

# THE ISLAND MOON NEWSPAPER



MEDIA KIT • 2021

## OUR HISTORY

The Island Moon is an independent newspaper which was founded to serve North Padre and Mustang Islands in 1996. Over twenty years later, people line up to grab their free weekly copy of the Moon before they're all gone. To address this need, we created an online edition in 2017. Islandmoon.com in (also free of charge), more than doubled our weekly readership and has expanded our footprint across the region.

## OUR CIRCULATION

The Island Moon Newspaper is published every Thursday.

Our printed circulation is 10,000 copies per week:

**2500 copies** in Port Aransas businesses

**3500 copies** thrown to homes on North Padre Island

**2000 copies** in over 50 North Padre Island businesses and condos

**1700 copies** in Flour Bluff businesses

*The Island Moon is FREE of charge in all locations!*

## OUR RATES

Size (in inches)	Black/White	Color
2.5 x 2.5	\$50	\$75
2.5 x 5	\$120	\$175
5 x 5	\$225	\$275
5 x 10.25	\$325	\$450
10 x 5	\$325	\$450
10 x 10.25	\$600	\$700
10 x 20.5	\$1100	\$1300

**ALL ADVERTISING IS PREPAID. NO EXCEPTIONS!**

All ad copy is due Tuesday before the publication date.

\$45 per hour charge to change/create ads

Completed ads may be emailed to [editor@islandmoon.com](mailto:editor@islandmoon.com).

Acceptable file types include: TIFF, JPEG, EPS or PDF. Please be sure to embed your fonts. DPI should be set to 150DPI (minimum). Use CMYK color. We do not accept Word or Publisher files.

## SOCIAL MEDIA

**FACEBOOK** /@theislandmoonnewspaper

**Followers: 32,000+**

**Yearly Reach: 750,000+** (2020)

All new advertisers appear in our Business Briefs column which is posted on our Facebook page. On average, 19,000 people view this post weekly.

## WEB AUDIENCE

Monthly Hits: **150,000+**

Monthly Unique Visitors: **3,500+**

**Weekly Downloads: 8,000**

Buying print advertising automatically earns you a FREE spot on our highly popular web page -- **DOUBLE YOUR WEEKLY REACH!**

KEEP IN TOUCH

**ISLAND MOON**

**EDITOR@ISLANDMOON.COM**

**(361) 949-7700**



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## OUR DEMOGRAPHICS

### North Padre Island

#### Population:

Total Population 30,629  
Male Population 15,519  
Female Population 15,110  
Median Age 40

#### Employment:

**White Collar 11,888**  
**Blue Collar 3,451**

#### Households:

Total Households 12,273  
Family Households 8,384  
Non-family Households 3,889  
Households With Children 3,482  
Without Children 8,791  
Avg. People Per Household 2

#### Income:

Average Household Income  
\$92,790  
Median Household Income  
\$66,590  
Median Home Value  
\$201,200

### Port Aransas

#### Population:

Total Population 4,060  
Male Population 1,808  
Female Population 2,252  
Median Age 51.1

#### Employment:

**White Collar 1,695**  
**Blue Collar 511**

#### Households:

Total Households 1,966  
Family Households 1,216  
Non-family Households 750  
Households With Children 377  
Without Children 1,589  
Avg. People Per Household 2

#### Income:

Average Household Income  
\$81,391  
Median Household Income  
\$54,167  
Median Home Value  
\$261,900

### Nueces County

#### Population:

Total Population 371,679  
Male Population 183,804  
Female Population 187,875  
Median Age 35.2

#### Employment:

**White Collar 125,264**  
**Blue Collar 44,680**

#### Households:

Total Households 133,001  
Family Households 90,179  
Non-family Households 42,822  
Households With Children 45,672  
Without Children 87,329  
Avg. People Per Household 3

#### Income:

Average Household Income  
\$65,517  
Median Household Income  
\$47,661  
Median Home Value  
\$120,800

## ISLANDS AT A GLANCE



Total Population  
34,689



Average Household Income  
\$87,050



College Education  
78%



Median Home Sale Price  
\$231,550

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## WHAT OUR READERS SAY



"I've been reading the Moon for years. It's a great, informative and entertaining newspaper AND it's free!!" **Dave Ruhlin**

"Its a real treasure finding and reading this newspaper. I love how it is written for the everyday person to read." **JoJo Blackburn**

"Thank you all for these articles! I just bought my part-time home on The Island. I really enjoy seeing updates from y'all and learning about the area!"  
**Alicia Logue**

"End on the honesty and integrity of the publisher! You'll not find a better paper for sure. Keeping news honest, interesting, entertaining & fun! Oh did I mention FREE." **Roy Green**



"The Island Moon is an interesting mix of History, happenings around and on the Island and is a great way for Islanders to keep up with what's going on locally. I highly recommend the Island Moon."  
**Chanda Upton Engle**

"Love the Moon! Thank you for all your excellent work!" **Karen Wilson**

"Since I own a place on the Island, I highly recommend the Island Moon to all who plan on visiting or moving to the island. This is the most informative news source on the coast of Texas."  
**David Cuevas**

KEEP IN TOUCH

*ISLAND MOON*

EDITOR @ISLANDMOON.COM

(361) 949-7700

Look so forward to reading this paper!! They keep up with all of the local news, activities, and keep everyone informed of what's going on when they are on the Island!! **Sandee Brandhl**

*The Island Moon has nearly 500 Facebook ratings and averaging 4.75 stars.*