

# EAST

Media Kit 2026



THE **EAST HAMPTON STAR**  
SHINE FOR ALL

# CELEBRATING 10 YEARS OF EAST

The East End occupies a unique position in the zeitgeist — its small towns maintain tight local communities yet carry global cultural reach. That's what EAST, the magazine of The East Hampton Star, captures in its reporting.

As the Hamptons' most enduring legacy brand, The Star has been delivering news to visitors and residents with integrity since 1885. Today, with EAST, we deliver a modern publication that expresses the spirit and soul of this rare patch of earth. Fun-loving, literate,

and committed to defending all that's best about the South Fork, EAST introduces readers to the delights, adventures, places, and personalities that make our region so unique.

As gatekeepers, we give readers access to the most exclusive stories, back stories, and cultural rituals, but our mission is inclusive. And each issue is a collectible. For an advertiser, this is a value no one else can match: Your message lives on, in a world of throwaways. EAST is our home and our passion. Head EAST.

## DEMOGRAPHICS

### PRINT

Summer population (resident and visitor): 262,000  
Winter population: 54,573  
Housing units: 56,556  
Household median income: \$90,400  
Median residential sale: \$1,15,000 million (South Fork)  
Median age: 44  
Gender: 43 percent male / 47 percent female

### DIGITAL [easthamptonstar.com](http://easthamptonstar.com) and [east.easthamptonstar.com](http://east.easthamptonstar.com)

Visitors: 772,200  
Views: 3.4 million annually  
Average weekly sessions: 20,000  
Geographic: East Hampton 25 percent, N.Y.C. 21 percent, Southampton 7.8 percent  
Sources: Nielsen, Suffolk Planning Commission, Town of East Hampton, Town of Southampton, Suffolk Research Services, Census 2010, Google Analytics, Easthamptonstar.com

### WHO READS EAST?

- The readership is an affluent, influential, and discerning population that spans both North and South Forks, encompassing visitors, second-home owners, and year-rounders
- 20,000 copies of each issue of EAST are produced. These are distributed directly to 10,000 paying subscribers and single-copy buyers of The East Hampton Star; among the paid subscribers are approximately 1,000 within New York City, including many taste-makers and powerful cultural influencers
- Additional copies of EAST are distributed on a controlled basis at select retail and high-traffic locations from Southampton to Montauk, including Water Mill, Sag Harbor, Bridgehampton, East Hampton, Springs, and Amagansett, as well as in the region's best hotels and inns
- Pass-along readership is 3.5. In other words, our 20,000 magazines are passed along to 70,000 readers, according to industry reports

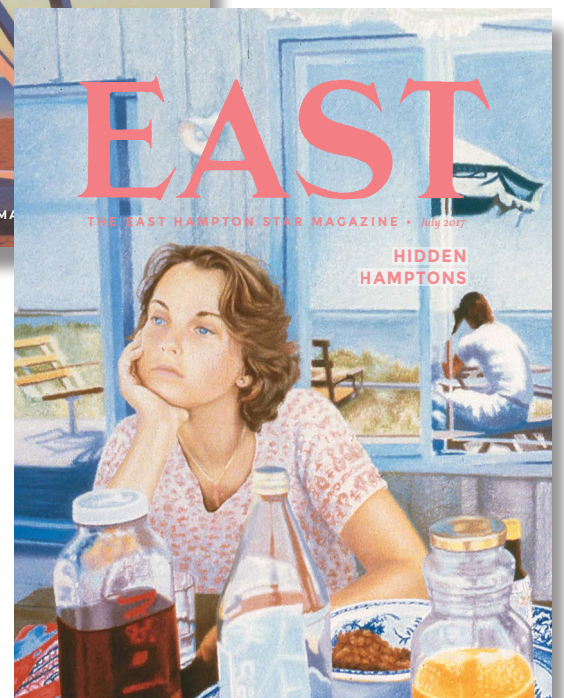
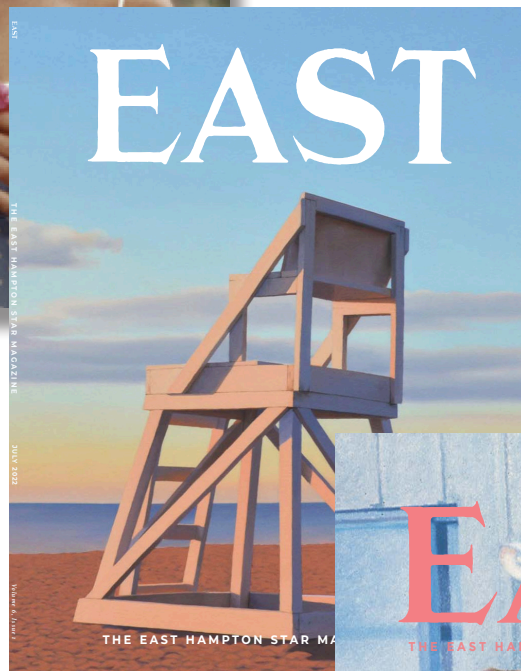
*“When EAST started, I immediately loved it—from the texture of the paper to the content inside. I found myself holding onto the magazines for a very long time, picking them up, reading article after article. The East Hampton Star has been a constant for our town, and now EAST is, too. We are so happy with how beautiful our ads look. It is worth the investment!”*

