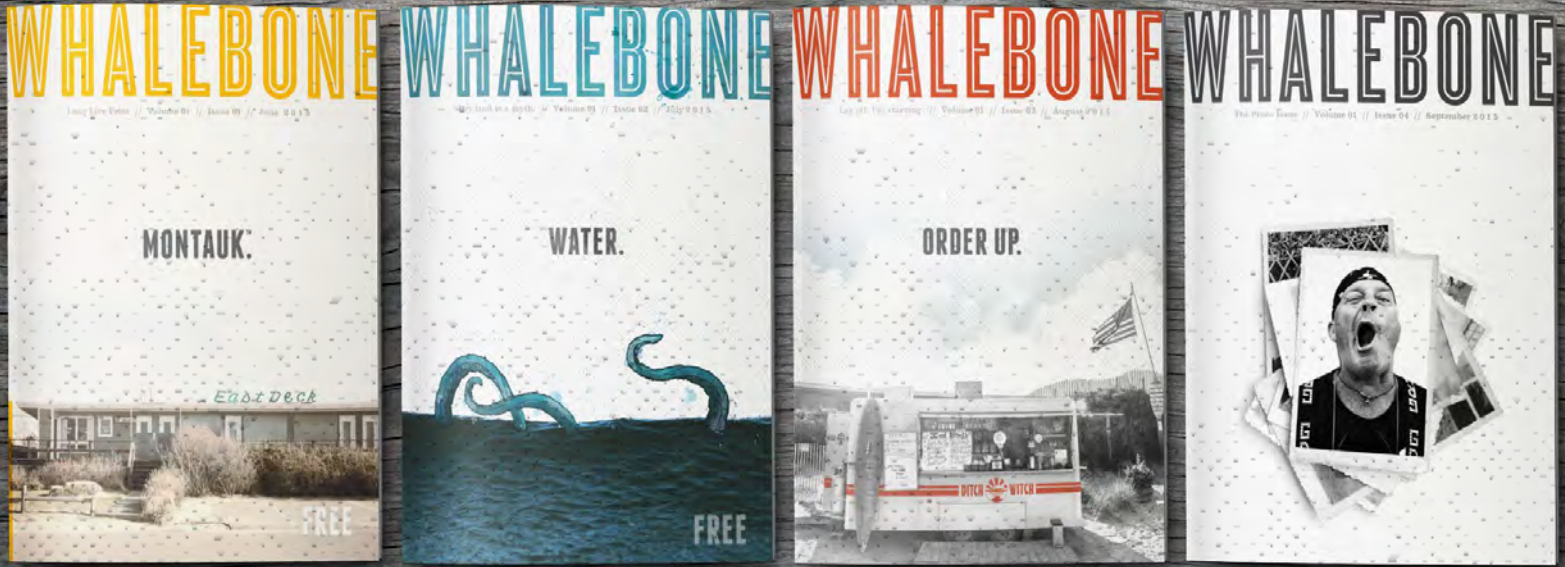
THE NYC ISSUE



MEDIA KIT
2015

WHALEBONE MEDIA / P.O. BOX 1313 / MONTAUK, NY 11954 / [631-668-2772](tel:631-668-2772)





MEET WHALEBONE.

Born and raised in the East End of Long Island, Whalebone is a new breed of culture and lifestyle brand, stemming from the local heritage and culture that we want to celebrate and highlight. Whalebone was designed to connect with a younger and extremely influential audience who, with their shorter attention spans and higher expectations, must be talked to in a different way. Whalebone understands this modern audience and delivers an immersive experience that blurs the lines between digital, social, experiential, print and events. We're inviting you to join us. **Welcome to Whalebone.**

MILLENNIALS

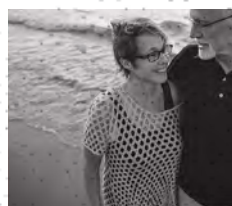
THE TRIPLE INFLUENCERS

WHALEBONE WAS DESIGNED FOR THE MOST POWERFUL CONSUMER IN HISTORY.

- We call Millennials, “the triple influencers.” They influence not only their peers, but both younger and older generations—what to buy, where to eat, what’s cool and what’s not.
- They have \$200 billion in direct purchasing power, and their indirect spending power each year is approximately \$500 billion because of their strong influence on their parents.



