

ESSENTIAL INFORMATION

NEWS, REAL ESTATE, HEALTH,
SHOPPING, AUTO, FOOD, LIFESTYLE



PRESS PLAY

ARTS & ENTERTAINMENT
GUIDE FOR LONG ISLAND
LIVING

FREE

Long Island Press

2005 MEDIA KIT



BUILDING YOUR BUSINESS

SPECIAL ISSUES

To Focus On Your Specific Market

LONGISLANDPRESS.COM

24/7, The Newly Designed Daily Online Version
Of The Long Island Press

We've Got You Covered!

EXPRESSCHECKOUT

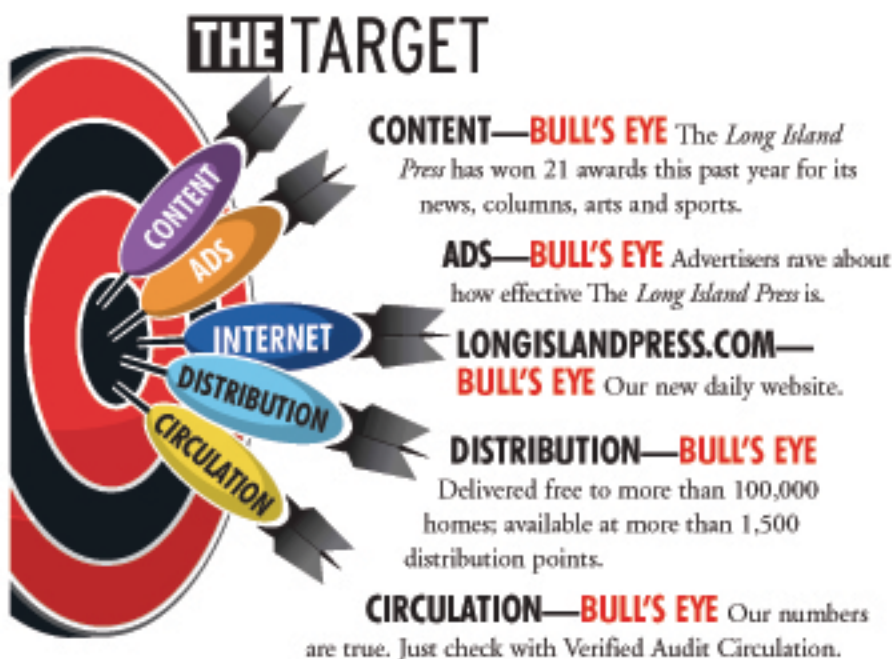
Redefining The Role Of A Newsweekly In A Thriving Marketplace



The traditional perception of newsweeklies is that they are young, urban, trendy and transitory. Not so here! The *Long Island Press* enjoys a great deal of singularity and distinction from other newsweeklies.

Our readers are educated and savvy suburbanites who contend with the day-to-day challenges of home ownership to reap the rewards of living on Long Island.

A sophisticated market demands and deserves higher standards. The *Long Island Press* raises the bar with a different kind of coverage—reporting not only breaking news daily, we investigate LI stories in depth for a more revealing insight. This allows us to walk the road less traveled—all part of our commitment to engage our readers with literate and interesting articles on politics, human interest, education, health, work and play.



The *Long Island Press* At A Glance

NEWS: The *Long Island Press* news team consistently covers, breaks and makes news in a way no other paper does. The multi-award winning section covers international news (featuring Borzou Daragahi, our nonembedded Iraq correspondent), national news and in-depth Long Island coverage. Our investigative team uncovered the *Newsday* scandal, which has become one of the biggest national business stories of the year. From our soldiers in Baghdad to our legislators in Babylon, from George W. Bush in Washington, D.C. to breast cancer in Wantagh, we cover news stories that are important to Long Islanders—in depth.