Cathy Hansen,  
Halstead Real Estate



*“EAST is such an enjoyable and honest publication about real people and their stories. EAST represents an authentic voice that fits perfectly with our brand, and supporting it makes me feel good.”*

Kathleen King, founder,  
Tate’s Bake Shop



*“If we want to know what’s happening around town, or a bit of interesting local history, we read EAST. We’re proud to be a part of this community — and EAST helps us to remember why.”*

Jill Markowski  
Fishers Home Furnishings

[sales@ehstar.com](mailto:sales@ehstar.com)

DIVERSIONS / 48

**CANDY CRUSH**  
SATISFY SUGAR CRAVINGS WITH GOODIES FROM TWO RETRO SWEET SHOPS

Danger: Will Robinson? The company that makes Necco Wafers and Skybars is going out of business—but the shopkeepers at our favorite sweet shops might still have a few packets squirreled away. Hidden in a news in Southampton, as an annex to the Topiary Flower Shop, is the Topiary candy store, a little treasure box chockablock with vintage goodies. We're gaga for Goo-Goo Clusters at Joby Lane, Southampton; 639-271-3800. Akin to a mid-century counter store with a hipster Williamsburg makeover, the Cathedral Anchor is a paradise for old-fashioned rock candy and candy bars, plus small-batch organic sweets and sachets; 721 Main Street, Montauk, and 87 Jolly Lane, Southampton; 639-468-8000.

CHERRY MASH  
VALOMILK

DIVERSIONS / 45

OUT-OF-TOWNERS' BEACH ACCESS GUIDE

DO YOU HAVE A CAR?

YES! → HAMPTON HOPPER  
If you don't have a car, it's still around Montauk, offering free rides to the beach. [www.hamptonhopper.com](http://www.hamptonhopper.com)

NO! → THE FREE RIDE  
If you don't have a car, it's still around Montauk, offering free rides to the beach. [www.hamptonhopper.com](http://www.hamptonhopper.com)

IS IT A WEEKEND?

YES! → \$  
If you have a car, it's still around Montauk, offering free rides to the beach. [www.hamptonhopper.com](http://www.hamptonhopper.com)

FREE! →

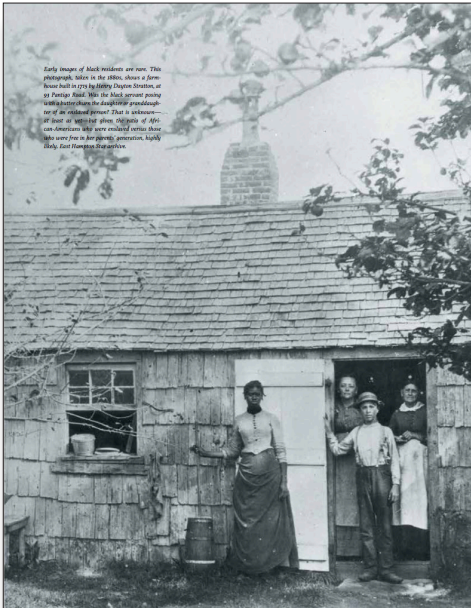
COOPER'S BEACH, Southampton (\$35, daily)  
MECUX BEACH, Bridgehampton (\$30)  
HITHER HILLS STATE PARK, Montauk (\$10)