**INFLUENCE
THEIR
PARENTS**



**INFLUENCE
THEIR PEERS**



**\$200
BILLION**

**INFLUENCE
THE YOUNGER
GENERATION**



**\$500 BILLION
OF INDIRECT BUYING POWER**

68%

OF MILLENNIALS

agree that social posts are likely to influence them in making a purchase.

(Adweek, 2015).

90%

OF MILLENNIALS

do not trust online banner ads (LinkedIn, 2014).

72%

OF MILLENNIALS

said they want to increase their spending on experiences during the next year (Forbes, 2014).

53%

OF MILLENNIALS

said they would give up their sense of smell rather than lose a device connection (Biz Report, 2011).

THE NYC ISSUE



THE EAST END COMES TO NYC

The uniquely authentic lifestyle and culture of the East End of Long Island is bleeding onto the streets on New York. Whalebone encompasses the tone, approach and style of the East End. In a short period Whalebone has been able to build a loyal audience and influential crowd (see below). Based on a popular demand from our readers we will be releasing a one-time special edition New York City Issue on November 20th.

.....

“Assuming you haven’t been living under a rock in the Maldives this summer, we’re sure you’ve come across this summer’s most buzzed-about new mag, Whalebone.”

- Guest of a Guest feature on August 21, 2015

.....

“What makes the submerssive Whalebone approach unique is the significant stripping down of visual distractions for a continuously engaged readership.”

- PSFK feature June 5, 2015

WHALEBONE READERSHIP SURVEY*

69%

of readers are likely to make a purchase decision based off something they read/saw through Whalebone.

54%

say they like a brand more after they see them in Whalebone. (that’s big)

91%

of readers check Instagram daily. We just thought that was a cool stat. (we reached 9K followers in 4 months organically)

76%

keep the magazine for 30+ days.

*446 Respondents from readership survey poll August 2015

MASS SOCIAL

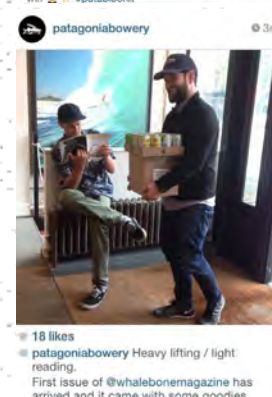
AMPLIFICATION

WHALEBONE REACHES 1M+ IN 4 MONTHS THROUGH SOCIAL MEDIA

89% REFERENCE PEERS AS THEIR **NUMBER ONE INFLUENCE** ON BUYING DECISIONS.

3 OUT OF 4 PEOPLE UNDER THE AGE 40 IN THE U.S. **USE SOCIAL MEDIA AT LEAST ONCE A WEEK.**

SOCIAL MEDIA IS RESPONSIBLE FOR **15%** OF ALL TIME SPENT ON THE INTERNET



773

people tagged @whalebonemagazine in their photos

9,000

organic followers in 7 months

91%

of our followers check @whalebonemagazine daily according to reader survey

875

organic Facebook followers in one month

DISTRIBUTION

(Tentative)

NEW YORK CITY

- GANSEVOORT HOTEL GROUP
- MORGANS HOTEL GROUP
- PARKER MERIDIAN HOTEL GROUP
- SOHO HOUSE
- THOMPSON HOTELS
- LUDLOW
- JANE
- BOWERY
- MARITIME
- MARLTON
- ACE HOTEL
- NOMAD
- TRIBECA GRAND
- SOHO GRAND
- STANDARD
- WYTHE - BROOKLYN
- BRYANT PARK
- HOTEL ON RIVINGTON
- MUSE
- CROSBY STREET HOTEL
- GIRAFFE
- MERCER
- GRAMERCY PARK
- W HOTELS
- NOLITAN
- LIBRARY HOTEL
- KING & GROVE WILLIAMSBURG
- VOLCOM
- BILLABONG
- QUIK SOHO
- QUIK TIMES SQUARE
- PATAGONIA
- SATURDAYS
- POP UP SHOP
- PILGRIM
- WE WORKS X 8
- JACK'S
- THE YARD
- MASHABLE
- PANDORA
- SPOTIFY
- LEARNVEST

- GUEST OF A GUEST
- EPSTEIN'S
- CODE & THEORY
- SEAN'S BAR
- ELK COFFEE
- SEAMORE'S
- BROOKLYN BREWERY
- YELP!
- THRILLIST
- GOOGLE
- REFINERY29
- NBC
- WEINSTEIN
- STEINE STUDIOS
- GREENPOINT STUDIOS
- BROADWAY STAGES
- OGILVY
- CLICK 3X
- NICHE
- JET
- BETTERMENT
- HARRY'S
- WARBY PARKER
- TABOOLA