EXPRESS CHECKOUT: A fast-paced two-page read, filled with great graphics and entertaining features. This is where readers find some of their favorite and most unique *Press* features: The Equation, The Target (who hit a bull's eye, who is off-target), The Quote and The Photo. Express also includes News Briefs, The People and The Story, a news feature you won't read anywhere else.

BUZZ LIST: The water-cooler page featuring our one-of-a-kind gossip columnist Crispin Reynolds; Yes, It's True blurbs that will make you shake your head in disbelief; and news briefs about what's hot and what's not.

ED LOWE: One of Long Island's most beloved and endearing columnists, Ed Lowe brings his award-winning column to the *LI Press*.

THE NELSON RAVINGS: The award-winning column by Michael Patrick Nelson, featuring a witty and often poignant look at life.

PRESS PLAY: Our award-winning arts section features celebrity interviews with the hottest A-list and up-and-coming stars; movie, CD, DVD and video game reviews; extensive movie listings, features on music, film, arts, books and theater; and "Todd

Hyman Watches Too Much TV," a side-splitting look at television featuring such unique sections as "The List," "The Picks," "The Water Cooler," and "Making TV A Better Place," a weekly rejiggering of our favorite TV shows.

ROGER EBERT: Two thumbs up for the regionally exclusive reviews by one of the most popular film critics of our time.

LI BUSINESS MATTERS: A fresh take on Long Island businesses and business conditions from Michael Watt, executive director of the Long Island Partnership, a consortium of economic development organizations.

THE MOTLEY FOOL: The off-beat Motley Fool business column has a simple purpose: "to educate, enrich and amuse individual investors around the world." As the anchor of the paper's new business section, the internationally acclaimed column is exclusive to the *Long Island Press* in this region.

DO THIS: Our picks for the best events of the week, including Music, Clubs, Theater, Art Galleries, Lectures and thousands of assorted events.

DO THIS FOR THE KIDS: Our weekly guide to family-friendly events.

EATER'S DIGEST: Our gourmet, Ron Beigel, editor of *Zagat Long Island*, reviews the new buzz restaurants on Long Island and off-center discoveries.

CHRIS' LUNCHBOX: Our gourmand, Chris Cooke, reports from the edge: From pizza eating contests to unique fast food finds, you can always count on Chris' unique take on pigging out.

QUICK BITES: Brief reviews of Long Island restaurants, recipes, hot spots and trends.

THE MIX: A fast-paced glance at what's new in music, including the download on what you should download.

THE QUOTE

“On behalf of Patio.com, a weekly advertiser in the Long Island Press, I’d like to recognize that these ads have helped us increase sales in our Southampton and Westbury store. The readers of your paper meet the demographic criteria of people who spend a lot of money on patio furniture, billiard tables and other entertainment items for their home.”

—Steve Rubin, Controller, Patio.com

PETS: It’s simple: If you have a pet or are thinking about getting one, Alicyn Leigh’s column is essential. Informative and interesting, even if you don’t have a pet. Also included: a weekly “Pets for Adoption” feature.

BODY, MIND AND SPIRIT: Dr. Paul Donohue answers almost any question you might have about health and well-being, encompassing all mind, body and spirit issues.

START YOUR ENGINES: Each week we test-drive a car, and then give you the low-down.

FASHION: What’s in and what’s out when it comes to clothes, cosmetics and accessories.

SURVIVAL KIT: Your horoscope, the week’s weather and an intriguing crossword puzzle.

SPORTS: Weekly coverage of the Yankees, Mets, and our own L.I. Ducks, including locker-room interviews as well as in-depth features.

SPORTS BLOTTER: An entertaining weekly roundup of the crimes and misdemeanors committed by our favorite sports personalities.

PRESS REPLAY: Highlights and critiques of the week’s sports media blitz.

NASCAR NOTEBOOK: The *Press* is the only Long Island paper with consistent coverage of America’s fastest-growing sport.

SPORTS CLIPS: Weekly roundup of sports news, heroes and goats, stats and the Internet auction item of the week.

