

coastalliving.com



97%*
OF USERS RATED
COASTALLIVING.COM
AS GOOD OR
EXCELLENT

overview

CoastLiving.com transforms the brand's unique content, trusted editorial voice, and sense of community into an interactive escape. Filled with coastal beauty and fashion, home design and décor, travel getaways, and culinary celebrations and recipes, readers are inspired to spend a weekend or lifetime at the coast. CoastLiving.com helps readers break the routine of their everyday lives.

stats

Total Page Views	2,420,940
Unique Visitors	260,979
Time Spent (in minutes)	7.51
Average Page Views (per unique)	9.27

SOURCE: * SPC WEBSITE INTERCEPT STUDY, CONSUMER RESEARCH & INSIGHTS, FEBRUARY 2009, ONMUTURE JUNE 2009

7-10

coastalliving.com



audience

Female/Male	87%/13%
Median Age.....	52
Median HHI	\$87,500
Married	73%
College Graduate +	64%
Employed (FT/PT)	71%
Own Home.....	85%

user interaction

Visit site more than once a week	30%
Visit site 2-3 times a month or more	48%
Subscribe to the magazine	51%

SOURCE: SPC WEBSITE INTERCEPT STUDY, CONSUMER RESEARCH & INSIGHTS, FEBRUARY 2009

7-10

2.4 Million page views, 260K unique visitors, Omniture June 2009

Time Inc. Lifestyle travel network

Strategic media placement within premium travel channels and content



COASTAL LIVING

CoastalLiving.com
Travel Channel

10BEST
Trusted Advice for Travelers

10Best.com

CookingLight

CookingLight.com
Travel Content

Southern Living
The heart of Southern Life

SouthernLiving.com
Travel Channel

Sunset

Sunset.com Travel Channel

Total Exposure

Page Views 26,430,743
Unique Visitors 2,382,303

SOURCE: OMNIDORE JUNE 2009. THE SRC TRAVEL SITE METRICS ARE AGGREGATED NUMBERS AND AVERAGES.

COASTAL LIVING break the routine of everyday life

ATLANTA 404-888-1910
BALTIMORE 410-377-3007
BOSTON 978-468-9650
CHICAGO 312-832-0856
DALLAS 903-575-0631
DETROIT 248-988-7775
FLORIDA 941-755-0412
LOS ANGELES 310-268-7570
NEW YORK 212-522-3905
SAN FRANCISCO 415-434-5238
HOME OFFICE 205-445-7222

'10

home network

Time Inc. Lifestyle

Strategic media placement within premium home channels and content



COASTAL LIVING

CoastalLiving.com
Homes Content

myhomeideas

MyHomeIdeas.com

Southern Living
The heart of Southern Life

SouthernLiving.com Home
and Garden Content

Sunset

Sunset.com Home and
Garden Content

Total Exposure

Page Views 22,642,326
Unique Visitors 1,850,695

SOURCE: OMNITURE JUNE 2019

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710

Time Inc. Lifestyle food network

Strategic media placement within premium food channels and content



COASTAL LIVING

CoastalLiving.com
Food Channel

myrecipes
search savor share

MyRecipes.com

CookingLight

CookingLight.com

Southern Living
The heart of Southern Life

SouthernLiving.com
Foods Channel

Sunset

Sunset.com Food &
Wine Channel

Total Exposure

Page Views 50,671,758
Unique Visitors 5,603,717

SOURCE: OMNITUDE JUNE 2009

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710

digital opportunities

HOME PAGE



Homepage Roadblock ads (w/ pushdown option)

Content Integration Box

E-NEWSLETTERS



"Sponsored by" logo and wide skyscraper

Leader board

CHANNEL PAGE



Run of site and network ads

Content Integration Box

advertising units

Website

190x90 and 300x250 homepage roadblock or pushdown unit ads

728x90 and 300x250 run of site and network ads

300x100 Content Integration Boxes

:15 video pre-roll, 728x90 leave behind, 300x250 companion ad

Interactive tools, galleries, polls, quizzes, and more

E-newsletters

Two per month to approximately 100,000 subscribers each

170x30 "sponsored by" logo and 160x600 wide skyscraper

728x90 sponsorship leader board

2.4 Million page views, 260K unique visitors, Omniture June 2009

advertising guidelines



advertising guidelines

Inventory subject to change and based upon availability at time of commitment

Opportunities available on a first-come, first served basis

Rich Media executions may incur additional fees

Unless noted, costs are quoted in Net Dollars

Digital billing is based on actual delivery

Geo-targeting is available via the Time Inc. Lifestyle Group Networks only

Targeting within the Networks is available via specific states or DMAs only

\$10K minimum buy

Ad specifications available upon request

2.4 Million page views, 260K unique visitors, Omniture June 2009