EAST END

- 7 ELEVEN - MONTAUK
- AIR AND SPEED
- ALBATROSS MOTEL
- AMAGANSETT SEAFOOD
- AMAGANSETT TRAIN STATION
- BOOKHAMPTON
- BRIDGEHAMPTON NATIONAL BANK
- BROWN HARRIS STEVEN'S REAL ESTATE
- CHAMBER OF COMMERCE
- CORCORAN
- DOUGLAS ELLIMAN
- DYLAN'S CANDY BAR
- FIERRO'S PIZZA
- FINEST KIND WINE AND LIQUOR
- GOLDBERG BAGELS
- GOLDBERG'S EAST HAMPTON
- GOLDEN PEAR

- GOSMAN'S MARKET
- GRINGOS BURRITOS
- GURNEY'S INN
- HAMPTON CHUTNEY CO.
- HAMPTON COFFEE COMPANY
- HAMPTON JITNEY
- HARVEST
- HERB'S MARKET
- IGA AMAGANSETT
- IGA MONTAUK
- INLET
- INNERSLEEVE RECORDS
- JACKS STIR BREW
- JOHN'S DRIVE-IN
- JOHNS PANCAKE HOUSE
- KAI KAI
- KHANH SPORTS
- LEFT HAND COFFEE
- LIAR'S
- LIRR - MTK TRAIN STATION
- LOCAL KNIT
- LULULEMON
- LUZ'S DELI
- MAIDSTONE
- MARTINE AND JUAN
- MONTAUK BAKE SHOP
- MONTAUK BEER AND SODA
- MONTAUK BREW CO
- MONTAUK JUICE FACTORY
- MONTAUK MANOR
- MONTAUKET
- NATURALLY GOOD FOOD STORE
- PIZZA VILLAGE
- RALPH LAUREN
- SALIVAR'S
- SEAN'S PLACE SANDWICHES
- SHELL STATION
- TALKHOUSE
- THEORY EAST HAMPTON
- WALDBAUM'S
- WESTLAKE
- WHITES

CALENDAR + PRICING

WHALEBONE ISSUE	SPACE RESERVATION	MATERIAL CLOSE	ON STANDS
THE NEW YORK CITY ISSUE	October 16	October 23	November 21

PRINT PRICING

ADVERTISEMENT	OPEN	2X	4X
Inside Front Spread (Double Page)	\$4,560	\$4,195	\$3,646
Inside Back Spread (Double Page)	\$4,290	\$3,945	\$3,432
Spread (Double Page)	\$4,111	\$3,780	\$3,289
Back Cover	\$3,305	\$3,042	\$2,645
Inside Front Cover (Full Page)	\$2,775	\$2,549	\$2,216
Inside Back Cover (Full Page)	\$2,500	\$2,300	\$2,000
Full Page	\$2,143	\$1,972	\$1,715
1/2 Page	\$1,340	\$1,235	\$1,072
1/4 Page	\$805	\$740	\$644