DEAR MR. FANTASY: Sports fantasy league tips and tricks.

LOCAL COLLEGE AND HIGH SCHOOL COVERAGE: Coverage of stellar athletes— Hofstra, Stony Brook, C.W. Post, Adelphi, and all the Island’s high schools.

THE EQUATION



Awards

In less than two years, the *Long Island Press* has achieved and received national and local recognition from its peers on a continuing basis.

FOLIO AWARDS

Long Island Press beat out ALL other print media in both of the FOLIO Awards’ newspa-

per categories and in the All Media category which includes Radio & Television.

3 LIVINGSTON AWARD FINALISTS

ALTERNATIVE NEWSWEEKLY AWARDS

PRESS CLUB MEDIA AWARDS

- Arts Feature
- Column/Humor
- Column/News

- Cub Reporter of the Year
- Deadline News
- Editorial
- Environment/ Science/Technology
- Feature Story
- Government/Politics
- Non-Deadline News
- Sports Feature

LETTERS TO THE PRESS

Dear Felice,

Thank you for the update on the circulation of the Long Island Press and its home delivery. Wow, the paper is growing bigger everyday! It’s nice to know that All Island Cosmetics has been a part of the publication since the first issue.

I wanted to let you know that we continue to get an excellent response from the Long Island Press. The phone calls are coming in and so are the patients! I have been seeing the Press and my ad everywhere I go. Thank you for your hard work.

Thank you again.

Sincerely,
Dr. Jeffrey Braverman
All Island Cosmetics



THE PHOTO

Pressley the Panda meets one of his young fans at an advertiser’s promotion.



HOME DELIVERY

MORE THAN 60% OF THE PUBLICATION'S RUN IS NOW HOME DELIVERED ACROSS LONG ISLAND!

NASSAU

11714
BETHPAGE
11554
EAST MEADOW
11010
FRANKLIN SQUARE
11542
GLEN COVE
11801
HICKSVILLE
11753
JERICHO
11756
LEVITTOWN
11561
LONG BEACH
11758
MASSAPEQUA

11566
MERRICK
11501
MINEOLA
11566
NORTH MERRICK
11712
NORTH BELLMORE
11804
OLD BETHPAGE
11803
PLAINVIEW
11570
ROCKVILLE CENTRE
11576
ROSLYN
11783
SEAFORD

11791
SYOSSET
11793
WANTAGH
11590
WESTBURY
11797
WOODBURY
SUFFOLK
11702
BABYLON
11725
COMMACK
11729
DEER PARK
11746
DIX HILLS
11731
EAST NORTHPORT

11735
FARMINGDALE
11740
GREENLAWN
11788
HAUPPAUGE
11743
HALF HOLLOW HILLS
11743
HUNTINGTON
11751
ISLIP
11754
KINGS PARK
11747
MELVILLE
11779
RONKONKOMA
11755
SMITHTOWN

If you live in any of our home delivery areas and would like to receive the *Long Island Press* on your driveway every week FREE, please go online to www.longislandpress.com and click on our Location Finder!

At a standard rate of 2.5 readers per copy, the *Long Island Press* delivers more than 400,000 readers per week! That's at least 20,000,000 impressions per year!

As of third quarter 2004, the *Long Island Press*, in less than two years, has grown from a start-up to the FOURTH LARGEST NEWSWEEKLY IN THE UNITED STATES!

INSERTS!



About 6 out of 10 preprint readers keep inserts up to three days, and about one in four actually keep them for weeks!

Newspaper Advertising of ROI, Inserts & Coupons, NAA 2002 conducted by M.O.R.I. Research, Inc.

ASK ABOUT SPECIAL PACKAGE PRICING!

100,000
PAPERS HOME DELIVERED
EVERY WEEK!
(And Growing)



Our big red boxes are located at 24 Long Island Rail Road stations in Nassau and Suffolk, accessible *free* to more than 200,000 commuters every day!



