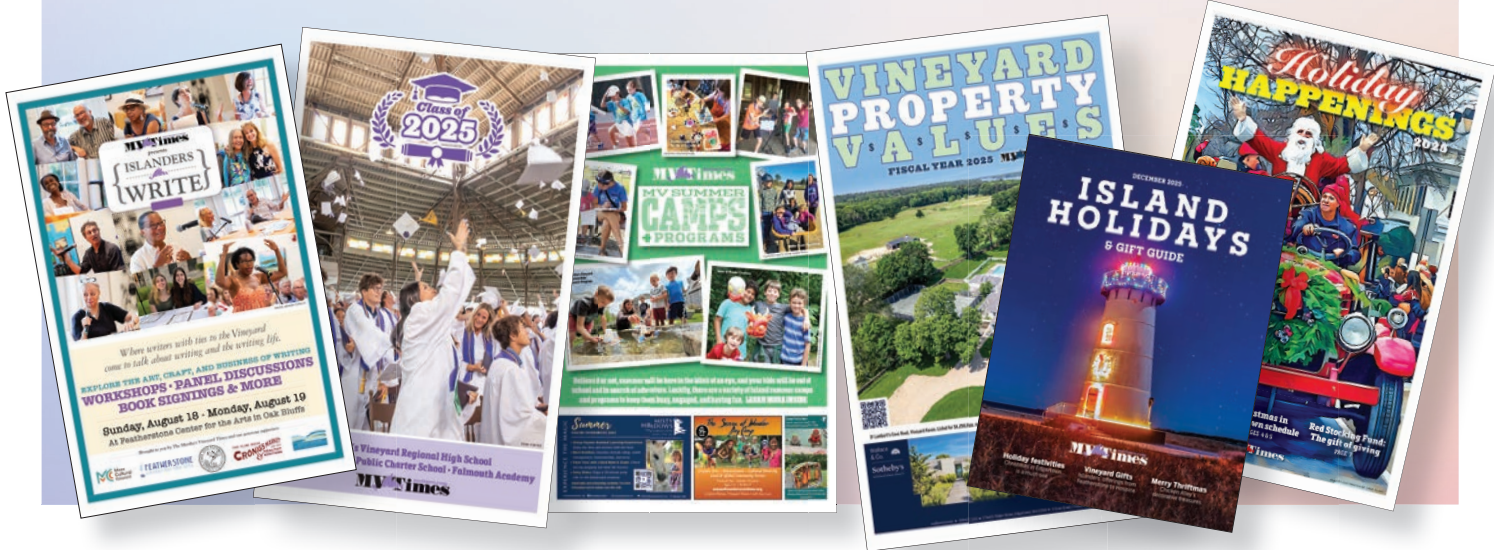




MV Times mvtimes.com

MEDIA KIT 2026

The Martha's Vineyard Times News Corporation publishes a weekly print newspaper, several awardwinning magazines, standalone supplements, various monthly newsletters, and the Island's only daily digital newspaper, The Minute.



Support a local business while expanding your advertising reach.
 Let us help you create the best strategy to fit your marketing needs.

CONTACT ADSALES@MVTIMES.COM 508-693-6100
 ADDRESS: 30 BEACH ROAD, VINEYARD HAVEN • (MAILING) P.O. BOX 518, VINEYARD HAVEN, MA 02568

Since our founding in 1984, The Martha's Vineyard Times has emerged as the Island's most widely read news organization for year-round Islanders, long-term summer residents, and Vineyard visitors, with an average circulation of approximately 4,500 print editions each week and over 21,000 digital subscribers who receive our daily newsletter, 'The Minute', in their in-boxes every weekday.

Increasingly, the MV Times is a digital-first news organization offering daily and up-to-the-minute coverage for the community and a growing audience with impressive engagement metrics for our daily newsletter. The digital focus is important, but we also seek to serve the community with a newspaper that you can hold in your hands.

We value and embrace the tradition of a weekly paper that can be delivered directly to all subscribers, and we will continue to sell the paper at retail outlets, and provide complimentary copies to assorted venues, including libraries, schools, the hospital and senior citizen centers.

