

Cape Cod Life Including Martha's Vineyard & Nantucket



Subscribers of Cape Cod Life are affluent and well-educated visitors, second-home owners and year-round residents.

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Circulation: 35,375 copies with a total potential readership of almost 200,000.

Distribution: 17,730 mail subscriptions; 15,069 sales through newsstands and carriers; 2,576 free distribution including hotels, airlines, events and businesses.

Reader Profile: Average age: 47.5. Male readers represent 34% and female readers represent 66%. Average HHI \$244,377. 39% own a vacation home valued at \$625,364. 60% of readers live in MA, 10% around New England, 15% NY, NJ and PA, and other US and Canada 15%.

Capecodlife.com attracts Cape and Island visitors and would be residents from around the world.