KIRK PARK BEACH, Montauk  
FOWLER BEACH, Southampton (Limited)  
SOUTH LAKE BEACH, Montauk

**BREATHING ROOM**

Marshall Watson could be called the most authoritative voice on what constitutes the real East End style of decorating. Asked to define it, the guru of home chic, whose Springs house looks out over a bay-side bluff towards Gardiner's Island, ticks off the key elements: comfort and a palette informed by the soft colors of our own natural ecosystem ("cloudy beige, foggy gray, driftwood tapers, spring-harvest greens, and sea blue"), but, foremost, a mood of peace. "A sense of serenity," he says, "is a particular antidote for hurried New Yorkers." While layered and far from minimal, his rooms allow for what he calls "breathing space." The design is his new book, *The Art of Elegant Classic Interiors* (Rizzoli), call to us like the gentle roar you hear when you hold a shell, shell to your ear. "Pattern on pattern is the rage in the shelter magazines," Watson says, "but needs to be deftly handled. Otherwise it makes the viewer as uneasy and cluttered. And on the East End, noise is ambient!" — EAST

Photograph by Max Kim Kim, from Marshall Watson's *The Art of Elegant Classic Interiors*, published recently by Rizzoli.



SAY MY

# NAME

A NEW RESEARCH PROJECT RETRIEVES FROM OBLIVION THE NAMES OF MEN, WOMEN, AND CHILDREN HELD IN SLAVERY IN EAST HAMPTON—WITH NO LESS A GOAL THAN REWRITING THE NARRATIVE OF OUR TOWN'S (AND REGION'S) FOUNDING.

ISABEL CARMICHAEL REPORTS

THE EAST AWARDS / TK

**BEST breakfast**

SOPRY, EGG SANDWICH, THE MORNING TACO FROM CARIBBI'S BAKERY BEATS ALL

Tempers flare and flap-dipping breaks out when East Enders' conversation turns to egg sandwiches. We are committing a social crime tantamount to treason by suggesting what we're about to suggest, but here we go.

The old-school Long Island egg sandwich — bacon, egg, and cheese on a hard (a.k.a. kaiser) roll, served fast and cheap at the deli? We know it's a magnificent culinary tradition here in Bonaire. But this fancy breakfast taco from the Farmington headquarters of Caribbi's Bakery, in East Hampton? It's so delicious we not only could eat it every day, we could wash our hair with it, give it our favorite

recipe, and marry it. Served on a pair of flat or white corn tortillas from Solero Mesa, topped with poached, pickled onion, crumbled feta cheese, and zucchini, and finished off with a hunk of fresh lime and a drizzle of mild sauce, these eggs are priced at \$4 for two, and they're worth it.

As a seasoned working wife, we here at East have tried every variety of egg sandwich: egg wrap, egg bagel, egg-on-toast, egg-a-muffin, omelette from the shack bar at Montauk Light to the last gas station before the Shinnecock Canal, and we're sure about this: Please don't throw a brick through our office windows. Just try the tacos. — EAST

BOUNTY

# YE OLDE MENU

DEBUNKING A FEW MYTHS—TO CREATE A WINTER-HOLIDAY REPERT THAT TRULY REFLECTS EARLY-LONG ISLAND FOODWAYS.

BY EUGENIA LYNN ROBERTY

Although they're expensive, New York State apples and squashes to all their seasonal colors prove a definitely in order for the holiday table. Their crispness, in some, are used just as—especially when we decide to make our own. Page 25: The decorated tree is a nod to the tradition of the decorated tree.