Our website, mvtimes.com, is free to all print subscribers and those who'd rather do without a print edition can subscribe to the web only, if they choose. We want to encourage the community to also stay in touch with all that is happening through our daily digital newsletter which is free to join, to receive the full story online and to access the archive of our work, we ask readers to pay for a subscription so we can sustain our work to provide vital, timely, trusted news that serves the whole Island.

We are deeply immersed in Vineyard life, and we dedicate considerable resources to cover our community broadly and deeply. We faithfully record the workings of municipal, country and state governments and we believe it is our job to hold them accountable. We also cover the arts and entertainment and keep our readers informed of the amazing array of events that are being held every day on the Island. This dedication to local coverage has earned the paper distinction with a myriad of awards, including the weekly/distinguished newspaper of the year from the New England Press Association in five of the last seven years.

Our award-winning and responsive design means mvtimes.com is effectively rendered across desktop, laptop and mobile platforms.

We are also active and innovative in our use of social media, particularly Instagram where we have developed a loyal following

and offer short videos. Overall, our website and social media accounts attract more than 1,860,046 unique website visitors and 7.5 million page views annually, roughly equally divided among Islanders and off-Islanders from all over the country and the world.

The Martha's Vineyard Times also publishes a strategically balanced portfolio of interest focused products, print and web: Martha's Vineyard Arts +Ideas Magazine (mvarsandideas.com), Vineyard Visitor and special print supplements for the annual Agricultural Fair and High School Graduation as well as holiday specials. Each provide texture and focus for particular interests among our readers and advertisers.

ABOUT US



The Martha's Vineyard Times is an independently owned, weekly, community newspaper, published by The MV Times News Corp. on the Island of Martha's Vineyard.

The MVTimes has always sought to serve the year-round Islanders, and is proud of its original motto:

"Real News for Real Islanders." We have faithfully covered the importance of our Wampanoag community as the first Islanders and explored the proud history of African-American heritage.

The MV Times has also embraced the changes in its year-round community and seeks to celebrate the increasing diversity of the Island including a surging community of Brazilian immigrants, who contribute greatly to the community, to our workforce and who represent approximately one-third of the students in our schools. To serve this community, the MV Times was the first to start a translation of all of our articles into Brazilian Portuguese and several other languages, including Spanish, to serve all readers.

Throughout our history, The Times has developed and continues to underwrite a number of important community initiatives. We developed The Bargain Box, a free classified service, matching Islanders with free or low-cost goods and services more than 25 years ago.

We publish the High School View, a weekly student newspaper, in our pages (making it one of a handful of high school publications in the U.S. that are circulated to the entire community). In the year ahead, we are ex-

panding our efforts to work with the next generation of journalists on the Island.

We have a robust internship program and two reporter trainee positions for Islanders who want to work with us and tell the story of their community through both print and digital approaches.

We publish the monthly newsletter of the Island's Councils on Aging, as well as lengthy town warrants and ballots, at no cost to the public. We have been the exclusive local sponsor and underwriter of each year's Scripps Howard National Spelling Be for more than 25 years. We also sponsor or serve as media partners for events carefully selected for their broad Island benefit. Perhaps most ambitious-

ly, we marked our 10-year anniversary as the hosts and organizers of Islanders Write (islanderswrite.com), attracting several hundred attendees for a completely free two-day series of panels, roundtables, workshops, and exhibitions celebrating writers, publishers, readers, and teachers with deep ties to the Island, from all over the country. Last year we expanded Islanders' Write to include a mid-winter workshop for Islanders in March, and seven online Immersives workshops.

