

3,000+ followers



7,000+ followers



26,000+ subscribers

Digital Editions
35,800+
Impressions
in 2021

Online
350,000+
Website
Page Views

Best Of
479,300+
Votes Cast in 2021

Coastal Style Magazine
6 issues annually
630,000+
Readership

brand overview

Rywel Media Sales, Inc.

Rywel Media Sales, Inc.
516-551-0652
john@rywelmedia.com



	PRINT	WEBSITE	EMAIL + SOCIAL
REACH	630,000 Readers Annually	145,371 Users Annually	36,743 Followers
BREAKDOWN	30,000 Coastal Style Magazine Copies per Issue 3.5 Readers per Copy	351,961 Page Views 178,276 Sessions 4:02 Average Time On Site	7,306 Facebook Followers 3,290 Instagram Followers 26,147 Email Subscribers
DISTRIBUTION	30% Sussex Co. 30% Wicomico Co. 30% Worcester Co. 10% Dorchester-Talbot Co.	33% Maryland 20% Delaware 12% Washington D.C. 7% Pennsylvania	-
AGE / GENDER	35-75 58% Female / 42% Male	-	25-65+ 64% Male / 36% Female
MEDIAN HHI	\$125,000+	-	-



TOTAL
BRAND
REACH
812,114



Founded in 2004
6 issues per year
Locally owned and family operated
100th issue -
March/April 2022

Coastal Style is the lifestyle magazine of the Eastern Shore, capturing the people, places, spaces and seaside state of mind that makes this region a coveted home and desirable destination since 2004. In every issue, we highlight inspiring design, local culture and history, must-read books by coastal authors and community innovators. Plus, our pages offer practical, forward-thinking insight from investing to insurance and education. We showcase the Best Of the Eastern Shore annually by recognizing regional entrepreneurs, tastemakers and business leaders for the way they serve, give and enrich where we live. Coastal Style captures what it means to embrace the shores. Make your brand part of the experience.

Coastal Style Magazine won
BEST CITY & REGIONAL
Magazine from Niche Media in 2020.



100

CELEBRATING THE 100TH ISSUE OF COASTAL STYLE WITH OUR MARCH/APRIL EDITION



JANUARY/FEBRUARY

MARCH/APRIL

MAY/JUNE

JULY/AUGUST

SEPTEMBER/OCTOBER

NOVEMBER/DECEMBER

EMPHASIS

EMPHASIS

EMPHASIS

EMPHASIS

EMPHASIS

EMPHASIS

RESOLUTIONS

HOME & DESIGN

OUTDOOR LIVING & GARDENING

PEACHES, PRODUCE FARMING

BEST OF 2022

HAPPY HOLIDAYS

FOCUS

FOCUS

FOCUS

FOCUS

FOCUS

FOCUS

EDUCATION

FACES OF HOME & DESIGN

HEALTH, WELLNESS & BEAUTY

REAL ESTATE & LENDING

FACES OF BEST OF 2022 WINNERS

THE SPIRIT OF GIVING: LOCAL NONPROFITS

RESERVE BY

RESERVE BY

RESERVE BY

RESERVE BY

RESERVE BY

RESERVE BY

NOVEMBER 15

JANUARY 15

MARCH 15

MAY 15

JULY 15

SEPTEMBER 15

“faces” advertorial calendar

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You're the expert and **Coastal Style** is the Eastern Shore's go-to lifestyle source. Promote your business and your team with custom, branded content in the section(s) of your industry – and tell your story to our large and loyal audience.

FACES OF THE SHORE 2020

THE FACES OF THE BEACH'S BEST EVENT VENUE
LIGHTHOUSE COVE EVENTS CENTER
702-587-7233 • LIGHTHOUSECOVEEVENTS.COM

The Lighthouse Cove Events Center has been named the best event venue on the Eastern Shore for the second year in a row. The venue's location, amenities, and staff are what set it apart from other venues in the area. The center is a beautiful space with a variety of options for events, from intimate gatherings to large-scale celebrations. The staff is professional and attentive, ensuring that every event is a success. The venue's location is also a major draw, with stunning views of the ocean and a peaceful atmosphere. The center is a true gem on the Eastern Shore and a must-visit for anyone looking for a unique event space.

MEGGE MOTORS
BEST CAR DEALERSHIP

Three generations of 40 years later, Megge Motors is a family-owned business in Salisbury, Maryland. The company has a long history of providing quality vehicles and exceptional customer service. The dealership is a family affair, with the owners and staff working together to ensure that every customer's needs are met. The inventory is diverse, featuring a wide range of vehicles from compact cars to SUVs. The staff is knowledgeable and friendly, providing a personalized shopping experience for every customer. Megge Motors is a true family business and a trusted name in the automotive industry.

Following Suit

A trip to Sea Quest Fashion in Ocean City will leave you embracing the hot summer sun, with cool confidence.

Following Suit is a brand that combines style and functionality. The floral suit is a perfect example of this, offering a vibrant and eye-catching look that is also practical for the summer months. The suit is made from high-quality materials and features a comfortable fit. It is a versatile piece that can be worn in a variety of settings, from the beach to the office. Following Suit is a brand that is committed to providing its customers with the best in fashion and quality.

