



media kit
2025

OUR WEBSITE

Locally produced since 1998

- Comprehensive area travel guide
- Weddings & special events guide
- Picture of the Day (POTD)
- Blog containing over 20 years of local history & events
- Event calendar

We proudly host



OUR WEBSITE

When someone wants to know everything about Cape May, CapeMay.com has the answers.

Free Online Travel Guide

CapeMay.com provides the most comprehensive free travel guide for the entire Cape May area, covering every aspect of Cape May from accommodations to beach rules, restaurants to daily events, wedding planning to parking.

Static – no videos

Picture of the Day

Our Picture of the Day changes every single day, with auto feeds to Facebook, Bluesky, and our mailing list, creating a daily stream of traffic to the website.

It is our most popular feature!

Event Calendar

With hundreds of Cape May events, from city parades to nightclub bands, from birds to singers to craft shows, our calendar covers them all.

It is one of our biggest organic traffic drivers.

Up-to-date USCG Info

Cape May hosts Tracen Cape May, the only Coast Guard training center in the U.S. Every week several hundred Coast Guard cadets graduate from the center. Because their families want to attend, CapeMay.com has a section devoted to the kind of information they want and need.

High Tide

Our Cape May blog contains evergreen content that goes back to our founding in 1998 through today.

It drives a steady stream of visitors to CapeMay.com through organic search engine traffic and referral links.



SITE TRAFFIC

CapeMay.com has year-round traffic with the heaviest in July.

1.1 MILLION

active annual users

November 2023–November 2024

4.8 MILLION

pageviews on desktop & mobile

November 2023–November 2024

23.4K

Instagram followers to drive site traffic and increase brand recognition

November 2024

OUR AUDIENCE

The majority of our traffic is US-based and comes from New York, New Jersey, and Pennsylvania.

USA (1M+ VISITORS)

with international traffic from Poland, Canada, UK, India, Germany & Italy

TOP STATES

New York, New Jersey, Pennsylvania, Virginia, Florida, Georgia, Ohio, Massachusetts, North Carolina, Michigan

TOP MAJOR CITIES

New York (250k), Philadelphia (85k), D.C. suburbs (37.6k), Boston (19k)

66% MOBILE TRAFFIC

primarily iOS. 31% desktop, 2.4% tablet

November 2023–November 2024

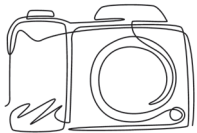


TRAVEL GUIDE

ACCOMMODATIONS

Available for hotels, guest houses, B&Bs, and campgrounds.

- Horizontal photograph (350px x 233px)
- Accommodation name
- Address and phone number
- Website link



We are happy to take pictures if you don't have marketing photos available. Licenses for other photo use are available.

CapeMay.com

PLAN ▾ STAY ▾ THINGS TO DO ▾ EXPLORE ▾

HOME / WHERE TO STAY / CAPE MAY BED AND BREAKFAST INNS




BED & BREAKFAST INNS

Cape May's B&Bs are upscale accommodations, most located in historic Victorian houses. They offer either a seated or continental breakfast and the convenience of an on-site innkeeper to help with the details of your visit.

Select B&Bs also offer an afternoon tea. Some are decorated with period antiques and furniture, while others are modernized for the contemporary traveler. Cape May's bed and breakfast inns are air conditioned and offer a variety of amenities. They're an ideal choice for couples, weekend getaways with friends, and families with well-behaved children.

CapeMay.com does not receive commission from bookings made via our website. We send you to the accommodation so you can book them and get the best rates!

Featured Cape May B&Bs

- 
The Harrison
- 
Wilbraham Mansion
- 
The Mainstay Inn
635 Columbia Street
Cape May
609-884-8690
[Visit website to book](#)

Featured Hotels and B&Bs

For increased visibility, a position at the top of the page in addition to the alphabetical directory. Available slots: 6 per section

Specs

- JPEG, PNG, or GIF
- 500px x 333px on desktop

CAPE MAY DINING

Grana BYOB

Grana BYOB is a sixty eight seat dream of our executive chef/owner Carl Messick. We utilize local and seasonal ingredients to produce our vision of modern American cuisine. Located at 413 South Broadway in Cape May, Grana BYOB is taking a minimalist approach to fine dining. We will strive to never compromise on quality in our restaurant. No matter what time of year, you can be sure you're eating the best of the season.



American Dinner Fine Dining Seafood Vegetarian



Location

413 South Broadway
Cape May, NJ 08204

Phone

609-849-9255

Hours

Open Year-round. Please call or link
to our website for current hours

[Visit our website](#)

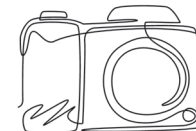
Restaurant features: BYOB, Cape May
Restaurants, Open year round

TRAVEL GUIDE

GUIDEBOOK

Available for restaurants,
shops, activities & weddings.

- Business name
- Description
- Logo
- Contact information
- Basic hours (e.g. seasonal)
- Website link
- Gallery with up to 10 images



We are happy to take pictures if you don't have marketing photos available. Licenses for other photo use are available.

Featured Business

For additional visibility on the section's opening page! Available slots: 4 per guidebook section

AD ZONES

Image-based ads that direct traffic to your website.



First Page Spotlinks

Premium visibility at the top of our first page. Dedicated zone for 100% visibility; limit 5. **Sold out for 2025**

Specs

- JPEG, PNG, or GIF
- 200px x 150px



First Page rectangles

Two shared zones (max. X ads) on our first page.

Specs

- JPEG, PNG, or GIF
- 300px x 250px



POTD & Blog sidebars

One shared zone (max. X ads) in each sidebar. Available separately or together.

Specs

- JPEG, PNG, or GIF
- 300px x 250px

Consistent sizing makes it easy to switch your campaign between these zones or upgrade to multiple.

Design ads to spec in RGB color mode with no crop marks or bleeds. Avoid tiny type as ads will be displayed on multiple device types and this can affect legibility. We are not able to support video or animated ads. Design services are available for an additional fee.

PLAN. STAY. PLAY. EXPLORE.



CapeMay.com

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