



# LongIsland.com

*Long Island's Most Popular Website™ Since 1996*

THE IDEAL MEDIA OUTLET  
TO REACH THE LONG ISLAND COMMUNITY

## Media Kit

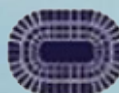
**5**  
Million  
Unique visitors  
Annually

We have the **TRAFFIC**  
to deliver the **EXPOSURE**

### COMPARING OUR UNIQUE VISITOR REACH



Bethpage Ballpark (6,000 Capacity)  
Filled to Capacity more than TWICE A DAY  
7 days a week rain or shine



Nassau Coliseum (17,686 Capacity)  
Filled to Capacity almost SIX TIMES EVERY WEEK  
All year long

Since 1996

LongIsland.com

631-406-4410

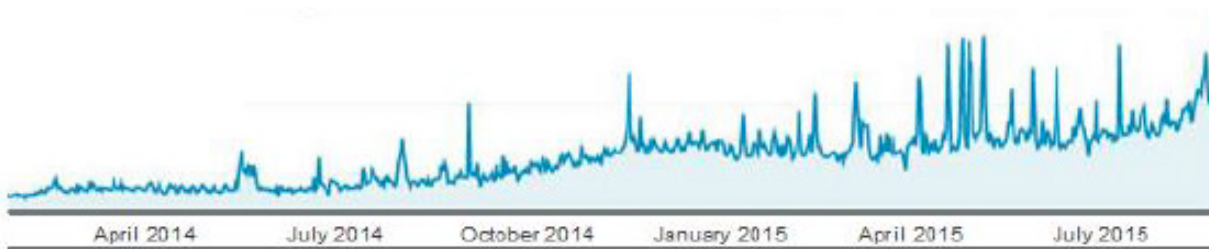
Sales@longisland.com

# Your Guide to Long Island™

## About LongIsland.com

Launched in 1996, LongIsland.com brings together information and resources that empower Long Islanders to make better decisions, whether they're planning weekend fun or looking for the right provider for the job. Our thriving community includes travelers searching for great places to eat, play, and shop as well as locals who use our site as a trusted resource for news, events, and information.

- The Most recognized Long Island URL serving Long Island.
- Google, Yahoo and Bing News Partners - our content is picked up within seconds.
- No Paywalls - Anyone can view our content.
- Listing on other Long Island websites that use our directory.



**450K**  
Unique Visitors  
Per Month

## Facts & Figures

- 450,000+ UNIQUE visitors
- 1,400,000 page views
- 100,000 people reached through Facebook (PER WEEK)
- 387% two year growth in unique visitors
- Launched in 1996
- 80% advertiser retention rate
- Over 54,000 Facebook followers
- Over 21,600 Twitter followers
- LongIsland.com is linked to from thousands of websites
- 11% of our users type in LongIsland.com directly

**490K**  
Social Media Reach  
Per Month

## Our Unique Visitor Reach can be Compared to...

- Filling Bethpage Ballpark to capacity more than TWICE DAILY.
- Filling Nassau Coliseum to capacity nearly SIX TIMES WEEKLY.



Facebook post mentioning  
our restaurant section

Source: Google Analytics, Facebook Insights

Talk to our Sales Team to Design a Custom Listing Campaign for your Business.

LongIsland.com

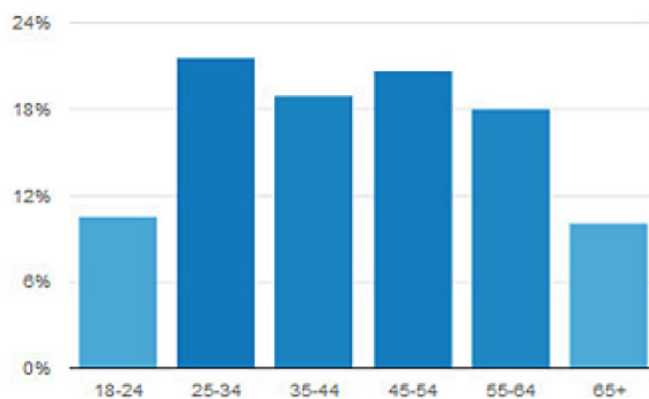
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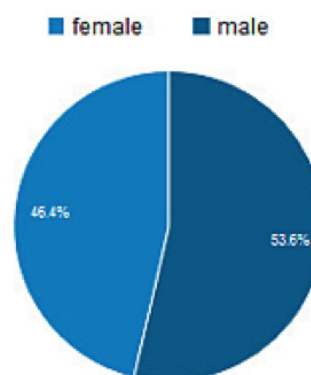
**Tens of Thousands of Potential Customers visit LongIsland.com directly without the assistance of a search engine or other advertisement.**