PRINT DISCLAIMER: EAST END PROJECT MTK, LLC d.b.a. WHALEBONE MEDIA HAS FINAL APPROVAL ON ALL ADVERTISING. THE ADVERTISER AND ITS AGENCY, IF IT HAS ONE, EACH REPRESENTS THAT IT IS FULLY AUTHORIZED AND/OR LICENSED TO PUBLISH THE ENTIRE CONTENTS AND SUBJECT MATTER CONTAINED IN ITS ADVERTISEMENTS INCLUDING, (1) THE NAMES, PORTRAITS AND/OR PICTURES OF LIVING PERSONS, (2) ANY COPYRIGHT AD MATERIAL, (3) ANY TESTIMONIALS CONTAINED IN ANY ADVERTISEMENT SUBMITTED TO AND PUBLISHED IN WHALEBONE MAGAZINE. IN CONSIDERATION OF WHALEBONE MEDIA'S ACCEPTANCE OF SUCH ADVERTISEMENTS FOR PUBLICATION, THE AGENCY AND THE ADVERTISER WILL INDEMNIFY AND SAVE EAST END PROJECT, MTK, PUBLISHER OF WHALEBONE MAGAZINE, AGAINST ALL LOSS, LIABILITY, DAMAGE, AND EXPENSE OF ANY NATURE ARISING OUT OF THE COPYING, PRINTING OR PUBLISHING OF ITS ADVERTISEMENT INCLUDING, WITHOUT LIMITATION, REASONABLE ATTORNEY'S FEES RESULTING FROM CLAIMS OR SUITS FOR VIOLATION OF RIGHTS OF PRIVACY, PLAGIARISM, AND COPYRIGHT TRADEMARK INFRINGEMENT. WHALEBONE MEDIA WILL NOT BE HELD RESPONSIBLE FOR DAMAGES OR LOSSES CLAIMED AS A RESULT OF ERRORS. WHALEBONE MEDIA WILL NOT BE HELD RESPONSIBLE FOR ERRORS OR OMISSIONS THAT DO NOT AFFECT THE VALUE OF THE ADVERTISEMENT. ALL ARTWORK PRODUCED BY EAST END PROJECT MTK dba WHALEBONE MEDIA REMAINS THE PROPERTY OF WHALEBONE MEDIA. SAID ARTWORK MAY NOT BE USED FOR ANY OTHER MEDIUM WITHOUT THE SPECIFIC WRITTEN APPROVAL OF WHALEBONE MEDIA. COLLECTION COSTS NECESSARY TO COLLECT ANY AMOUNT DUE TO WHALEBONE MEDIA WILL BE PAID BY THE ADVERTISERS, INCLUDING ATTORNEY COSTS. ALL PRINT ADVERTISING MUST BE PAID IN FULL FOR THE INAUGURAL ISSUE BY MAY 1ST 2015. NOTE: THESE ARE ONLY GENERAL TERMS AND CONDITIONS SUBJECT TO CHANGE. FOR SPECIFIC TERMS, REFER TO ADVERTISING AGREEMENT.

DIGITAL

ADVERTISEMENT	2 WEEKS	MONTHLY
Boardwalk Banner (top of home page)	\$850	\$1,500
Park Place Banner (middle of home page)	\$650	\$1,050
Home page Post (client "post" on home page- 350 x 300 px)	\$450	\$750
Secondary Page Boardwalk Banner (top of click through pg)	\$700	\$1,200
Secondary Page Client Post	\$300	\$500
Park Place Surf Report Page	\$1,200	\$2,000

WEB DISCLAIMER: *No obtrusive content is allowed on our website, nor is any content that could jeopardize the overall effectiveness and image of whalebonemag.com. All advertisements are subject to review by Whalebone Media prior to posting. ROS = Run of Site - limited to five total clients at any given time.

E-NEWSLETTER

- **WEEKLY SPONSORED POST = \$500**

*Limited to 1x exclusive post per week

SOCIAL

- **FACEBOOK (1X) + TWITTER (1X) + INSTA (1X) = \$500**
- **FACEBOOK OR TWITTER (1X) = \$300**
- **ONLY INSTA (1X) = \$400**

SOCIAL DISCLAIMER: Custom social contest, giveaways and promos subject to Whalebone Media editorial approval and guidelines.

EXCLUSIVE SPONSORED CONTENT

ADVERTISEMENT	OPEN	2X	4X
Centerfold Sponsor - Exclusive (logo)	\$2,500	\$2,300	\$2,000
Sponsored Content (2-page spread)	\$4,125	\$3,795	\$3,300
Sponsored Content (full page)	\$2,225	\$1,945	\$1,750

CUSTOM CONTENT

*Prices subject to project requirements

- Sponsored video content
- Brand evaluation and development
- Creative strategy
- Millennial marketing solutions

PRINT SPECS

PLEASE NOTE: THIS IS NOT AN AVERAGE MAGAZINE, THIS IS WHALEBONE.

OUR PRINT AD SPACE IS DONE DIFFERENTLY THAN OTHER PUBLICATIONS. *To integrate your brand as naturally as possible, we often create custom space around our editorial content that is equal to or greater than the space listed below for our advertisers. This space may sometimes be in a slightly non-traditional shape, but will get our advertisers noticed much more than a traditional print ad.*

IN ADDITION TO YOUR PROPOSED PRINT AD ARTWORK, PLEASE PROVIDE:

- 4-6 high-resolution photos relevant to your business
- Your logo (Please send in vector format in both color, b/w & white if possible)
- Business info: Business address, phone number, URL and social handles
- Any relevant offers or information you'd like highlighted in this ad (listed from most to least important)

Important: We may use the proposed ad that you provide as is, but it is more likely that we will create a custom ad that fits the space you purchase as well as the aesthetic tone of our publication. This is why Whalebone ads are more effective than other publications; we make sure the ads are something our readers will enjoy and engage with, not something they will automatically skip. Should you not have a print ad available, Whalebone will create one for you, no extra charge.