# NIGHT FEVER

BEFORE STRICT NOISE-ORDINANCE ENFORCEMENT, BEFORE SPOTIFY, THERE WAS CLUB SWAMP—NOT JUST THE DESTINATION FOR AFTER-HOURS CAROUSING, BUT THE EAST END GAY VERSION OF CHEERS FOR ALMOST 25 YEARS. JAMIE BUPALIND TALKS TO SOME OF THOSE WHO REMEMBER THE GLORY DAYS OF THE HAMPTONS' MOST LEGENDARY CLUB

In 1977, the same year that Donna Summer's "I Feel Love" cracked the top 10 on the Billboard charts, Bill Higgins, a businessman and a former college football player, realized his dream of opening up a gay disco in Wainwright. His plan was to create a Hampton home for the kind of thumping dance parties he used to frequent on Fire Island. He purchased more than an acre of land off Montauk Highway, bankrolled the building costs, enlisted the help of some friends, and soon the Club Swamp discotheque was ready to welcome tank-topped revelers into its chrome-and-mirror-encrusted interior.

Club Swamp, or just the Swamp, was not the first gay bar scene on the East End. There were earlier predecessors, such as the Elm Tree Inn in Amagansett, which was not specifically aimed at a gay male clientele but had become a popular gathering place, thanks to its reputation for being all-inclusive. There was the Millstone, a bar located in the deep, dark woods of Bridgehampton north, which was apparently an clandestine mecca for many of the town's gay men. In 1970, a bar called the Arts opened in Wainwright and became the first club in the area to be openly gay. But the New York State Liquor Authority's order that dancing with a member of the same sex constituted "disorderly conduct."

Although it barely ever really took off in the 1970s, the Swamp was still packed in the reformer's most weekends in 1986, when this image—a gay man with his back to the camera, smoking, and one other patron—was taken. David Baker, East Hampton Star archive.

# COOLER, SMARTER, MORE FUN

EAST covers juicy, fascinating topics with intelligence and deep insider access. Our subject is life on the East End—whether we're talking about the hidden social histories of the Hamptons, the best locavore seafood and wine sources, a secret windsurfing spot, or an ecological issue of passionate interest to those in the know.

EAST plugs into to the heartfelt connection people feel with this place. It isn't about generic, tossaway glitz—and readers *don't* toss it away, but tend to collect their copies and show them off.

So, who are these readers? Movies stars. Power brokers. Movers and shakers from Montauk to Manhattan. People invested in the community (with the means to invest in our advertisers' businesses). How do we know this? Because those are the devoted fans who buy and subscribe to The East Hampton Star year after year. No one else can offer advertisers anything close.

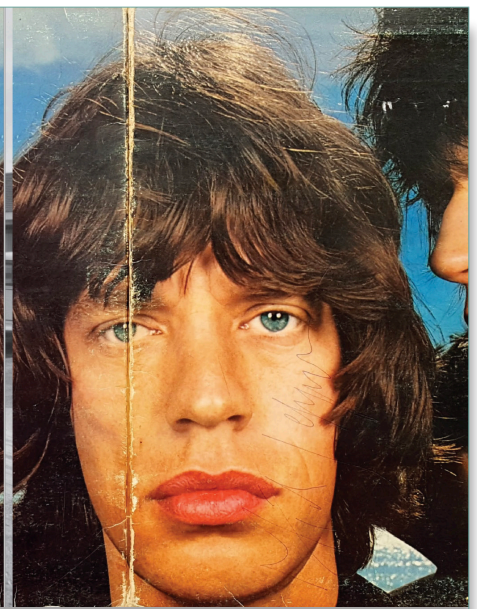
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## JUST A MEMORY, GIRL

WHAT REALLY HAPPENED AT THE MEMORY MOTEL, THAT OFF-SEASON WHEN THE ROLLING STONES  
HUNG OUT AT MARSH'S PLACE IN MONTAUK? CHRISTOPHER WALSH CHASES  
THE LIPSTICK TRACES OF 1979