Long Island Rail Road

Babylon
Bay Shore
Central Islip
Deer Park
Farmingdale
Far Rockaway

Garden City
Hampton Bays
Hempstead
Hicksville
Huntington
Long Beach

Lynbrook
Merrick
Oyster Bay
Patchogue
Port Jefferson
Riverhead

Rockville Centre
Ronkonkoma
Sayville
Smithtown
Valley Stream
West Hempstead

FIND THE PRESS AT ANY OF THESE LOCATIONS:

- 7-Eleven*
- Adelphi University
- Atlantis Marine World
- Bank of America*
- Bagel Boss
- Best Buy
- Best Yet Markets
- Big Lots Stores
- Body Shop at Sears
- Borders Books*
- Briarcliffe College
- Carvel*
- C. W. Post
- Dowling College
- Dunkin' Donuts*
- EAB Plaza
- Eisenhower Park Pool
- Entenmann's
- Farmingdale State University
- Five Towns College
- FYE Music Stores*
- Gold's Gym
- Guitar Center*
- Gurney's Inn Spa
- Handy Pantry
- Hilton Hotel
- HMV Records
- Hofstra University
- Holiday Inn
- Huntington Hilton
- International House of Pancakes
- Jiffy Lube
- 24 LIRR Stations
- Love My Shoes
- Lemon Tree Salons
- Loew's Cineplex
- Mace's Closeout City
- Meat Farms
- Molloy College
- Moe's Southwest Grille
- Nassau Coliseum
- Nassau University Medical Center
- North Fork Bank*
- Off Track Betting
- Outback Steakhouse*
- Pathmark
- Polimeni Office Buildings
- Reckson Office Buildings
- Red Cross Locations*
- Roosevelt Field Mall
- Sam Ash Music*
- Sam Goody*
- St. John's University
- Suffolk Community College
- Sunrise Mall
- SUNY Farmingdale
- Syms
- Synergy Fitness
- Ted Weiss Office Buildings
- TGI Friday's
- Thrifty Beverage Centers*
- Tiger Schulmann's Karate*
- Tower Records*
- Tri County Flea Market
- United Artists*
- USA Baby*
- Waldbaum's
- Washington Mutual Banks
- Wild Pair Shoes
- World Gyms
- Wyndham Hotels

* Select Locations
Also available at 1,600 other locations throughout Long Island, including more than 100 public libraries, 50 office building complexes, and 45 town and county buildings.

CORPORATE DISTRIBUTION PARTNERS

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Our corporate and retail distribution partners are a valued and essential element to our success. Each week throughout Nassau and Suffolk counties, more than 50,000 copies are sought after and found at some 1,600 distribution points. Our partners value this relationship; regular customers have come to rely on these locations to pick up their copies of the *Long Island Press* every week.

Pick up the Long Island Press every week, at all of these locations!



Media professionals know Verified Audit Circulation provides reliable, independent third-party distribution data.

Our distribution outlets can be found on our website at www.longislandpress.com. Click on our Location Finder and enter your zip code for a complete list!