PRINT SPECIFICATIONS

AD SPACE (PLEASE SEE NOTE ABOVE)	LIVE / NON-BLEED (width x depth)	BLEED (width x depth)	TRIM (width x depth)
2 Page Spread	15" x 10"	15.75" x 10.75"	15.5" x 10.5"
Full Page	7.25" x 10"	8" x 10.75"	7.75" x 10.5"
Full Page Horizontal (1/2 Page Horizontal Spread)	15" x 4.625"	15.75" x 5.375"	15.5" x 5.125"
1/2 Page Vertical	3.25" x 10"	4" x 10.75"	3.75" x 10.5"
1/2 Page Horizontal	7.25" x 4.625"	8" x 5.375"	7.75" x 5.125"
1/2 Page (East End Local Businesses Only)	provide items above	provide items above	provide items above

TERMS & CONDITIONS

The following are certain terms and conditions governing advertising published in the Whalebone Media magazine (the "Magazine"). Submission of insertion order for placement of advertising in the Magazine constitutes acceptance of the following terms and conditions. No terms or conditions in any insertion orders, instructions or documents other than this Rate Card will be binding on East End Project MTK ("Publisher") unless Publisher agrees to such terms and conditions in writing.

1. AGENCY COMMISSION AND PAYMENT Submission of insertion order by advertising agency on behalf of advertiser constitutes agency's agreement to pay all invoices for placement of advertising in the Magazine pursuant to such insertion order. Notwithstanding the foregoing, submission of insertion order constitutes agreement that advertiser guarantees prompt and full payment for such advertising in the event of material default by agency. Agency and advertiser are jointly and severally liable for the payment of all invoices arising from placement of advertising in the Magazine.

Agency commission (or equivalent): fifteen percent (15%) of gross advertising space charges, payable only to recognized agents. Invoices are rendered on or about the date of sale. Payments are due within net 15 days from when invoice is issued. No agency commission is payable, and Publisher will not grant any discounts, on production charges. Any discounts received by advertiser on advertising space charges may not be applied to production charges.

2. CANCELLATION AND CHANGES Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted, with notification to advertiser. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine. The rates and conditions of advertising in the Magazine are subject to change without notice.

3. PUBLISHER'S LIABILITY

Publisher is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the Magazine in which advertising is placed pursuant to an insertion order that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond Publisher's control.

Publisher is not liable for any failure or delay in publishing in the Magazine any advertisement submitted to it. Publisher does not guarantee positioning of advertisements in the Magazine, is not liable for failure to meet positioning requirements and is not liable for any error in key numbers. However, proper notification to advertiser or agent will be made.

The liability of Publisher for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the advertising space affected by the error. In no event shall Publisher be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

4. REPLICANT MOBILE VERSION

All full-page print advertising will receive static placements (with activated links) in Whalebone Media's replicant digital publication at no additional cost. Unless otherwise specified by the advertiser, Whalebone Media will pick-up print creative and run it exactly as it appears in the magazine. Advertisers also have the option to opt-out or provide alternative digital creative to run in lieu of print creative, subject to Whalebone Media's approval. If Whalebone Media does not receive a request to opt-out or alternative creative by issue close date, your print ad will run exactly as it appears in the magazine.

5. MISCELLANEOUS

The advertising agency and advertiser each represent and warrant that each advertisement submitted by it for publication in the Magazine contains no copy, illustrations, photographs, text or other content that may result in any claim against Publisher. Advertising agency and advertiser each shall indemnify and hold harmless Publisher from and against any damages and related expenses (including attorneys' fees) arising from the content of advertisements, including, but not limited to, claims of invasion of privacy, unauthorized use of names or pictures of living persons, trademark infringement, copyright infringement, libel and misrepresentation.

Publisher's acceptance of an advertisement for publication in the Magazine does not constitute an endorsement of the product or service advertised.

No advertiser or agency may use the Magazine's content, ad templates and designed ads, individual ads, name or logo without Publisher's prior written permission for each such use.

This agreement shall be governed by and construed in accordance with the laws of the state of New York without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the state of New York in New York County or the U.S. District Court for the Southern District of New York. Each advertiser and its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.