All of our print and web products are published by the MV Times News Corporation Inc. In 2024, as we marked our 40th anniversary, the paper was acquired by a new owner Steve Bernier, the well-known and respected Islander who was the proprietor of Cronigs Market. Steve worked in partnership with the previous owners Peter and Barbara Oberfest to sustain the paper and preserve its tradition of service to the community going into the future. Bernier joined forces with Island resident Charles Sennott, who serves as Publisher of the MVTimes. Sennott, a veteran journalist, is also the founder of The GroundTruth Project, a non-profit news organization which is home to the national service journalism program Report for America which has supported 700 reporters in 300 newsrooms across America since its launch in 2008. Bernier and Sennott are both keenly aware of the financial challenges for local news in America, but they are equally aware of the importance of local news in a functioning democracy. Bernier and Sennott are dedicated to ensuring that the MV Times remains a healthy, innovative and robust news organization that serves the whole Island.

MVTimes mvtimes.com

PRINT NEWSPAPER

Our awardwinning weekly newspaper publishes every Thursday, is mailed to print subscribers on - and off-Island, and is sold at local newsstands and retail outlets.



Newspaper of the Year
Weekly Newspaper



For nine years in a row The Martha's Vineyard Times has been recognized by the New England Newspaper & Press Association as Newspaper of the Year or been a Distinguished Newspaper of the Year.

PRINT ADVERTISING

Special sections and supplements



SPECIAL NEWSLETTER PAGES

Publishing in the Community section monthly.

Stories from the MV Times targeted digital newsletters appearing in newsprint.

Advertise in both digital and print newsletters!



The High School View

Publishing weekly according to the school calendar

The MV Times is proud to be the home of the MVRHS school paper, with stories and photos from the students studying journalism.



Business Directory

Publishing weekly

Join the businesses in the MV Times directory. Running each week in print, a resource locals trust.



55-Plus

Publishing last Thursday each month
This monthly newsletter includes travel information, veterans services updates, an Island-wide activities calendar, service programs, and a support group directory.

PRINT ADVERTISING

Special sections and supplements



Summer Camps + Programs

4-page newsprint supplement inserted into the print paper on Feb. 5 and March 19.



Graduation

12-page newsprint supplement inserted into the print paper on June 11.



Vineyard Property Values

40-page insert into the print paper Aug 20.



Help Wanted

Newsprint supplement filled with quarter-page help wanted display ads inserted into the print paper on March 21.



Holiday Happenings

8-page newsprint supplement inserted into the print paper on Dec 3.



Island Holidays

24-page glossy magazine inserted into the newspaper on Nov 19 and distributed on newsstands just in time for Thanksgiving Visitors.

MVTimes mvtimes.com

Martha's Vineyard ARTS & IDEAS



READ THE
THE 2025
ARTS & IDEAS
ISSUE HERE



Publishing May 15

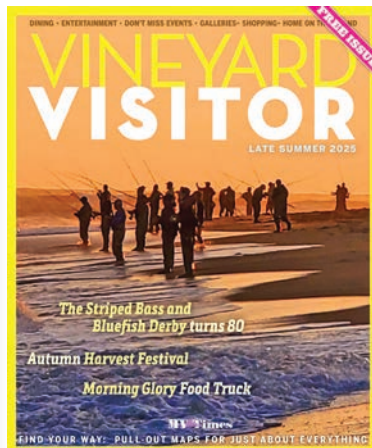
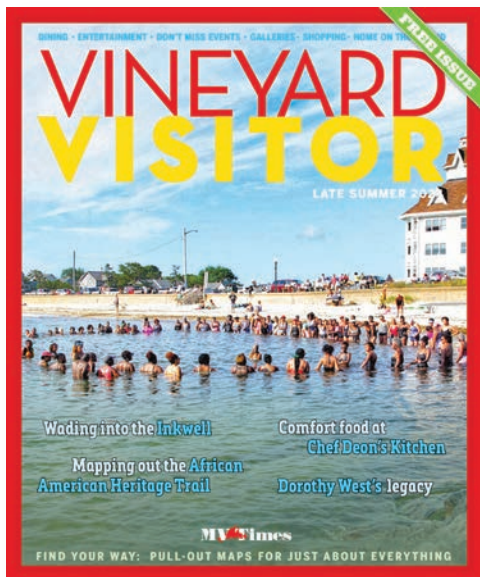
An eye-catching glossy magazine filled with art and photography, articles, essays, and humor, and is sure to be a coffee-table fixture and a hub for the Vineyard's arts and culture scene. A yearly publication that takes a behind-the-scenes look at Vineyard art and culture. Readers get to know Island artists, authors, filmmakers and other creatives – the famous, the infamous, and the up-and-coming. From studio tours to provocative essays to conversations between artists, Arts & Ideas will plunge into the topics that Vineyarders and visitors are thinking and talking about.