### Demographics: Overview

Age

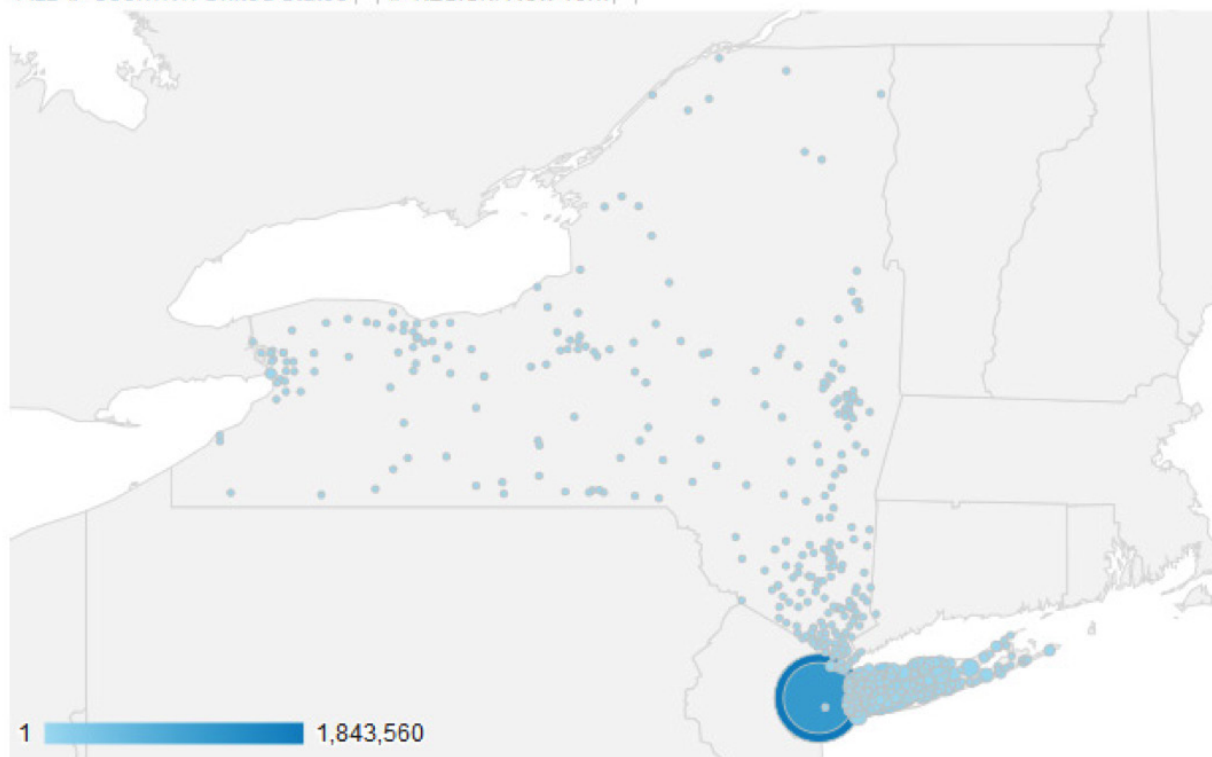


Gender



### Location

ALL » COUNTRY: United States ▾ » REGION: New York ▾



Since 1996



An  
amazon.com  
company

How popular is longisland.com?

Site	Global Rank	Rank in US
Newsday.com	9,661	2,236
News12.com	21,399	4,706
Longisland.com	81,301	18,159
Fios1news.com	241,324	49,452
Longislandpress.com	278,678	76,827
Liherald.com	347,485	75,931
LIBN.com	456,120	94,374
Discoverlongisland.com	597,947	150,503

How engaged are visitors to longisland.com?

Bounce Rate

35.90% ▼ 18.00%

Daily Pageviews per Visitor

4.20 ▲ 40.00%

Daily Time on Site

2:57 ▲ 126.00%

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Sales@longisland.com

LetterBoard  
728 x 90

**Long Island Lawyers**

Search for:

Business Directory > Finance & Legal > Lawyers

No matter what type of legal issues you are facing, having a lawyer assist you can make addressing legal issues less stressful, and easier to take care of. From preparing wills and protecting assets, to helping you resolve legal troubles and lawsuits, having a lawyer work with you through the process of handling legal matters can take much of the burden off of your shoulders. There are many lawyers on Long Island that specialize in different types of law, whether it be property, taxation, criminal, divorce or any other specialty. Finding the right law firm to help you handle your issues can make a world of difference in resolving your troubles promptly and efficiently.

