

Reach Long Island where it reads.

The health, wealth and lifestyle publication for Nassau and Suffolk. Your brand runs inside the site and the apps, beside the local stories readers came for.

37,300

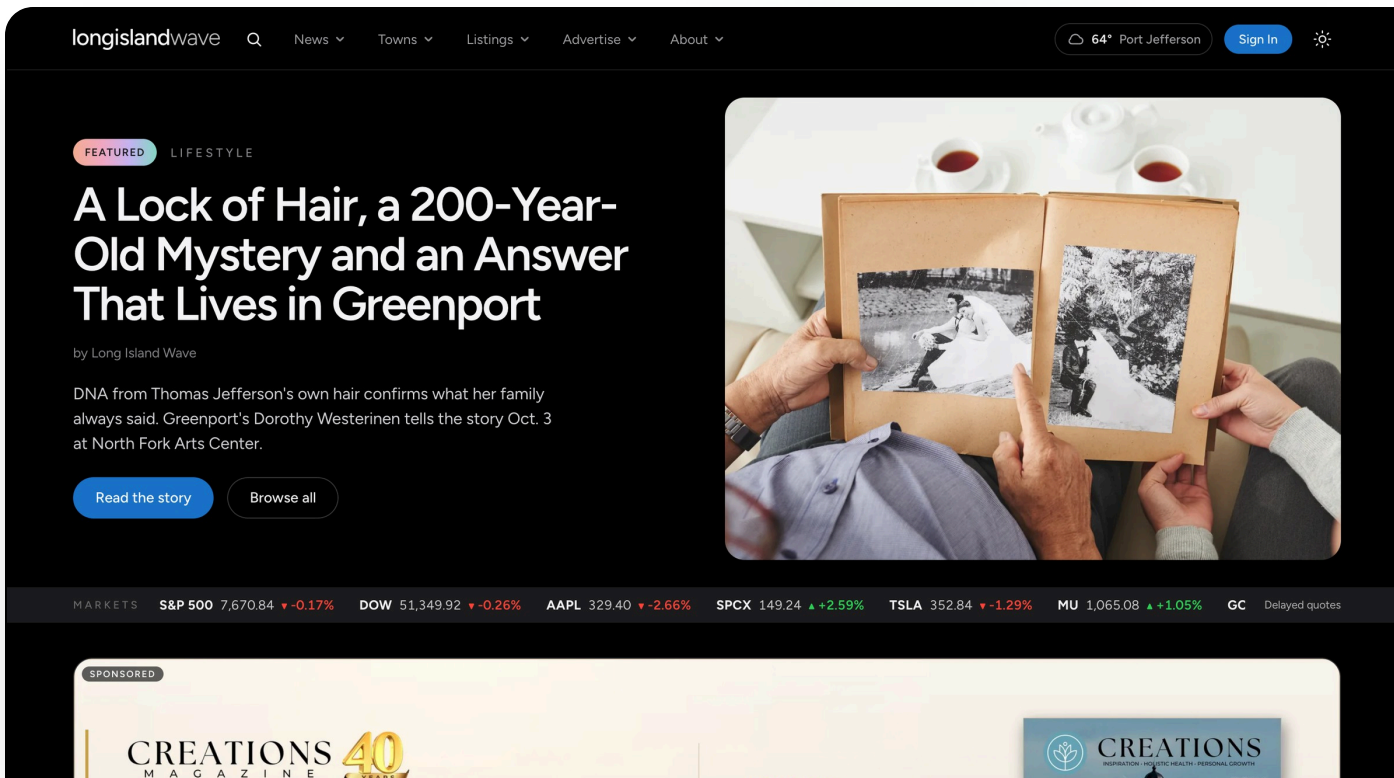
pageviews a month

82%

of visitors in New York

26

town pages



WHO READS LONG ISLAND WAVE

A local audience that arrives already local.

Our readers live here. They come for what is opening, where to eat, what to do this weekend and what is changing in their town, and they are looking for the practices, restaurants, shops and services around them.

 37,300 pageviews a month on longislandwave.com	 31,300 visits a month	 82% of site visitors are in New York State
 15,700 social followers: 11,255 on Instagram, 4,470 on Facebook	 1,230 local stories since 2021, 177 in the last 30 days	 26 town pages, from Great Neck to Montauk

EVERYWHERE A LONG ISLANDER READS

The website

longislandwave.com, published daily,
free to read with no paywall.

