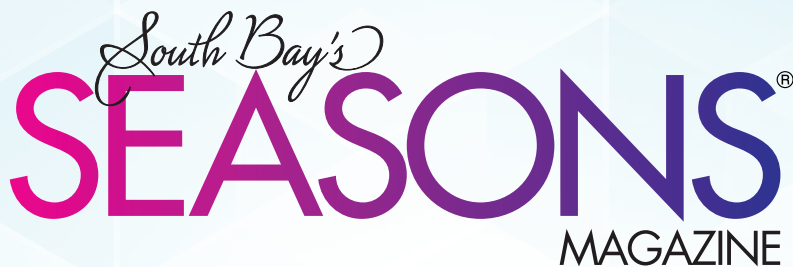


# Long Island Media Group

## 2020 Media Kit



Proudly Serving Our Community Since 1953  
631.226.2636 • [www.SouthBaysNeighbor.com](http://www.SouthBaysNeighbor.com)

## **About Us:**

Long Island Media Group is a full-service media company on Long Island, New York.

Our weekly newspapers, South Bay's Neighbor Newspapers, are full tab and community-oriented. They feature an unparalleled selection of local news, weekly columns, advertisements and classified ads, which all lead to strong readership and great results for our customers.

South Bay's Seasons® Magazine is our premium magazine, which is published in five issues throughout the year: Winter, Spring, Summer, Autumn and Holiday. This glossy covered magazine features seasonal editorial, local features and advertisements.

South Bay's Digital Marketing allows customers the ability to advertise digitally on our website or purchase one of our many digital packages. These packages can help your business with a variety of digital services such as website design, SEO, social media and ORM.

We can also print and or deliver a variety of specialty products for any customer such as postcards, flyers, menus, community directories or magazines.

We also publish South Bay's Supplements for targeted advertising. These supplements look and feel the same as South Bay's Seasons® Magazine, but they are published in 13 local editions and themed towards a specific industry.

## **Our Mission:**

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



We love our loyal advertisers....