THE MARTHA'S VINEYARD TIMES • MEDIA KIT 2026
TO ADVERTISE: EMAIL ADSALES@MVTIMES.COM OR CALL 508-693-6100

MVTimes mvtimes.com

VINEYARD VISITOR

The Vineyard's longest-running visitor publication is a glossy full-color magazine distributed free on ferries and on newsstands all over the Island. It features comprehensive dining, nightlife, galleries, activities, directories, trails, maps, and other useful insider information.



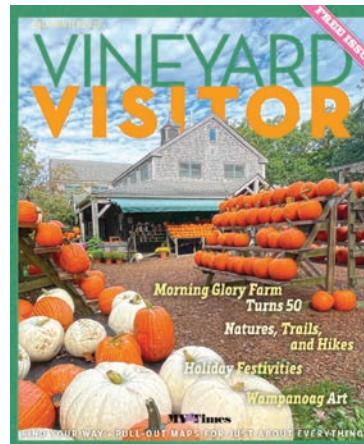
PUBLISHING IN 2026:

ISSUE #1 - APRIL 15

ISSUE #2 - JUNE 25

ISSUE #3 - SEPT. 3

Great opportunity for bundle discounts.



CHECK OUT
THE 2025 FALL
ISSUE HERE

2026 SPECIAL PUBLICATION CALENDAR

JANUARY

FEBRUARY

MARCH

2/5 Summer Camps #1

Ad deadline: 1/29
Ship Date: 2/2

3/19 Summer Camps #2

Ad deadline: 3/12
Ship Date: 3/16

APRIL

4/15 Vineyard Visitor magazine #1

MAY

5/15 Arts & Ideas magazine

5/21 Help wanted section

Ad deadline: 5/14
Ship Date: 5/18

JUNE

6/11 Graduation

Ad deadline: 6/4
Ship Date: 6/8

6/25 Vineyard Visitor magazine #2

JULY

AUGUST

8/13 Islanders Write Program insert

8/20 Vineyard Property Values section

Ad deadline: 8/13
Ship Date: 8/17

SEPTEMBER

9/3 Vineyard Visitor magazine #3

OCTOBER

NOVEMBER

11/19 Island Holidays & Gift Guide magazine

Ad deadline: 10/29
Ship Date: 11/2

DECEMBER

12/3 Holiday Happenings section

Ad deadline: 11/27
Ship Date: 11/30



DIGITAL ADVERTISING ON MVTIMES.COM

MVTimes.com is the Island's leading source for breaking news, top stories, and upcoming events, providing 24/7 coverage and insight for year-round and seasonal residents, returning visitors, and newcomers.



Our online newspaper platform creates a real time digital experience. Offering a cost-effective, broad reach, precise targeting, and interactive stream of advertising. This dynamic digital experience offers a high resolution visuals to accompany your message and drive business to your website.

Poster:

Double density: 600x500px*
Standard: 300x250px

Leaderboard:

Desktop:

Double density: 1456x180px*
Standard: 728x90px

Mobile:

Double density: 640x100px*
Standard: 320x50px

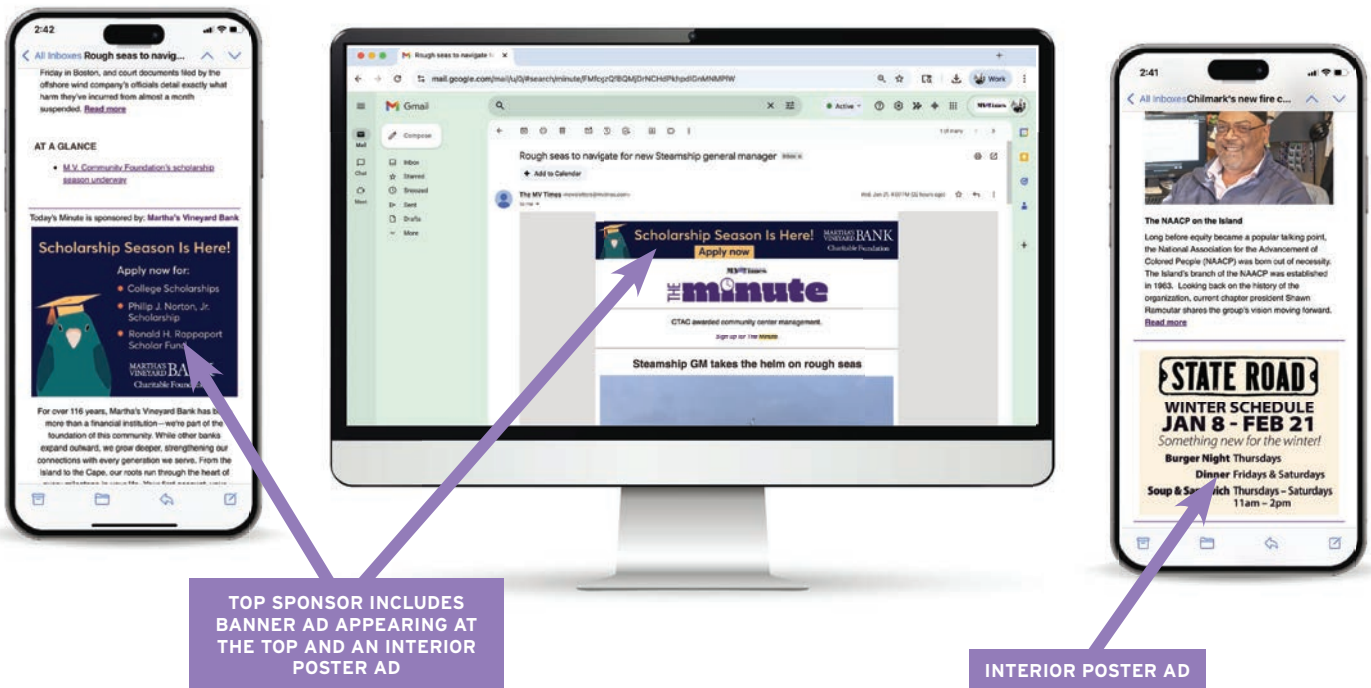
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Standard: 300x100px

THE minute

OUR DAILY EMAIL NEWSLETTER

Up-to-the minute news, features, and what's happening on Martha's Vineyard sent out to over 20,000 subscribers every day.



The Minute is our weekday email newsletter that between 45 and 60% of subscribers open daily. (The industry average is just 17%!) Readers include Islanders, off-Islanders, seasonal residents, and frequent visitors. Ads in the Minute include the option to link to your website, social media accounts, url, or email address.

OUR MONTHLY EMAIL NEWSLETTERS

Get a direct and immediate connection with our readers by sponsoring one or more of our engaging compelling newsletters.

Each newsletter has over 14,000 opt-in subscribers!



Dedicated to our local events, culinary scene, and hospitality industry.



The MV Sportsletter delivering the latest on the Island's versatile sports scene.



For people interested in writing and the writing life on Martha's Vineyard.



Celebrating Islanders of color who shape the vibrant, diverse fabric of Martha's Vineyard.

Book a Pull-out Insert in the Weekly Paper



Specifications:

- Maximum size (finished, folded piece): 8.5x11"; minimum size: 5.5x8"
- Single-sheet folded inserts must be machine-folded (letter-style) with a tight crease and straight edge
- No accordion folds
- Booklet-style inserts must have the spine bound on the long side
- No perforated material
- Paper stock should be 50# or greater
- Finished, folded piece cannot exceed 8.5x11", and final fold must be on the longest side

Pricing: Base cost for insertion: \$350

- \$95 per 1,000 up to 1 ounce
- \$105 per 1,000 1.01 to 1.5 ounces
- \$115 per 1,000 1.51 to 2 ounces
- Call for pricing for inserts over 2 ounces

Deadline: 1 week prior to insertion date.