**It wasn't always this way.**  
Long before the Surf Lodge and the Sloppy Thes, before the corporations and their money rendered Montauk unrecognizable, before the artists' income rammering every smartphone and Instagramming every eccentric detail of their uniquely fabulous lives, people didn't try so hard to be cool. They just were.  
Like a postcard from the past, its colors fading like the memory of a long-ago summer, downtown Montauk in the fall of 2012 is bustling up and settling down for another long winter's slumber. But in the center of town, behind the locked door at the Memory Motel, echoes from a long-gone place are still sounding. Just not true.  
It was into that dingy, sleazy Montauk that Andy Warhol appeared.  
In 1963, the Pop Art pioneer bought the Church estate, also known as Eothen, a 30-acre oceanfront compound

featuring a half-dozen cottages and an equestrian farm. Eothen (or "Eothen Light" in Ancient Greek) had been built in 1933 as a fishing camp by the Church family of the Church and Dwight company—  
The Memory Motel in the early '60s, when it was owned by Fred G. Ryan, an architect who owned the nightclub room after his father had. Six albums. Dan Hampton (see article). Opposite: The rock show had had them. It never got out by the Japanese fashion photographer Hiro.



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## KIDS IN AMERICA

A MAGNIFICENT SET OF SCHOOL PICTURES DISCOVERED IN THE ARCHIVE OF THE EAST HAMPTON STAR, CAPTURING EAST HAMPTON HIGH'S CLASS OF 1951 ON THE CUSP OF ADULTHOOD — SOME TO SOAR, SOME TO STRUGGLE, AND SEVERAL TO GO TO THE KOREAN WAR — CREATES A STUNNING PORTRAIT OF A MIDCENTURY GENERATION.

WHERE DID LIFE TAKE EACH OF THESE CLASSMATES, WHO HAD NEVER HEARD OF ROCK AND ROLL, WHO WERE RAISED ON RADIO AND ROOSEVELT, AND WHOSE HOPEFUL FACES HELD THE CAMERA WITH SUCH A POIGNANTLY UNGUARDED GAZE?

The Long Island Rail Road and the Pennsylvania Railroad sponsored a senior-class trip to Washington, D.C., for East Hampton's graduating class of 1951. Forty-four teenagers — and two clearly very strong-willed chaperones, one male and one female — toured all the sights emblematic of America in its century of glory and its greatest night: The Federal Bureau of Investigation headquarters was the first stop on a Monday afternoon in April; the next morning, the Washington Monument, Supreme Court, Library of Congress, and "the Capitol itself." The young people were marched through the Bureau of Engraving and Printing, the Smithsonian, the National Zoo, the National Gallery, and Arlington National Cemetery. The cherry trees were in bloom, and the United States carried the hopes of the world on its unimpaired, corn-fed shoulders.  
The majority of the boys from this graduating class would serve in the military, in one way or another, before their teenage years were out. The majority of the girls would marry before they were 21, watch their generation that would take the flag to the Moon.  
But what did fate and fortune hold for each of the classmates, as individuals? You cannot help but wonder, looking at the charm, caution, dazzlement, banter, and confusion evident in the expression on their beautiful faces.  
**1. Jane Elizabeth Anquet**  
Jane's father was an executive at the Bulova Watch Company in Sag Harbor, and her mother was from Copenhagen, making Jane something of a sophisticate in the high school backwater of the poorest era. While a senior at Wellesley College, she got engaged to



12 / OUT HERE

## IN THE BACKYARD

What springs to mind when someone starts talking about "the Hamptons"? Lights twinkling across the lanes of a Gatsbyesque mansion where hard-core girls in hammered-lamé Valentino dresses stroll to the Gypsy jazz of Django Reinhardt? A polo player named Nabeo laughing at Pirelli on *l'air de Provence*? A still-beautiful blonde downy in a Lily Pulitzer shirt setting out from her McKim, Mead, and White shingle-style cottage for 48 holes at the Macdonald?  
It is almost always (lovable), the case. Life and landscape are much more complex and interesting than the stereotypes. The Hamptons is McMansions and private balconies, but it is also Altmeadows and trailer parks, Little League games and P.T.A. bake sales. It's not just the D.A.R. but the Eastern Long Island branch of the N.A.A.C.P., not just David Austin roses but wild Montauk daisies, private beaches and cranberry bogs, caviar and cod roe.  
At night on Vassar, Giannini and J.C. Vassar, in the yard at J.C.'s parents' house in Springs, Victor is a jumbo black bull, an author with a master's in creative writing (see his novel *Counter*, 2006, and an artist. J.C. is married and lives in Brooklyn now, and is a graphic designer. People, like *Hamptons*, are generally more interesting than the stereotypes. —East

Victor and Julia, from Roman Letters From Home, a photo essay on the evening of Home in the East Hamptons. The final photo, getting June 1st and running through July 22nd at the Arts Center at Dock Street, on Staten Island in Spring.