ISSUE	FOCUS
MARCH/APRIL	<p>FACES OF HOME & DESIGN EXPERTS</p> <ul style="list-style-type: none"> • Builders & Remodelers • Furniture & Accessories • Interior Decorators • Architects • Bath & Kitchen • HVAC & Electrical • Roofing & Exteriors <p>FACES OF LAW</p> <ul style="list-style-type: none"> • Leading Attorneys of the Eastern Shore
MAY/JUNE	<p>FACES OF FASHION, BEAUTY & FITNESS</p> <ul style="list-style-type: none"> • Boutiques • Swimwear • Jewelry • Salons • Day Spas • Makeup Artists • Gyms, Yoga, Pilates & Barre Studios • Personal Trainers <p>FACES OF INSURANCE AND INVESTMENT EXPERTS</p> <ul style="list-style-type: none"> • Health • Residential • Auto • Life • Wealth Management • Banking
JULY/AUGUST	<p>FACES OF THE REAL ESTATE INDUSTRY</p> <ul style="list-style-type: none"> • Realtors • Brokers • Teams • Communities • Photographers • Videographers • Mortgage Lenders • Appraisers <p>FACES OF THE GREAT OUTDOORS</p> <ul style="list-style-type: none"> • Marine Dealers • Camping • Outdoor Adventures • Golf
SEPTEMBER/OCTOBER	<p>FACES OF BEST OF 2022</p> <ul style="list-style-type: none"> • Executives • Entrepreneurs • Family-Owned Businesses • Nonprofits • Female-Owned Businesses • Corporations
NOVEMBER/DECEMBER	<p>FACES OF LEADING WOMEN IN BUSINESS</p> <ul style="list-style-type: none"> • Executives • Entrepreneurs • Role Models • Industry Leaders <p>FACES OF COMPASSION: THE SPIRIT OF GIVING</p> <ul style="list-style-type: none"> • Local Nonprofit Profile Showcase
JANUARY/FEBRUARY	<p>FACES OF HEALTHCARE EXPERTS</p> <ul style="list-style-type: none"> • Realtors • Brokers • Teams • Communities • Photographers • <p>FACES OF SUCCESSFUL FAMILY-OWNED BUSINESSES</p> <ul style="list-style-type: none"> • Multi-Generational • Husbands & Wives • Parents & Children



HIGHLIGHTS

- 8 weeks of exposure per issue
- 36 Eastern Shore towns
- 1,000+ distribution sites
- 30,000 copies each issue
- Pass-along rate of 105,000 readers
- Distribution refreshed weekly

Locations include:

- Art Galleries
- Banks & Financial Advisory Firms
- Boutique Hotels
- Dental & Medical Offices
- Furniture & Interior Design Showrooms
- Law Offices
- Marinas
- Mortgage Offices
- Real Estate Offices
- Restaurants
- Salons and Spas
- Specialty Retailers

BY THE NUMBERS



105,000
readers



1,012
distribution locations
and growing



36
Eastern Shore
towns



2+
months
of exposure

PROMINENT NUMBER OF LOCATIONS BY TOWN

*Not all distribution points listed on map

DELAWARE BEACHES

- Fenwick Island 23
- Bethany & O.V. 86
- Dewey Beach 11
- Rehoboth Beach 162
- Lewes 127

INLAND DELAWARE

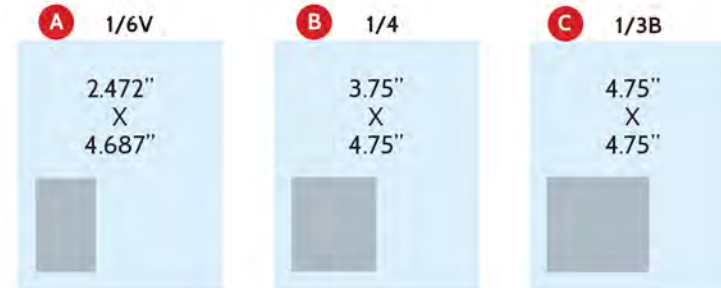
- Selbyville 19
- Dagsboro 15
- Millsboro 23
- Georgetown 25

MARYLAND BEACHES

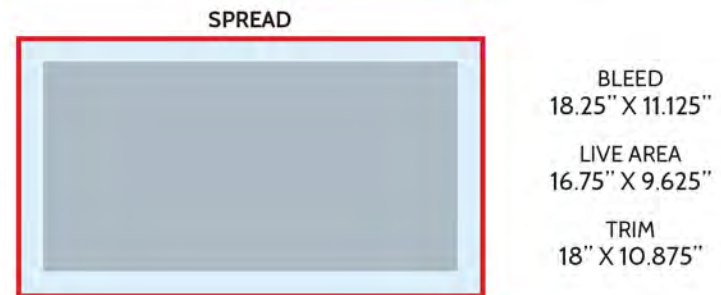
- Ocean Pines 24
- Berlin 123
- West OC 94
- Ocean City 93

INLAND MARYLAND

- Salisbury 184
- Cambridge 21
- Easton 74
- St. Michaels 23



BLEED
9.125" X 11.625"
LIVE AREA
7.75" X 9.625"
TRIM
9" X 10.875"



BLEED
18.25" X 11.125"
LIVE AREA
16.75" X 9.625"
TRIM
18" X 10.875"

PRODUCTION INFO

MARGINS & LIVE AREA
Allow 1/4-inch margins between the live area and trim of full-page and spread ads. Please don't put critical information outside the live area. For spread ads, allow 1/2 inch on each side of the gutter for binding. Clearly mark all ad materials with proper cropping instructions to avoid misinterpretation.

FILE FORMATS
Acceptable formats are TIF, EPS, or PDF. When sending a PDF, please make sure any color bars or crop, bleed or registration marks or color bars are not within the live or bleed area of the ad. Preferred format for camera-ready is PDF, 300 dpi, with embedded fonts.

IMAGES
All images should be high-resolution (300 dpi) and included with all design documents. We cannot accept web images that have been manipulated to a higher resolution.

FONTS
All fonts must be included with InDesign or Illustrator files. Include screen and printer fonts. We can't guarantee legibility of reverse type that is smaller than 6 points to a higher resolution.