Social

Daily posts on Instagram, Facebook,
LinkedIn and X.

The apps

LI Wave for iPhone and Android, free on
the App Store and Google Play.

The calendar

349 local events across Nassau and
Suffolk, and counting.

The Weekly Wave

Our newsletter, in readers' inboxes
every Friday.

Town pages

A page for each of 26 towns, with its
own stories and events.

SECTIONS

Business

Food & Drink

Health

Beauty

Lifestyle

Events

Site figures for August 30 to September 28, 2026, from our web analytics; a visit is one session, so a reader can visit more than once. Followers as of September 28, 2026. Stories, towns and events from our publishing system.

HOW READERS FIND US

Most arrive from the local news app.

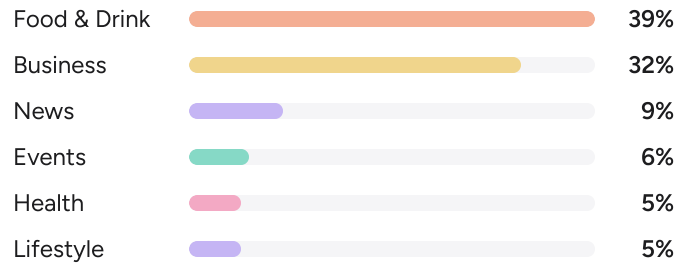


- 56% NewsBreak** The local news app sends readers straight to our stories
- 23% Direct** Readers who come to longislandwave.com on their own
- 17% Search** Google, Bing, DuckDuckGo and Yahoo
- 2% Social** Facebook, Instagram, X and LinkedIn

WHAT THEY READ

Where to eat and what is opening.

87% of all pageviews are on stories. By section:



MOST READ LAST MONTH

1	The Party City on Patchogue's Sunrise Highway Died With the Chain. Monday It Reopens as Party House.	Business · 1,438 views
2	Oceanside's Shuttered Amazon Fresh Will Reopen as a Whole Foods	Business · 1,147 views
3	Roslyn's Froyo Corner Is Back, and It Came Back Greek	Food & Drink · 1,054 views
4	A New Restaurant Is Taking Shape at the Rockville Centre Corner Where Catch 13 Went Dark	Business · 774 views
5	The Burrito Shop That Started in West Islip Just Signed Leases in Wantagh, Oceanside and Melville	Business · 747 views

August 30 to September 28, 2026. Sources are sessions by referrer from our web analytics; sections and stories are our own first-party story views.

PLACEMENTS

Built into the page, not bolted on.

Every placement is served by longislandwave.com itself. Your creative loads with the page and sits inside the reading experience. These are the live pages, with real campaigns running.

That Lives in Greenport
by Long Island Wave

DNA from Thomas Jefferson's own hair confirms what her family always said. Greenport's Dorothy Westerinen tells the story Oct. 3 at North Fork Arts Center.

[Read the story](#) [Browse all](#)

MARKETS S&P 500 7,670.84 ▼ -0.17% DOW 51,349.92 ▼ -0.26% AAPL 329.40 ▼ -2.66% SPCX 149.24 ▲ +2.59% TSLA 352.84 ▼ -1.29% MU 1,065.08 ▲ +1.05% GC Delayed quotes

SPONSORED

CREATIONS 40 YEARS
MAGAZINE
THE NEW ISSUE • OUT NOW
Holistic health, spirit

IN THIS ISSUE

- A Lesson in Impermanence
- Can We Get Better at Navigating Loss?

CREATIONS
INSPIRATION • HOLISTIC HEALTH • PERSONAL GROWTH
This Fall, Start Your Journey Today
Subscribe Now
A Lesson in Impermanence
Can We Get Better at Navigating Loss?

The homepage: a wide banner directly under the lead story.

SPONSORED

IM len marks photography
HUNTINGTON • LONG ISLAND
Premier Headshot Photographer
Headshots and lifestyle portraits from a studio in Huntington
[Book a session](#) 316 New York Ave., Huntington • 631-567-1215

The DNA finding that made national news last week, the one that put a number on the oldest argument in American history, runs through a house in Greenport. Dorothy Westerinen, who lives in the village, descends from Eston Hemings, the youngest son of Sally Hemings, the enslaved woman who lived at Monticello. Her family has said for generations that Eston's father was Thomas Jefferson. As of last Tuesday, the Smithsonian says the chance they are right is 99.9 percent.