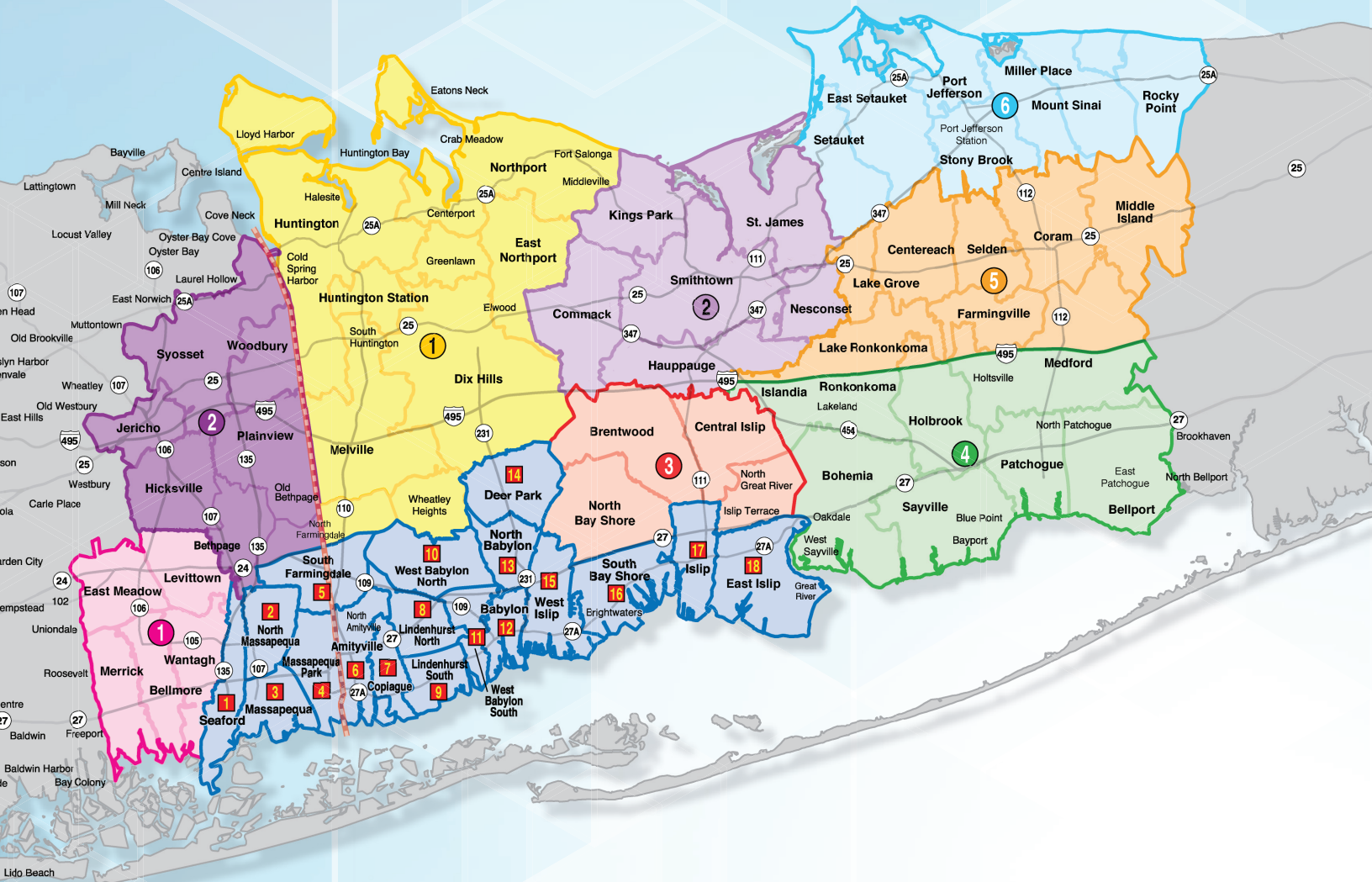


....let us serve you too.



## South Bay's Neighbor Newspapers

South Bay's Neighbor Newspapers are our community newspapers, which are published weekly. South Bay's Neighbor is mailed throughout the south shore of Long Island, with additional distribution at local grocery stores. These newspapers are published in 18 different editions. Neighbor Newspapers are our regional community newspapers, which are distributed in high traffic locations throughout Long Island. These are published in 8 different editions. 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 weekly circulation of over 160,000.



# Let Us Help You Grow Your Business.



## South Bay's Neighbor Editions (Mailed)

|           |   |       |           |   |                |
|-----------|---|-------|-----------|---|----------------|
| <b>1</b>  | <b>Seaford Edition</b><br>Seaford 11783                 | 6,374 | <b>11</b> | <b>West Babylon South Edition</b><br>West Babylon 11704                       | 5,247          |
| <b>2</b>  | <b>No. Massapequa Edition</b><br>North Massapequa 11758 | 7,672 | <b>12</b> | <b>Babylon Edition</b><br>Babylon 11702                                       | 5,571          |
| <b>3</b>  | <b>Massapequa Edition</b><br>Massapequa 11758           | 7,676 | <b>13</b> | <b>North Babylon Edition</b><br>North Babylon 11703                           | 5,432          |
| <b>4</b>  | <b>Massapequa Park Edition</b><br>Massapequa Park 11762 | 7,422 | <b>14</b> | <b>Deer Park Edition</b><br>Deer Park 11729                                   | 7,574          |
| <b>5</b>  | <b>South Farmingdale Edition</b><br>Farmingdale 11735   | 6,401 | <b>15</b> | <b>West Islip Edition</b><br>West Islip 11795                                 | 7,067          |
| <b>6</b>  | <b>Amityville Edition</b><br>Amityville 11701           | 6,570 | <b>16</b> | <b>South Bay Shore Edition</b><br>South Bay Shore 11706<br>Brightwaters 11718 | 5,646<br>1,182 |
| <b>7</b>  | <b>Copiague Edition</b><br>Copiague 11726               | 5,473 |           | <b>TOTAL</b>  | <b>6,849</b>   |
| <b>8</b>  | <b>Lindenhurst North Edition</b><br>Lindenhurst 11757   | 8,015 | <b>17</b> | <b>Islip Edition</b><br>Islip 11751   | 5,039          |
| <b>9</b>  | <b>Lindenhurst South Edition</b><br>Lindenhurst 11757   | 6,719 | <b>18</b> | <b>East Islip Edition</b><br>East Islip 11730<br>Great River 11739            | 4,943<br>583   |
| <b>10</b> | <b>West Babylon North Edition</b><br>West Babylon 11704 | 5,322 |           | <b>TOTAL</b>  | <b>5,497</b>   |

Plus, Additional Distribution In Select Stop & Shop And Best Market Locations!