These parameters are important to follow, as our printer uses special machinery to get your inserts into papers. It's possible that inserts that do not meet the criteria can be accommodated with advance notice and an additional charge. Discuss your options with your ad rep! *The Times offers design services, and can broker the printing. Prices vary; discuss it with your ad rep.

Instructions:

- 1. Schedule your insert**
with your MV Times account representative – set the issue date, number of inserts, specify circulation requests, etc.
- 2. Ship your inserts to our printer**
Clearly label insert boxes "For Distribution in The Martha's Vineyard Times." Include your company name, the name of the insert, the quantity of boxes and inserts, and insertion date, then make sure they arrive by 4 pm on the Friday before publication at:

**21 Industrial Court
Seekonk, MA 02771
Attention to: Peter Howard**

*Please be sure that boxes are labeled with the following information:
For insertion in the (insert publication date) issue of the Martha's Vineyard Times

AD SPECIFICATIONS & POLICIES

GETTING YOUR AD TO THE MV TIMES

E-MAIL

adsales@mvtimes.com

24-HOUR DROP-OFF

30 Beach Road, Vineyard Haven

1. YOU PROVIDE THE AD DIGITALLY

**SUBMIT BY E-MAIL OR DROP OFF A FLASHDRIVE
AT OUR BEACH ROAD, VINEYARD HAVEN, LOCATION**

Acceptable file formats: All Adobe Products - Acrobat (PDF files with fonts embedded), InDesign (INDD or IDML files with accompanying links and fonts included), Illustrator (EPS or AI files), Photoshop (JPG, PNG, TIFF, PSD).

Accepted but not recommended:

PowerPoint, Word, Publisher, Excel

Not accepted formats: Freehand, Corel Draw, Paint, Quark

PDFs created in Illustrator

To create the PDF

- Turn all fonts to outlines prior to saving the ad as a PDF.
- File - save as (name your file) - select Adobe PDF from the Format drop down list.
- In the Adobe PDF Options window, select High Quality Print.
- Select Acrobat 7 (PDF 1.6) from the Format drop-down list.
- Check the boxes 'Preserve Illustrator editing capabilities' and (Save as PDF.)

PDFs created in InDesign OR sending packaged files

To create the PDF

- File - Export OR File - PDF Export Presets [Print].
- Select Custom from the Preset drop-down list.
- Select Acrobat 7 (PDF 1.6) from the Compatibility drop-down menu.
- Select None from the standard drop-down menu. Continue.
- In the compression window...

Under color images and Under grayscale images

- Select Bicubic downsampling to 300, select Automatic in the Compression drop-down list, select Maximum in the Image Quality drop-down list.

Under Monochrome images

- Select Bicubic downsampling to 600 ppi, select CCITT Group 4 in the Compression drop-down list (this is the default), check the box beside Compress Text and Line Art, and also beside Crop Image data to Frames.
- We recommend that you Save Preset as MVT, before clicking Export. This will enable you to quick-select this preset from File - PDF Export Presets - MVT for future ads you might create for The Martha's Vineyard Times; you can click Export immediately after step 3 listed above.

To Package your files for an external source

(this collects the document, graphics, and fonts)

- File - Package (or Preflight) brings up a 'Printing Instructions' window. You can fill this out but it is not mandatory. Continue.
- 'Create Package' folder window appears. Name your folder. Check the boxes 'Copy Fonts (Roman Only)', 'Copy Linked Graphics', 'Update Graphic Links in Package', & 'Use Document Hyphenation Exceptions only.'
- Stuff, zip, or compress the files before e-mailing.

Ads Created in Photoshop

- If providing layered files, also send us the fonts used in the ad. In case an error is found in the proofing process, we can correct it in-house.
- If sending a flattened file, there is no need to provide the fonts.
- Photoshop ads with text must be a minimum resolution of 300 dpi.