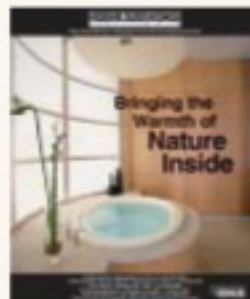
1-800-MATTRESS
AARP
ALL ISLAND COSMETICS
AMERICAN OFFICE INTERIORS
BANK OF AMERICA
BANK OF NEW YORK
BAST CHEVROLET
BEST BUY
BLUE TEQUILA
BODY SHOP AT SEARS
CAFÉ LA STRADA
CARPET DEPOT
CENTURY 21 DEPARTMENT STORE
CLARE ROSE
CLEAR CHANNEL
COLE BROTHERS CIRCUS
COLES HOUSE RESTAURANT
COMMERCE BANK
CONN. SCHOOL OF BROADCASTING
CORBIN & REYNOLDS RESTAURANT
COZY CLAM
CRADLE OF AVIATION
C.W. POST UNIVERSITY
DAMS & WARSHOW
DE LAGUARDA
DESKCO
DIRECT BUY
DISNEY ON ICE
DOBLER CHEVROLET
DOLLAR KING
DONALDSON'S VOLKSWAGEN
DOWLING COLLEGE
DUNRITE POOLS
EAST ISLIP SURGICAL
EMPIRE STATE
EN TANTRA RESTAURANT
ENTENMANN'S
FAIRVIEW CRUISE & TRAVEL
FARMINGDALE STATE UNIVERSITY
FIDELITY INVESTMENT
FIVE TOWNS COLLEGE
FORTUNOFF'S
GLOBAL FURNITURE
GOTHIC CABINET CRAFT
HARROW'S
HASSETT
LINCOLN/MERCURY/SUBARU
HEMPSTEAD LINCOLN MERCURY
HIP OF GREATER NY
HOFSTRA UNIVERSITY
HOLLYWOOD TANS
HOSPICE OF NY
HUNTINGTON HILTON
HUNTINGTON TERRACE
IVARONE BROTHERS
IDT
INFINITY OF MASSAPEQUA
INN AT GREAT NECK
INTREPID SEA-AIR-SPACE MUSEUM
JILLIAN'S
JIMMAR MARBLE AND GRANITE
KAUFMAN ALLIED
KEYSPAN
KING O'ROURKE
KOCH ENTERTAINMENT
LAGRANGE INN
LA-Z-BOY
LASER COSMETICA
LAVA LIFE

LEGEND AUTO GROUP
LEMON TREE
LIPA
LITM
LONG ISLAND YAMAHA
LUCA & MAXIE'S RESTAURANT
MACE'S CLOSEOUT CITY
MAZDA OF GREAT NECK
MERRICK DODGE
MICHAELS
MOHEGAN SUN
MOLLY MALONE'S
MONTEGO BAY
NASSAU COLISEUM
NASSAU DOWNS OTB
NATIONAL AMUSEMENTS
NEW LINE CINEMA
NY COLLEGE
NEXTEL
NY PRESS SERVICE
OLD WESTBURY GARDENS
ONCE AGAIN HOME DÉCOR
OVERSTOCK.COM
PATIO.COM
PAUL CONTE CADILLAC
PENN FURNITURE
PORTABLES UNLIMITED
POSITIVE CHANGES
PRO TRAVEL
QUEENS COLLEGE
REAL NETWORKS
RHINO SKY ENTERPRISES
RJ PALMER
ROBERT CHEVROLET
ROSLYN AUTO GROUP
ROSLYN COUNTRY CLUB
S&B CLOTHING
SAF-T-SWIM
SAM ASH MUSIC STORES
SANTA FE TOBACCO
SECURITY DODGE
SHARPER IMAGE
SIZZLER
SKYDIVE LONG ISLAND
SLOMIN'S
SMITHAVEN AUTO GROUP
SMITHAVEN DODGE
SMITHAVEN KIA
SMITHAVEN SUZUKI
SOUTHSHORE COSMETICS
SOVEREIGN
SPORTIME
SPORTS PLUS
ST. JOSEPH'S COLLEGE
STEVENS FORD/KIA
SUITS WAREHOUSE
SUN PONTIAC/GMC
TARGET
THE GROUND ROUND
THRIFTY BEVERAGE
TOWER RECORDS
TWO GUYS DISCOUNT
U.S. ARMY
WALSH MESSENGER SERVICE
WANTAGH SUZUKI
WARNER BROTHERS
WASHINGTON MUTUAL
WESTBURY MUSIC FAIR
WILD BY NATURE

ADVERTISERS



Michaels



Davis And Warshow



HIP



Target



Portables Unlimited



La-Z-Boy



Patio.com



Movie Ads



Hempstead Lincoln Mercury



Disney on Ice



The Bank of New York



Sharper Image



Kaufman Allied



Mace's Closeout City

Whatever the size of your business, your *Long Island Press* account executive can tailor an advertising schedule that will fit your budget. Our advertisers enjoy personal, professional guidance in placing their advertising dollars with the *Long Island Press*, at a fraction of the cost of advertising in other media. From small family-owned businesses to national chains, the *Long Island Press* has delivered proven results to our advertisers time after time. We are dedicated to building your business and getting the Return On Investment results that you expect.