## Neighbor Newspapers Nassau County Regional Editions

|          |                                       |       |
|----------|---------------------------------------|-------|
| <b>1</b> | <b>Nassau Regional Edition Zone 1</b> | 4,500 |
| <b>2</b> | <b>Nassau Regional Edition Zone 2</b> | 4,500 |

## Neighbor Newspapers Suffolk County Regional Editions

|          |  |       |
|----------|--|-------|
| <b>1</b> | <b>Suffolk Regional Edition Zone 1</b> | 5,500 |
| <b>2</b> | <b>Suffolk Regional Edition Zone 2</b> | 5,400 |
| <b>3</b> | <b>Suffolk Regional Edition Zone 3</b> | 6,000 |
| <b>4</b> | <b>Suffolk Regional Edition Zone 4</b> | 5,400 |
| <b>5</b> | <b>Suffolk Regional Edition Zone 5</b> | 6,200 |
| <b>6</b> | <b>Suffolk Regional Edition Zone 6</b> | 4,500 |

The Regional Editions are available at high traffic locations throughout each region such as supermarkets, diners, libraries, professional buildings & hundreds of businesses in the communities! Circulation numbers are approximate and subject to change.

# South Bay's Seasons® Magazine

South Bay's Seasons® Magazine is our seasonal mailed publication. This glossy covered magazine is a statement piece, published in 12 local editions with a total circulation of over 100,000. Advertisers can choose any of its five issues to advertise in: Winter, Spring, Summer, Autumn or Holiday! Readers will love to hold onto this magazine for the entire season because of its extensive local event calendar, seasonal recipes and editorial pieces.



# Seasonal Advertising At Its Best.

# 2020 SCHEDULE

## WINTER EDITION

Publication Date:

**Week Of February 3rd**

**Final Deadline:** January 10th

## SPRING EDITION

Publication Date:

**Week Of April 13th**

**Final Deadline:** March 20nd

## SUMMER EDITION

Publication Date:

**Week Of June 22nd**

**Final Deadline:** May 29th

## AUTUMN EDITION

Publication Date:

**Week Of August 31st**

**Final Deadline:** August 7th

## HOLIDAY EDITION

Publication Date:

**Week Of November 9th**

**Final Deadline:** October 16th

### **Edition One**

*Serving Huntington, Greenlawn,  
Centerport & Northport*

### **Edition Two**

*Serving Commack, Dix Hills & East Northport*

### **Edition Three**

*Serving Smithtown, St. James, Nissequogue,  
Head Of The Harbor, Kings Park & Nesconset*

### **Edition Four**

*Serving Seaford & Massapequa*

### **Edition Five**

*Serving North Massapequa  
& Massapequa Park*

### **Edition Six**

*Serving Farmingdale*

### **Edition Seven**

*Serving Amityville & Copiague*

### **Edition Eight**

*Serving Lindenhurst*

### **Edition Nine**

*Serving West Babylon*

### **Edition Ten**

*Serving Babylon & West Islip*

### **Edition Eleven**

*Serving South Bay Shore, Brightwaters,  
Great River, Islip & East Islip*

### **Edition Twelve**

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



## South Bay's Supplements

We are proud to announce our newest venture, South Bay's Supplements. Each supplement will be published with a chosen theme as the focal point. Advertisers now have the opportunity to partake in these glossy covered mailed magazines to attract a targeted audience. The layout of these supplements is just like South Bay's Seasons® Magazine, however they are published in 13 different editions with a total circulation of over 110,000.