IMPORTANT THINGS TO REMEMBER

- When creating an ad, please make the document size the same size as the ad itself, per MV Times ad sizes (i.e. if the ad is 2 modules wide x 1 module high, then the document size should also be this size). See the Ad dimensions page for ad sizes.
- Pictures should be 300 dpi.
- Line art (scans of logos etc.) should be 600 dpi.
- Color ads should be submitted in CMYK. Please do not use RGB or indexed colors.
- If placing a black & white ad, make sure all ad components are in grayscale prior to making the PDF. (No parts of the ad should have any color elements whatsoever.)
- Size all photos close to (but not smaller than) the size(s) being used in the ad.
- EPS files in PDFs can be problematic. Make sure that fonts in EPSs are turned to outlines before saving the final file as a PDF.
- Save PDFs as Acrobat 7 (PDF 1.6).
- Always check a PDF for accuracy before submitting it.
- Web images are 72 dpi (low resolution), and will not reproduce as good-quality images in print. We require 300 dpi for printed images in the newspaper. (A web image will only reproduce reasonably well IF it is three times the size of the final intended printed image).
- All ads go through a proofing process; we may make changes to adhere to our house style.
- We reserve the right to substitute fonts when necessary.

2. YOU PROVIDE THE AD CAMERA-READY

WE SCAN YOUR AD When you provide us with a camera-ready ad we will use our high-resolution scanners to convert the ad to digital form.

FOR BEST RESULTS Be sure the ad is the right size, the print is of high quality, and the ad is all line art. Grayscale and color ads can be scanned but quality will seldom equal or exceed that of the original. Avoid small serif fonts and tight registration. Avoid dropout type except with black backgrounds, and make sure the dropout text is bold.

3. WE MAKE YOUR AD

FREE AD CREATION We will create your ad at no charge.

Just provide the copy and we do the rest. If you require a proof of your ad, please allow extra time.

SCANNING IMAGES - We can scan art or photographs you provide. The best results come from quality photos, art or black-and-white line art.

NOTE TO ADVERTISERS:

If you like, The Times will design and create your advertisement. Working from your ideas, Times designers can add the fonts, graphic elements, borders, shading, images, and color necessary to make your message stand out. Except in unusual cases, there is no charge for this extra work, although modest fees may be added for photographs taken by Times photographers for advertisers. Each advertisement will be designed to be unique. Our designers do not copy for one advertiser the design elements, fonts, or styles employed by other advertisers, and we do not discuss the advertising plans of our advertisers with other customers or the public.

POLICIES

Basic Typesetting

MV Times graphic designers will lay out ads for our print and online customers. There is usually no charge beyond the space rate for these services, although modest fees may be added for photographs taken by Times photographers for advertisers. Prices quoted to advertising customers or their agents by Times sales representatives include all charges, net of all applicable Times discounts.

What if there is a mistake in my ad?

The Martha's Vineyard Times and other related print and web publications make every effort to assure accuracy and timeliness of all advertising copy we receive according to our published specifications. In the event of an error on our part we will publish a correct replacement advertisement at no charge to the advertiser. Advertisers will need to inform us of the error in question by 2 PM of the Monday following the date of original publication.

Website Advertising Policy

Internet ads that we create are the property of MV Times Corp. and will not be shared with other media outlets. We consider web ads we make for your advertising to be proprietary to us, and we won't entertain requests from other Internet advertising venues to share your ad.

The Martha's Vineyard Times Payment and Credit Policies

Our statements are prepared as of the first of each month for charges incurred in the previous month, and also reflect any balance due. Payment is due in full by the last day of the month in which the statement is rendered.

Monthly billing is offered by The Martha's Vineyard Times as a convenience to advertisers in good standing. A service charge of 1.5 percent per month will be applied on balances over 30 days. Advertisers are invited to pre-pay for their advertising. If you pay at the time you place your advertising order a pre-pay discount of 5 percent will be applied. Any advertiser with balances 60 days or older must arrange a payment agreement with the publisher until the account is current. Accounts with past-due balances beyond 60 days will lose all discounts, including those we offer for volume, frequency, nonprofit status and special packages, and amounts due will be recalculated. After 90 days no further advertising will be accepted.