A Quick Look At Who's Reading The Press



- Long Island Press readers are leaders. They are 36% more likely to be business owners or corporate officers.*
- Long Island Press readers spend generously on their vehicles. In fact, they are 221% more likely to spend more than \$30,000 on their next vehicle.*
- Long Island Press readers buy vehicles and are 135% more likely to purchase a new car, van, truck or SUV over the next year.*
- Long Island Press readers have disposable incomes. More than 50% enjoy household incomes of at least \$75,000 per year.*
- Long Island Press readers are homeowners who are 44% more likely to remodel their homes within the next 12 months.*
- Long Island Press readers take their entertainment seriously. They are 106% more likely to buy a CD/DVD player in the next 12 months.*
- Long Island Press' average family size is 3.19 persons per household, yielding nearly 319,00 readers within our home delivery program.

*Than the market average

The Media Audit

THE MEDIA AUDIT is a multimedia qualitative audience survey that covers more than 450 target items for each rated media's audience. These qualitative data points cover things such as socioeconomic characteristics, lifestyles, business decision makers, product purchasing plans, retail shopping habits, travel history, supermarket shopping, stores shopped, products purchased, fast food restaurants eaten in, soft drink consumption, brands purchased, health insurance coverage, leisure activities, banks used, credit cards used and other selected consumer characteristics important to local media and advertisers.

Now, WE'VE REALLY GOT YOU COVERED! LongIslandPress.com

LongIslandPress.com is the daily online version of the Long Island Press, providing visitors with provocative, informative and entertaining news, arts and lifestyle reading.

The all-new LongIslandPress.com has been fully updated and redesigned to give advertisers unique and exciting opportunities to speak to their target demographics like never before —every day.



ADVERTISING OPPORTUNITIES:

- › Banner Ads
- › E-mail Blasts To Opt-In Only Lists
- › E-News Sponsorship
- › Sponsored Links
- › Sponsored Columns
- › Sponsored Sections
- › Contests

**GRAPHICALLY STIMULATING, USER FRIENDLY, PROVOCATIVE & ESSENTIAL CONTENT
A VARIETY OF FORMATS, STYLES & OPTIONS**



THINGS TO COME

2005 Editorial Calendar

DATE	SPECIAL SECTION
4/14	Food & Wine Guide
4/21	Belmont – 100-Year Anniversary
4/28	Home Buying Guide
5/5	Mother's Day
5/12	LI Boating Scene
5/19	Hamptons Guide/Wineries
5/26	Festival/Concert Guide
6/2	Summer Home Improvement
6/9	Men's Health Awareness
6/16	Father's Day/Summer Sports Guide
6/23	Travel
6/30	4th Of July Food Guide
7/7	Retirement
7/21	Your Money
8/11	Back To School
8/18	Fall Fashion
8/25	Auto: What's New for 2006
9/8	Best Of Long Island
9/15	Fall Home Improvement
9/22	College Fair
9/29	Women's Health Awareness
10/6	Octoberfest
10/13	Bridal
10/27	Voters Guide
11/3	Pets
11/17	Holiday Food
11/24	Holiday Shopping Guide
12/1	Technology 2006
12/8	New Year's Eve Guide
12/29	The Year In Review

The Long Island Press is published every Thursday.