# RATES AND DATES

## CALENDAR

ISSUE	PUBLISHED	DEADLINE
MEMORIAL DAY	May 21	April 30
JULY	July 2	June 4
LABOR DAY	Sept. 3	August 3
HOLIDAY	Nov. 25	Oct. 29

## AD SPECS

ALL INTERIOR PAGES ARE PRINTED ON 50 LB. GLOSSY PAPER.

PAGE TRIM SIZE:	8.375" W x 10.875" H
Two-Page Spread (includes .125" bleed):	17" W x 11.125" H
Full Page Bleed (includes .125" bleed):	8.625" W x 11.125" H
Full Page Float:	7.5" W x 10" H
Half Page, Horiz.:	7.5" W x 4.9" H
Half Page, Vert.:	3.6" W x 10" H
Third Page, Vert.:	2.3" W x 10" H
Quarter Page:	3.6" W x 4.9" H
Eighth Page:	3.6" W x 2.3" H

ACCEPTABLE FORMATS:

PDF (HIGH QUALITY PRINT) PREFERRED

JPG or TIF (300 dpi, CMYK)

## AD SIZE

## FREQUENCY

	Four Issues	Three Issues	Two Issues	One Issue
1/8 Page	\$340	\$365	\$420	\$525
1/4 Page	\$570	\$610	\$700	\$875
1/3 Page	\$810	\$875	\$1,000	\$1,250
1/2 Page	\$1,121	\$1,205	\$1,380	\$1,725
Full Page	\$1,755	\$1,890	\$2,160	\$2,700
Full Page Before Editor's Note	\$2,106	\$2,265	\$2,592	\$3,240
Two-Page Spread (Always Before Editor's Note)	\$3,345	\$3,605	\$4,120	\$5,150
Inside Back Cover	\$2,275	\$2,450	\$2,800	\$3,500
Inside Front Cover Spread	\$4,225	\$4,550	\$5,200	\$6,500
Back Cover	\$5,200	\$5,600	\$6,400	\$8,000



Horiz. 1/2



1/4



Vert. 1/2



Full

# 2026 EDITORIAL FEATURES

Subject to change; still in development

## MEMORIAL DAY: The Revolution Issue

Publication Date: May 21

- ✓ **AMERICAN EXCESS, #1:** Olympic yardsale-ing
- ✓ **I SPY, HAMPTONS EDITION:** Where's Kelly Ripa? Where's Bob Balaban?
- ✓ **YACHT ROCK:** Floating frolics on Montauk's Mon Tiki
- ✓ **MEMBERS ONLY:** A club even more exclusive than the Maidstone

## JULY: The Party Issue

Publication Date: July 2

- ✓ **AMERICAN EXCESS, #2:** Teardown! (Or, where do old houses go?)
- ✓ **ALL ABOUT THE BENJAMINS:** A history of Diddy's White Party
- ✓ **PARTY CRASHERS:** The art of getting in
- ✓ **SUMMER OF 1976:** An oral history of the funkiest summer ever

