

2025 DO THE SHORE MAGAZINE



mmm...
food

DISCOVER ALL THINGS YUMMY
IN EVERY EDITION

FEATURES

ENTERTAINMENT
ISLAND HOPPING
ON THE WATER
DO THE ZOO

EVENTS & FESTIVALS

TOWN BY TOWN
FESTIVITES

*- Your Guide to -
Everything
Happening
on the Cape*

CAPE MAY COUNTY
HERALD

DO THE SHORE

**MEDIA
KIT**

D DATES & FEATURES

Do The Shore features deliver the visitor audience with the topics they want in the places they are.

June 11 Nature

June 25 Boardwalks & Beaches

July 9 Taste the Cape

July 23 Outdoor Recreation

Aug 6 Arts, History & Culture

Aug 20 Downtowns & Shopping

Sept. 3 Fall Festivals

IN EVERY ISSUE:

Events Calendar, Entertainment Guide, Do Food, Island Hopping, On The Water, Arts, History & Culture.

D CAPE MAY COUNTY MARKET OVERVIEW

*Print is a primary source for in-market visitors to find things to see and do

****Overall (\$7.7b)**

- Visitation is 11.38 million - increase of 10.2%
- Day visitors - 4.21 million - increase of 12.5%
- Overnight visitors - 7.17 million - increase of 8.8%

****Visitor Participation**

- TOP ATTRACTIONS**
- Dining 84% (\$1.7b)
 - Beach 76%
 - Shopping 74% (\$1.4b)
 - Boardwalk 62%
 - Culture/History 33%
 - Zoo 30%
 - Eco/Birding 23%

- AGRI-TOURISM**
- Winery 34%
 - Brewery 24%
 - Distillery 11%
 - Farmers Markets 33%
 - Farm 2 table Dining 38%
- (Total Recreation \$7.7m)

Source:**CMC Dept. Tourism 2024
*Google

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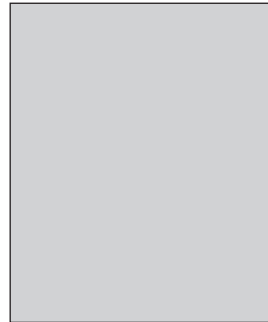
PRINT ONLINE SOCIAL

Attract visitors to your website, social pages and events with Do The Shore's digital media.

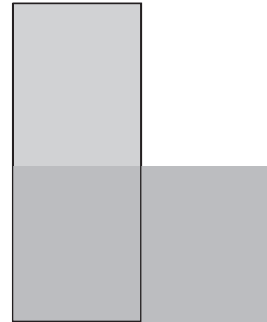
PRINT

A variety of print ad sizes for every budget.

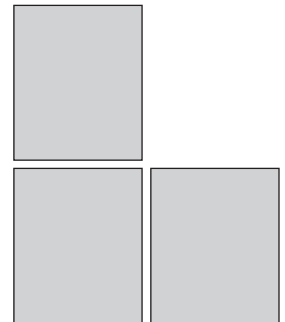
Full Page



Half Page
Horizontal or Vertical



Quarter Page



More at the Shore
Block Ad



Full-Page: 10" x 12.15"

Half-Page H: 10" x 5.95"

Half-Page V: 4.92" x 12.15"

Quarter-Page: V: 4.92" x 5.95"

Block Ad: 4.92" x 2.9"

DIGITAL MEDIA



SOCIAL MEDIA



Full run advertisers will be promoted on Do The Shore's social media with posts, shares, stories and reels



126,000 Planned
Print Distribution

14 Week Distribution



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\$\$ BEST VALUE \$\$

Combine **Do The Shore** Advertising With **The Herald** For The Best Rates And Market Coverage

D

MORE SOCIAL

@DoTheShore
Instagram & Facebook
Promotions

SOCIAL MEDIA EXTENSION OF PRINT PRODUCT

Something For Every Advertiser

Advertisers not on Social reach customers who are!
Get more quality content for your social audience!
Advertisers already invested in social get more value!

Professionally Produced & Managed

Instagram / Facebook Posts - Weekly

Advertiser-Specific, Content Features,
Towns, Events, and Activities

Instagram / Facebook Stories & Reels

Daily and weekly - originally created and shared
advertiser content

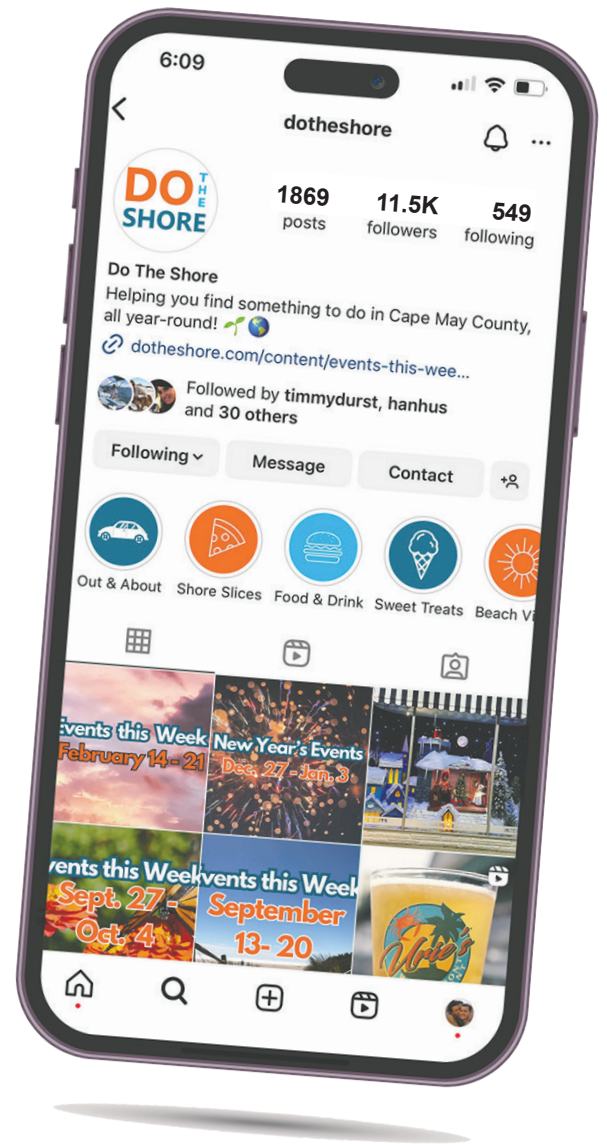
Interaction with Advertisers & Followers

Advertisers Tagged (Linked & Notified)
Collaboration Posts (Joint Ownership)
Engagement with Comments

Advertiser mentions in our native content

Familiar Features in a new, modern format
Including:
Bartender/Drink of the Week • Island Hopping

Themes to amplify the print editions



For More Information and to Secure Your 2025 Summer Advertising contact:

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