BLUE IS CLASSIFIED ONLY

RATES

DISPLAY AD SIZES	WIDTH x DEPTH
1/8 Page Horizontal	4.75" x 2.812"
1/8 Page Vertical	2.25" x 5.75"
1/4 Page	4.75" x 5.75"
1/2 Page Horizontal	9.75" x 5.75"
1/2 Page Vertical	4.75" x 11.75"
Strip Ad	9.75" x 2"
Full Page	9.75" x 11.75"

	Back Cover	Inside Covers	Full	1/2	1/4	1/8	1/16
1x	\$4,195	\$4,015	\$3,135	\$1,950	\$1,100	\$660	\$375
6x	\$3,865	\$3,650	\$2,850	\$1,770	\$995	\$600	\$350
13x	\$3,530	\$3,365	\$2,630	\$1,630	\$925	\$550	\$325
20x	\$3,010	\$3,060	\$2,370	\$1,470	\$830	\$500	\$300
26x	\$2,795	\$2,895	\$2,135	\$1,325	\$745	\$450	\$275
39x	\$2,645	\$2,510	\$1,910	\$1,190	\$670	\$405	\$250
52x	\$2,380	\$2,290	\$1,725	\$1,070	\$605	\$365	\$225



SPECIFICATIONS
PROCESS COLOR ADDITIONAL CHARGES
 \$560 per full page ad.
SPECIAL POSITIONING (when available)
 Add 20% for ads 1/4 page or larger.
DEADLINES
 Supplied ads are due Monday of publication week.
 Created ads are due Friday prior to publication week.
TYPESETTING AND DESIGN work will be billed at a rate of \$60 per hour. Printed web-offset on newsprint paper with no bleed. Maximum advised screen is 85 line. We accept electronic files via e-mail or disk. No film accepted. Acrobat PDF is our preferred format. Other accepted formats are collected Quark, Illustrator or Photoshop 300 dpi jpps.

CLASSIFIED LINE ADS
EXAMPLE:
HIGH-QUALITY CHILDREN'S CLOTHING
 Sell direct, commission, free clothing, bonuses, ground floor opportunity. Work from home. Call Shari (516) 555-5555

4 LINE AD - \$40 per week, \$10 per additional line

4 COLUMN LAYOUT
 FULL PAGE 4 COL. x 11.75"
 1/2 HORIZ. 4 COL. x 5.75"
 1/2 VERT. 2 COL. x 11.75"
 1/4 2 COL. x 5.5"
 1/8 HORIZ. 2 COL. x 2.75"
 1/8 VERT. 1 COL. x 5.5"
 1/16 1 COL. x 2.75"

DISPLAY ADS CAN BE E-MAILED TO: JVITERI@LONGISLANDPRESS.COM
CLASSIFIED ADS CAN BE E-MAILED TO: CLASSIFIED@LONGISLANDPRESS.COM

CLASSIFIED AD SIZES	WIDTH x DEPTH
1/16 Page Horizontal	2.25" x 2.75"
1/8 Page Horizontal	4.75" x 2.75"
1/8 Page Vertical	2.25" x 5.5"
1/4 Page	4.75" x 5.5"
1/2 Page Horizontal	9.75" x 5.5"
1/2 Page Vertical	4.75" x 11.75"
Full Page	9.75" x 11.75"



The Long Island Press is published weekly (Thursday) by Morey Publishing, Inc. 1103 Stewart Avenue, Garden City, NY 11530. Submissions of all kinds are welcome, although solicited work is preferred. Please include your name and contact information. Address submissions to the appropriate editor and include a self-addressed, stamped envelope. We will not accept any mail without a proper return address. Please do not send originals. The Long Island Press is not responsible for loss or damage of original artwork in any format. Copyright©2005. The Long Island Press is a trademark of Morey Publishing, Inc. All rights reserved. The Long Island Press may be distributed only by authorized distributors, retailers and outlets.

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 Fax: 516.992.1801
 WWW.LONGISLANDPRESS.COM

Long Island Press
We've Got You Covered!