# Who Do You Want To Target?

## 2020 SCHEDULE

### Health & Wellness

Publication Date:

**March 11th**

**Final Deadline:** February 19th

### Dining & Entertaining

Publication Date:

**May 6th**

**Final Deadline:** April 15th

### Back to School

Publication Date:

**August 12th**

**Final Deadline:** July 22nd

### Weddings

Publication Date:

**December 30th**

**Final Deadline:** TBD

#### **Edition One**

*Serving Huntington, Greenlawn,  
Centerport & Northport*

#### **Edition Two**

*Serving Commack, Dix Hills & East Northport*

#### **Edition Three**

*Serving Smithtown, St. James, Nissequogue,  
Head Of The Harbor, Kings Park & Nesconset*

#### **Edition Four**

*Serving Seaford & Massapequa*

#### **Edition Five**

*Serving North Massapequa  
& Massapequa Park*

#### **Edition Six**

*Serving Farmingdale*

#### **Edition Seven**

*Serving Amityville & Copiague*

#### **Edition Eight**

*Serving Lindenhurst*

#### **Edition Nine**

*Serving West Babylon*

#### **Edition Ten**

*Serving Babylon & West Islip*

#### **Edition Eleven**

*Serving South Bay Shore, Brightwaters,  
Great River, Islip & East Islip*

#### **Edition Twelve**

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

#### **Edition Thirteen**

*Serving Deer Park & North Babylon*



# Specialty Products

Let us create that special something for you to promote your business. We can print and or deliver menus, flyers, postcards, response cards, magazines and more! Also, ask about premium positioning opportunities in our publications.

**BLACK FRIDAY & SMALL BUSINESS SATURDAY SPECIALS**

FREE GIFT WITH ANY PURCHASE WHILE SUPPLIES LAST

**NY Style in the heart of W**

**30% OFF** Merchandise

Black Friday & Small Business Saturday

10% OFF ANY PURCHASE

189 HIGBIE LANE • WEST 631.983.8055 • nychicboutique

**GRILLED CHEESE • SOUPS • SALADS • MUCH MORE!**

**10% OFF YOUR ORDER**

**\$2 OFF ANY BEER**

**15% OFF** MAC & CHEESE MONDAY

**TRADITIONAL TUESDAY**

**50% OFF** THIRSTY THURSDAY

**LOCAL BEER ON TAP!**

182 W. MAIN ST., BAY SHORE, NY 11706 • 631-647-9292

**Geminations, Ltd.**

The Bridal Collection

**Geminations**

910 Windsor Ave • Bigholmes 631-666-4181

1000 N. WALKER • SALVADOR 1044-1044

**South Bay's NEIGHBOR**

Real Estate & Real Estate Services

December 16, 2015

**EXIT FAMILY REALTY**

516-369-5187

Donna Alvino

**DD ICED COFFEE**

Get iced and get going.

**AUTUMN IS THE BEAUTIFUL**

**FREE ESTIMATE**

**ATLAS ASPHALT**

1-800-DRIVE OR 631-2

Driveways • Parking Lots • Masonry Sealcoating • Paving • Belgium Block Pool Surroundings • Blue Stone Cement Brick Walkways • Stoops

www.atlasasphalt.com

**SHOP, DINE & SAVE**

**Zorn's OF BETHPAGE**

Open Christmas Eve 5pm-6pm Closed Christmas Day

**Mo's Bagel & Deli of Northport**

**CATERING MENU**

**Mo's Heroes**

**Ultimate Salad Platter**

**Meat Supreme Platter**

707 Fort Salonga Road Northport 631-754-6182 www.mosbagel.com

**the Village of Babylon**

2019-2020 COMMUNITY & MERCHANT DIRECTORY

2019-2020 Complimentary

**Massapequa**

COMMUNITY & BUSINESS DIRECTORY

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

WATCH THE GAP

CHAMBER OF COMMERCE OF THE MASSAPEQUA TOWN

**Shop, Dine & Save**

Community Merchant Directory

Shop Local & Support Small Businesses

2020 PUBLISHED BY LONG ISLAND MEDIA GROUP



## South Bay's Digital Marketing

Are you looking to promote your business digitally? We have partnered with Indigo Business Solutions and together we run South Bay's Digital Marketing. Advertisers can purchase from a variety of web ads on our website to promote their business. Additionally, we offer a variety of digital packages, which can assist you with website design, SEO, social media, video, ORM and more!



# Let Us Know How You'd Like To Advertise & We'll Take Care Of The Rest.

Call us today for more information such as rates, deadlines and availability. (P) 631.226.2636