That figure comes from a 15-year investigation led by Richard Kurin, a Smithsonian Distinguished Scholar and Ambassador-at-Large, and it is chronicled in his book *History by a Hair: Thomas Jefferson, Sally Hemings and Solving a 200-Year-Old Mystery*, published September 23 by Dutton Random House. On Saturday, October 3, Kurin

A family of places on the North Shore.
FOUR RESTAURANTS • A BUTCHER • MORE
[See our photos](#)

A story: a banner above the first paragraph, squares in the rail.

RIGHT NOW 64° Overcast
STORIES 51 About the town
LAST COVERED September 26, 2026
COMING UP 1 event

LATEST IN HUNTINGTON
A Candy Grilled Cheese, a Two-Foot Stromboli and Huntington Egg Rolls: UBS Arena's New Menu Is Here

THE BAY BUTCHER
BUTCHER & SEAFOOD MARKET • OYSTER BAY
A house of meat.
Quality meats, fresh seafood and custom cuts on South Street.
[Order ahead](#) 98 South Street • (516) 273-6733

A town page: your banner under the town it serves.

Home: top banner	Wide	Article: inside the story	Wide
In the article grids	Square	Article: sticky side rail	Square × 2
Home: sponsor row	Square × 3	Article: at the foot	Square × 3
Article: above the story	Wide	Sections, towns, listings: top	Wide
After every form	Square × 3	Site-wide: above the footer	Wide

ADVERTISERS

Local businesses, running today.

Real campaigns live on Long Island Wave right now, as readers see them.



ALLURING AGE
ANTI-AGING & WELLNESS CENTER

Look Younger. Feel Stronger.
Live Better.

WEST ISLIP • (631) 517-0129

[Book a consultation](#)

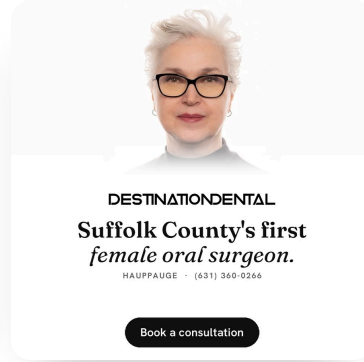


THE BAY BUTCHER

A house of meat.

98 SOUTH STREET • OYSTER BAY

[Order ahead](#)



DESTINATION DENTAL

**Suffolk County's first
female oral surgeon.**

HAUPPAUGE • (631) 360-0266

[Book a consultation](#)

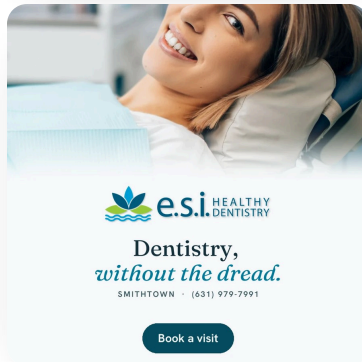


ENOLOGY
WINE BAR & BISTRO

Happy Hour

TUE TO THU • 5 TO 7 P.M.

[SEE THE MENU](#)

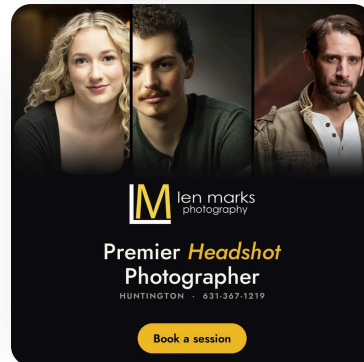


e.s.i. HEALTHY DENTISTRY

**Dentistry,
without the dread.**

SMITHTOWN • (631) 979-7991

[Book a visit](#)

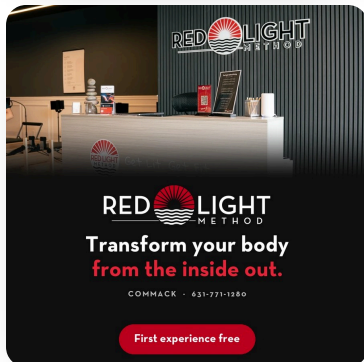


len marks
photography

**Premier Headshot
Photographer**

HUNTINGTON • (631) 367-1219

[Book a session](#)

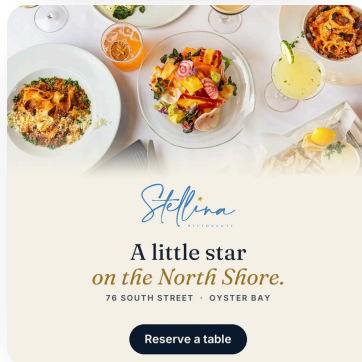


RED LIGHT METHOD

**Transform your body
from the inside out.**

COMMACK • (631) 771-1380

[First experience free](#)