## LABOR DAY: Under the Sea Issue

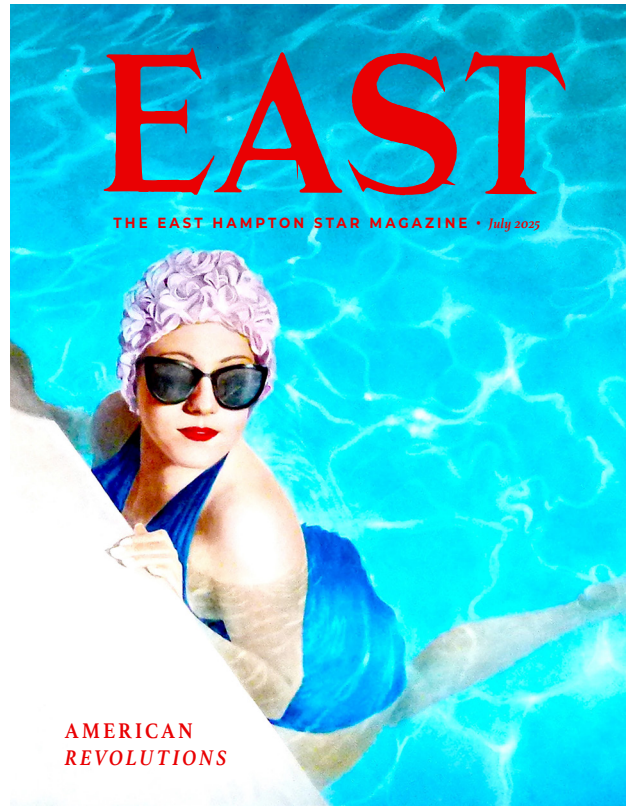
Publication Date: September 3

- ✓ **AMERICAN EXCESS, #3:** The East End's free market of surplus stuff
- ✓ **DANGEROUS WATERS:** Reporting from inside an offshore shark cage
- ✓ **SILVER SURFERS:** The waves' old guard has a few things to say

## NOVEMBER: The Holiday Issue

Publication Date: November 25

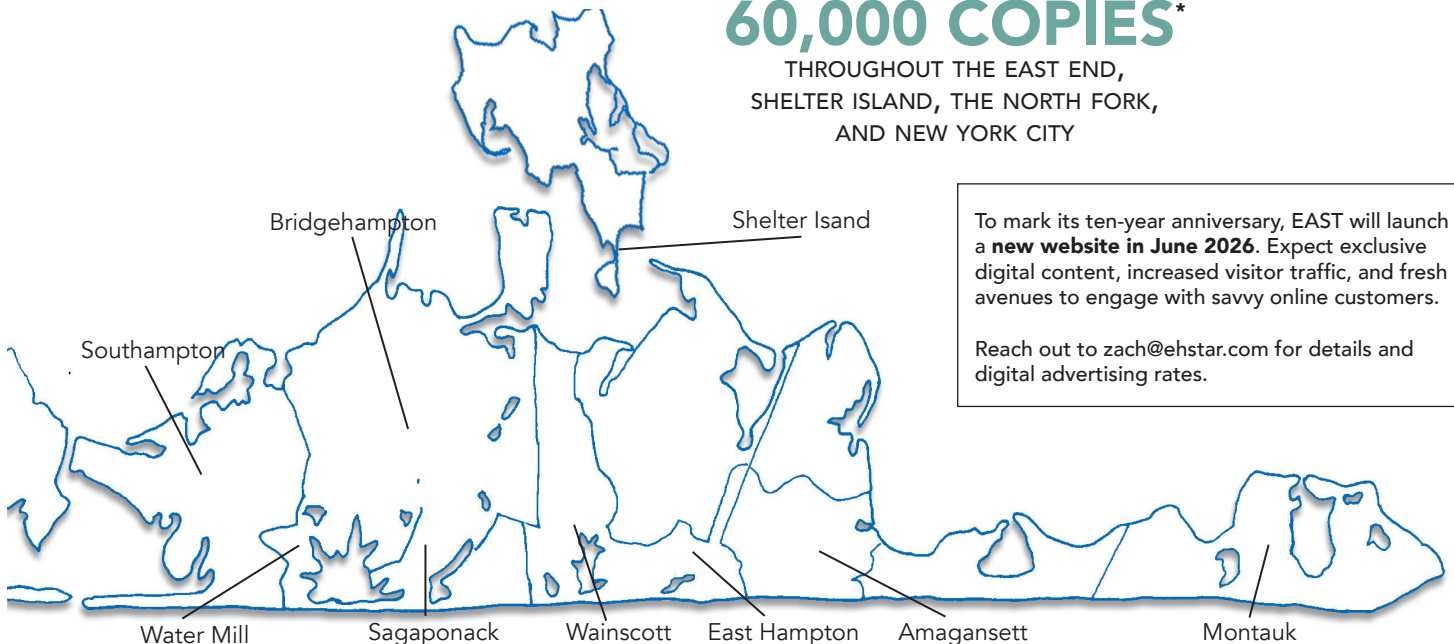
- ✓ **GLAD RAGS & GAY APPAREL:** A fashion-centric holiday gift guide
- ✓ **YOU MIGHT BE OLD MONEY IF . . .** Sociology, South Fork-style
- ✓ **DARKNESS IN THE DUNES:** EAST reopens a disturbing cold case



