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Northeast Media Group and Cape Cod Life Publications Form New England Media Powerhouse

Strategic 2026 partnership expands regional television and glossy publication portfolios ahead of full proposed 2027 merger.

PLYMOUTH & MASHPEE, Mass. - August 4, 2026 - Northeast Media Group LLC (NMG) and Cape Cod Life Publications LLC (CCLP) today announced a strategic partnership uniting two of New England's most trusted regional media companies into a single multi-platform powerhouse.

Beginning in 2026, NMG and CCLP will operate as integrated partners across print, digital, and broadcast television, offering a unified platform for advertisers to reach audiences throughout Cape Cod and New England. A full corporate merger is in negotiation for 2027.

Together, NMG and CCLP leverage over a combined century of regional storytelling. CCLP, founded in 1979, is the premier lifestyle authority for the Cape and Islands, while NMG's roots include the *New England Outdoors* television block and the *New England Boating* and *New England Fishing* brands.

A Multi-Platform Television Powerhouse

The *New England Outdoors* television block continues its primetime Sunday broadcasts on NBC Sports Boston. The lineup is expanding with two new series: *Coastal Lifestyle New England Television* and *The New England Golf Trail*, joining favorites like *Explore New England*, *New England Boating*, and *New England Fishing*.

- *Coastal Lifestyle New England Television* a new show bringing the expanded *Coastal Lifestyle New England* magazine to life on screen.
- *The New England Golf Trail* (formerly *New England Golf & Leisure*) a new series exploring the region's premier golf destinations.

The block will also feature new episodes of three established fan favorites - *Explore New England*, *New England Boating*, and *New England Fishing* - giving sponsors and destination

marketing organizations (DMOs) more ways than ever to connect with NMG and CCLP's combined editorial and production teams and bring their destinations to life on screen.

An Expanding, High-End Publications Portfolio

The combined publications portfolio now includes high-end glossy titles *Coastal Lifestyle New England* and *Coastal HOME New England*, alongside CCLP's heritage titles. The expansion also marks the debut of a new New England Outdoors Magazine, launching later this year as a seasonal publication.

These new regional titles join CCLP's existing, nearly 50-year-old print portfolio - *Cape Cod LIFE*, *Cape Cod HOME*, *Cape Cod ART*, and *Cape Cod DOG* and NMG's growing digital hub at MyNortheastGuide.com, creating one of the most comprehensive regional media portfolios in New England.



Digital Innovation: New England Outdoors and MyNortheastGuide

Central to this expansion is the launch of the new New England Outdoors Magazine and the MyNortheastGuide search engine (<https://directory.mynortheastguide.com/>). MyNortheastGuide is a one-of-a-kind interactive, immersive search engine designed to connect our outdoor audience with our "best of the Northeast" business partners, advertisers, and pre-screened editors' best bets for exploration.

Leadership Perspectives

Julie Wagner, Publisher, Cape Cod Life Publications, said the partnership was built to grow, not shrink, what both companies offer:

"Cape Cod Life has spent almost five decades earning the trust of our readers and advertisers on the Cape and Islands. When we sat down with the Northeast Media Group team, the easy path would have been to cut overlapping titles and channels. Instead, both leadership teams chose to expand on our combined strengths. *Coastal Lifestyle New England* and *Coastal HOME New England* exist because we protected what works and built on top of it, rather than losing our roots."

David Dauer, COO, Northeast Media Group, said the partnership reflects a deliberate strategy to multiply strengths rather than eliminate them:

"We could have simplified this partnership by trimming down to one title here or one show there. Instead, our leadership teams looked at where our strengths overlapped - broadcast, print, digital — and asked how we could turn that overlap into something bigger. That thinking is why we're launching two new television series and a brand-new magazine instead of just merging what already existed. It's a genuinely one-of-a-kind multi-platform lineup for New England advertisers."

Eric Brust Akdemir, Publisher, *Cape Cod & The Islands Magazine*, said the expansion into *Coastal Lifestyle New England* is a direct result of that strategic thinking:

Coastal Lifestyle has always been about capturing the aspirational, design-driven side of coastal living. This partnership let us take that further than we could have on our own — not just a bigger magazine, but a companion television series that brings the same sensibility to screen. It's proof that combining two companies thoughtfully can create something neither could have built alone.

Steve Wyman, CMO Northeast Media Group and Executive Producer of *New England Outdoors*, said:

"Integrating our platforms allows us to provide a truly seamless experience for our audience. By launching the new ***New England Outdoors*** magazine, New and the MyNortheastGuide directory, we are building an immersive digital ecosystem that connects outdoor enthusiasts directly with the region's top partners, destinations, and expert recommendations."

What This Means for Advertisers and Partners

- A single point of contact for planning across print, digital, broadcast television, and custom video production.

A weekly, primetime Sunday-night broadcast home on NBC Sports Boston, with encore broadcasts on NBC Boston, now featuring two new series *Coastal Lifestyle New England Television* and *The New England Golf Trail* - alongside new episodes of *Explore New England*, *New England Boating*, and *New England Fishing*.

An expanded, high-end publications portfolio including the seasonal glossy titles *Coastal Lifestyle New England* and *Coastal HOME New England*, plus the debut of a new *New England Outdoors Magazine* (launching later this year, moving to a four-issue seasonal schedule in 2027).

- Combined broadcast reach of more than 4 million households across Massachusetts, Rhode Island, Connecticut, Maine, New Hampshire, and Vermont.
- An affluent, highly engaged print and digital audience - Cape Cod Life readers report an average household net worth of \$769,450, with 80% homeowners and a primary readership between ages 50-69.
- A growing digital hub at MyNortheastGuide.com, alongside lifestyle websites averaging 50,000+ monthly unique visitors each.
- Customized destination marketing partnerships for DMOs looking to pair with NMG and CCLP's combined editorial and production teams.
- A phased rollout: an integrated 2026 advertising and sponsorship platform, building toward a full 2027 merger of the two companies.

About Northeast Media Group LLC

Northeast Media Group LLC, formerly Blueview Productions, is a full-service, multi-platform media company based in Plymouth, Massachusetts, delivering premium storytelling across broadcast television, print, digital, and custom video production throughout New England. NMG's television portfolio includes *New England Boating*, *New England Fishing*, *Explore New England* (www.explorenewengland.tv), and the *New England Outdoors* television block, broadcasting weekly in primetime on Sunday nights, 52 weeks a year, on NBC Sports Boston with encore broadcasts on NBC Boston. NMG also operates MyNortheastGuide.com, a growing digital destination hub and business directory for the region.

About Cape Cod Life Publications LLC

Founded in 1979 by Brian Shortsleeve, Cape Cod Life Publications LLC is the original lifestyle media company of Cape Cod and the Islands. Headquartered in Mashpee, Massachusetts, the company publishes *Cape Cod LIFE*, *Cape Cod HOME*, *Cape Cod ART*, *Cape Cod DOG*, and the *Cape Cod Life Seascapes Calendar*, along with its digital platform at capecodlife.com, delivering award-winning storytelling and photography to an affluent, highly engaged regional readership for nearly 50 years.

About Coastal Lifestyle New England

Coastal Lifestyle New England, formerly **Cape Cod & The Islands Magazine**, under the direction of Eric Brust Akdemir, is evolving into a high-end glossy publication celebrating the people, places, and experiences that define coastal living across New England. Alongside its sister titles, **Coastal Celebrations New England**, **Coastal HOME New England**, and its new companion television series, **Coastal Lifestyle New England Television**, the brand is expanding its editorial and advertising footprint beyond Cape Cod to reach design and destination-minded audiences throughout the region.



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