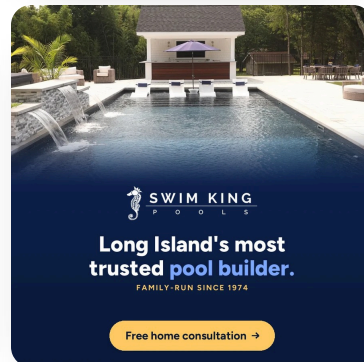


Stellina
RISTORANTE

**A little star
on the North Shore.**

76 SOUTH STREET • OYSTER BAY

[Reserve a table](#)



SWIM KING POOLS

**Long Island's most
trusted pool builder.**

FAMILY-RUN SINCE 1974

[Free home consultation →](#)

- [Alluring Age](#)
[The Audrey](#)
[The Bay Butcher](#)
[Casa Stellina](#)
[Destination Dental](#)
[e.s.i. Healthy Dentistry](#)
- [Enology Wine Bar & Bistro](#)
[Help America Hear](#)
[HOSHI](#)
[L'Étoile](#)
[Len Marks Photography](#)
- [Long Island Health & Wellness Society](#)
[Long Island Video](#)
[Melville Chamber of Commerce](#)
[MSM Surface Pro](#)
[Pike](#)
- [Red Light Method](#)
[Stellina Ristorante](#)
[Swim King Pools](#)

PACKAGES

Pick your presence.

Start with one square, or run a banner and a square together. Every campaign comes with real impression and click counts from our own ad system.

STANDARD

One square

A 1:1 card inside the article grids, the sponsor rows and the side rail.

- Homepage, category and archive grids
- Desktop and mobile, one creative
- Real impression and click counts

ENHANCED

A banner and a square

The banner runs in every wide position and the square in every square one.

- Under the lead story, in articles, above the footer
- Wide and square positions in one campaign
- Real impression and click counts

SPONSORED ARTICLE

Your story, told properly

A feature written with you, in our editorial format and always labeled as sponsored.

- Written with our team, approved by you
- Keeps its own URL
- A permanent home in the archive

The Weekly Wave

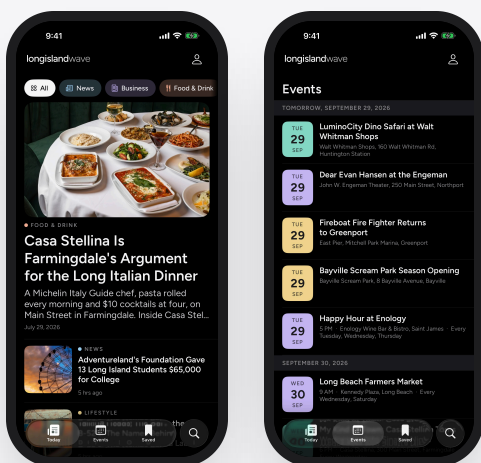
Sponsor the Friday newsletter readers asked to receive.

Town pages

Be the business readers see on the page for the town you serve.

Listings

A standing spot in the directory, the marketplace or on the events calendar.



THE APPS

LI Wave, on iPhone and Android

The whole publication as a native app, free on the App Store and Google Play: the day's stories, the events calendar and a page for every town.

Rates on request. Ask about pairing placements with a sponsored article.

CREATIVE SPECS

Two sizes. That's it.

WIDE BANNER

2250 × 750 px

3:1 · JPG, PNG or WebP

Homepage, above and inside articles, section, town and listing tops, above the footer.

3:1

SQUARE

1000 × 1000 px

1:1 · JPG, PNG or WebP

Article grids, sponsor rows, the side rail and after every form.

1:1

Keep the top-left corner clear for the small Sponsored label. No artwork? We will design the creative with you, and you approve it before it runs.

HOW IT WORKS

1

Tell us who you want to reach and when.

2

Send artwork, or we design it with you.

3

You approve it, and it goes live within a few business days.

4

Get real impressions and clicks from our own ad system.

longislandwave

Advertise on Long Island Wave

Tell us about your business and we will put together a plan and rates.

REQUEST RATES

longislandwave.com/advertisement-opportunities

THE MEDIA KIT ONLINE

longislandwave.com/media-kit