## 2026 DISTRIBUTION

### 60,000 COPIES\*

THROUGHOUT THE EAST END,  
SHELTER ISLAND, THE NORTH FORK,  
AND NEW YORK CITY



To mark its ten-year anniversary, EAST will launch a **new website in June 2026**. Expect exclusive digital content, increased visitor traffic, and fresh avenues to engage with savvy online customers.

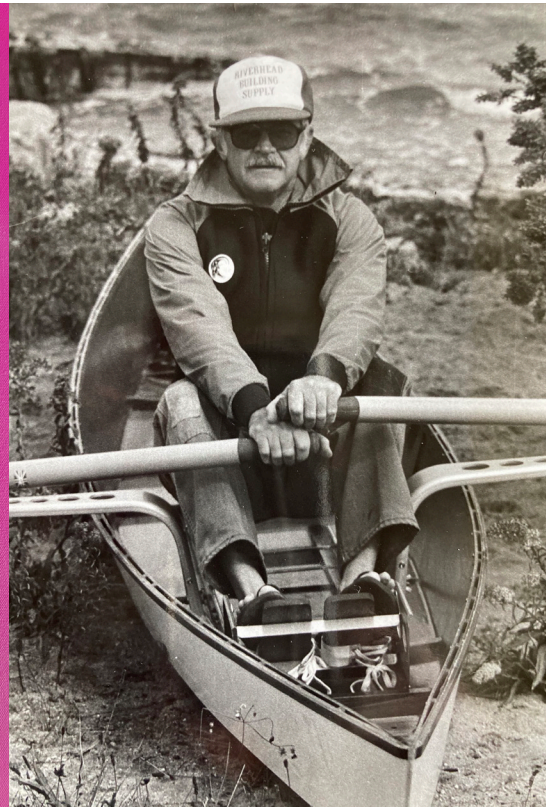
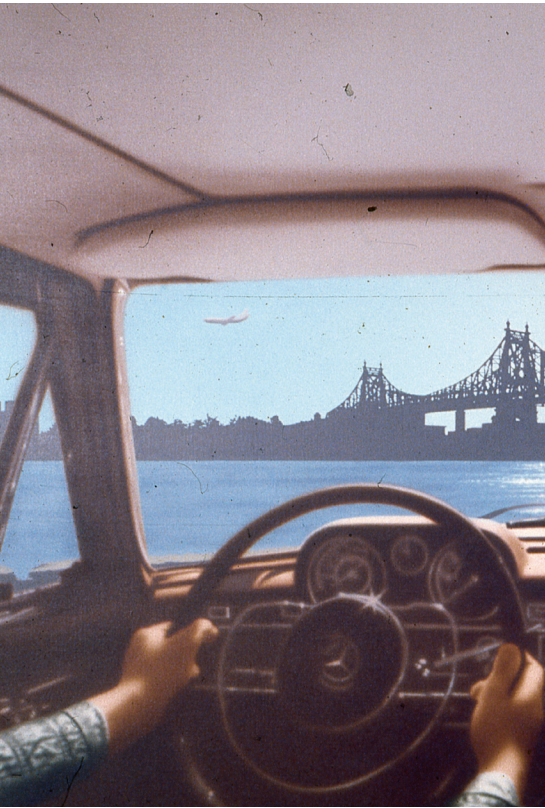
Reach out to [zach@ehstar.com](mailto:zach@ehstar.com) for details and digital advertising rates.

\* Distribution includes copies of EAST inserted into The East Hampton Star's paid circulation and newsstand sales, as well as copies distributed at no charge at select East End businesses. Circulation figures are estimates based on current projections and are subject to change without notice.

[sales@ehstar.com](mailto:sales@ehstar.com)

PHOTO CREDITS

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