**Finance & Legal**

- Accountants
- Bankruptcy
- Barbers
- Collections
- Debt
- Financial Planning
- Insurance
- Insurance Adjusters
- Investment Services
- Lawyers
- Mortgages
- Taxes

**Related Categories**

- Courts
- Homeowners Insurance
- Consultants
- Health Insurance

**Sponsored Listings**

**Palermo Tuohy Bruno, P.L.L.C.**  
1300 Veterans Memorial Highway Suite 200 Hauppauge, NY 11788  
Palermo Tuohy Bruno, P.L.L.C. Harvesting money out of wrong insurance companies and into our clients hands for nearly 20 years! [More >](#)  
866-686-0762 [View Profile & Pictures](#) | [Visit Website](#)

**Amideo Nicholas Guzzone and Associates, PC**  
2450 Middle Country Road, 2nd Floor Ciderhead, NY 11720  
For over 30 years, Personal Injury, Estate planning, wills, representing millions for seriously injured clients. Free Consultation. [More >](#)  
(831) 588-5000 [View Profile & Pictures](#) | [Visit Website](#)

**The Law Office of Cohen & Jaffe, LLP**  
2001 Marcus Avenue, #205 Lake Success, NY 11042  
Specializing in Personal Injury, Medical Malpractice, and Employment Law, the Law Office of Cohen & Jaffe works tirelessly to help you get the compensation and justice you deserve. [More >](#)  
516-358-6900 [View Profile & Pictures](#) | [Visit Website](#)

**Pegalis and Erickson Medical Malpractice Attorneys**  
1 Hollow Lake, Suite 107 Lake Success, NY 11042  
Pegalis & Erickson is a personal injury law firm with a focus on representing seriously injured people that suffered medical negligence. [More >](#)  
516-684-2900 [View Profile & Pictures](#) | [Visit Website](#)

**Featured Listing**

**Siben & Siben**  
Bay Shore, NY  
631-965-3430  
[View Profile](#)  
[Visit Website](#)

**Law Office of Ronald D. Weiss, P.C.**  
Melville, NY  
631-479-3455  
[View Profile](#)  
[Visit Website](#)

**Law Office of Lois Rowman**  
Syosset, NY  
(516) 240-6952  
[View Profile](#)  
[Visit Website](#)

**Roach & Murtha, P.C.**  
Syosset, NY  
516-346-5400  
[View Profile](#)  
[Visit Website](#)

**Baron Law Firm**  
166 Laurel Road in East Northport  
631-757-4493

**Castiglia-Rubinstein and Associates**  
445 Broadhollow Road in Melville  
631-465-0444

**Betz Law Office**  
1010 Northern Blvd in Great Neck  
516-767-3964

**Craig D. Robins, Esq.**  
180 Froehlich Farm Boulevard in Woodbury  
516-496-0800

Sponsored  
Listing

Sqaure Box  
140 x 100

Featured  
Listing

Standard  
Listing

Since 1996

# Advertising with LongIsland.com is Easy, Affordable, and Effective!

## Get Listed on one of our Highest Ranking Category Pages

LongIsland.com offers affordably-priced, TARGETED advertising programs for businesses of all sizes. Can't seem to get your site to rank on 1<sup>st</sup> page of Google for your category? LongIsland.com shows up on the 1<sup>st</sup> page of Google results in countless Long Island searches and more often than not, we're in the top 3 results.

## What you Get

- Top Placement in your Business Category
- Links to your Website and Social Media Pages
- Home Page Exposure
- Preferred Placement in User Searches
- Hyper-Local, Geo-targeted Exposure
- SEO Optimized Business Page

"If you are in business on Long Island you need to have a presence on this site."

*Jerry Scotto, Westbury Manor*

"LongIsland.com has been delivering a lot of traffic to our website"

*Tim Kofahl, Bay Street Theater*

## How it Works

Google Search Results for  
"Long Island Lawyers" (#1 Result)



From your Business Page users can call, email or visit your website and social media pages

Talk to our Sales Team to Design a Custom Listing Campaign for your Business.

# You can always afford the right kind of Exposure

## CALL TODAY!

### Community Outreach

In addition to a tremendous online presence, we promote LongIsland.com offline in print, radio, trade shows and local sporting events. Community outreach includes being active members of over numerous local chambers of commerce and tourism associations.

### Our Community Involvement includes:

- Active members of numerous Chambers of Commerce & community organizations
- Active members of the Better Business Bureau.
- Active participants in community events
- Media partnerships

### Weekend Guide Email Newsletter

LongIsland.com's e-newsletter provides 25,000+ subscribers with rich and engaging content every single week - including articles, event highlights and even fun contests and giveaways with many prizes from our participating sponsors. Since we use a double opt-in process combined with an easy unsubscribe function, our advertisers know they're reaching a highly qualified audience that is actively seeking our newsletter content.

- 25,000+ opt-in subscribers
- Individual business shoutout's available
- Overall sponsorship available

### Section Sponsorships Available

Similar to the way sponsors pay to name a stadium (CitiField, Bethpage Ballpark) you can sponsor one or more of our many sections and be included wherever that section is mentioned.

- "Today's weather brought to you by <Your Company>"
- Long Island events sponsored by <Your Company>"
- July's Family Fun Guide sponsored by <Your Company>"

### Other ways we get the word out:

- Press Releases-Locally and picked up by Google News.
- Social Media Plugs-Huge Facebook and Twitter following
- Event Listings upgrades; features events
- Plugs in related articles and local news stories
- On-site reporting; photo-journalists at community events



Since 1996