

(201) BRIDE

PART OF THE USA TODAY NETWORK

Bergen's *first* and *only* bridal magazine



MEDIA KIT
2019

The number one planning tool for North Jersey brides-to-be!

(201) BRIDE is a wedding publication that is incredibly unique within the region and state. From cover to cover, (201) BRIDE offers an environment that is free from clutter and perfect for businesses like yours. Classic design. Exquisite photography. Glossy paper stock. Your ad will stand out here!

Our editorial is second-to-none.

Here are just a few of the unique features that are planned for 2019:

- Style pages of exciting ideas for the bride-to-be
- Wonderful Honeymoons
(Visiting the greatest wonders of the world)
- Flowers, Cakes, Gowns
- Bergen Weddings
- And much more!

Two big advertising opportunities in 2019.

JANUARY | WINTER/SPRING EDITION

PUBLICATION DATE: 1-16-2019

AD SPACE: 11-30-18 | CAMERA READY: 12-22-18

JUNE | SUMMER/FALL EDITION

PUBLICATION DATE: 6-12-2019

AD SPACE: 4-26-19 | CAMERA READY: 5-21-19



Reaching brides-to-be in Bergen, North Jersey... and beyond.

(201) BRIDE – and your advertisement – will be seen by future brides, their husbands-to-be and their families living in seven counties: Bergen County, Morris, Essex, Hudson, Passaic, Sussex and Rockland (N.Y.)

- Copies will be distributed from the bridal registries of some of the area's top retailers, including Bloomingdale's, Macy's and Neiman Marcus.
- Copies will be handed out at bridal events in New Jersey throughout the year.
- Copies will be distributed at elegant shops, boutiques and other wedding-related businesses.
- Finally, (201) BRIDE will be mailed to thousands of local brides-to-be who are planning their big event in the area.
- Total distribution per issue: 15,000 copies



AD SIZES

FREQUENCY+	1 X	2X
Two-Page Spread *	\$4,850	\$4,490
Full Page *	\$2,695	\$2,495
2/3 Page	\$2,025	\$1,875
1/2 Page	\$1,595	\$1,475
1/3 Page	\$1,150	\$1,065
1/4 Page	\$890	\$825
1/6 Page	\$655	\$605
1/12 Page	\$385	\$355
Resource Guide only	\$249	\$249

* FULL PAGES or LARGER are eligible for a bonus Resource Guide listing which includes a photograph and 40 words of descriptive copy highlighting your business.

The three Resource Guide categories to choose from are “Reception Halls,” “Pre-Wedding Venues,” and “Services.”

Ads requiring design work may be subject to an additional charge.

All pages are full color, printed on glossy, 50 lb. stock.

Rates are net. Trim size: 8.375” x 10.5

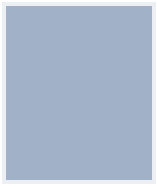
All new accounts default to prepay (cash with copy). Accounts may submit a credit application. A review of the application will be done and a credit limit will be determined. Agencies are also required to fill out an agency recognition form.

PREMIUM POSITIONS

FREQUENCY+	1 X
Inside front — 100 lb. cover	\$2,995
Page 1	\$2,995
Page 3	\$2,745
Opposite Contents	\$2,745
Opposite Masthead 1	\$2,625
Opposite Masthead 2	\$2,625
Opposite Editor’s Note	\$2,625
Inside back cover — 100 lb. cover	\$2,745
Back cover — 100 lb. cover	\$3,115
Z-Fold Front Cover — 100 lb. cover	\$5,820
Barn Door Fold-Out cover — 100 lb. cover	\$5,820

SPECIAL ADVERTISING

For pricing on supplied inserts, bind-in/blow-in cards, gatefold ads and more, please call (201) 646-6955.



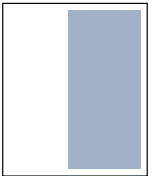
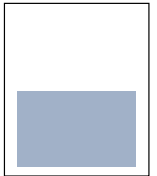
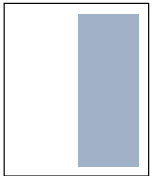
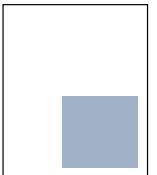
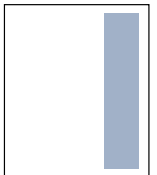
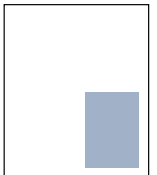
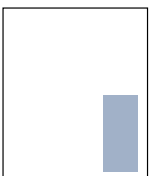
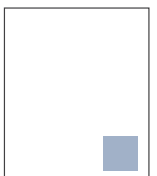
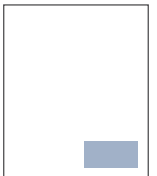
FULL PAGE BLEED
8.625" X 10.75"

TYPE SAFETY: 7.375" X 9.5"
TRIM SIZE: 8.375" X 10.5"



TWO-PAGE SPREAD WITH BLEED
17.25" X 10.75"

TYPE SAFETY: 14.75" X 9.5"
GUTTER SAFETY: .5"
TRIM SIZE: 16.75" X 10.5"

 <p>2/3 PAGE VERTICAL 4.833" X 9.5"</p>	 <p>1/2 PAGE HORIZONTAL 7.375" X 4.664"</p>	 <p>1/2 PAGE VERTICAL 3.562" X 9.5"</p>
 <p>1/3 PAGE SQUARE 4.833" X 4.664"</p>	 <p>1/3 PAGE VERTICAL 2.292" X 9.5"</p>	 <p>1/4 PAGE 3.562" X 4.664"</p>
 <p>1/6 PAGE VERTICAL 2.292" X 4.664"</p>	 <p>1/12 PAGE SQUARE 2.292" X 2.257"</p>	 <p>RESOURCE GUIDE 3.56" X 1.6"</p>

PRODUCTION REQUIREMENTS

PREFERRED FILE TYPE

Adobe Acrobat® PDF prepared at print resolution output with fonts embedded.

All PDF files should be accompanied by a matchprint proof.

For other file type submissions, please contact your account executive for alternate file type options.

UNACCEPTABLE FILE TYPES

Native files in Microsoft PowerPoint, Microsoft Publisher, or Word Perfect format cannot be accepted at this time. Microsoft Word documents may be submitted as a source of text content for an ad, but not as a format for a final file.

Website images and logos are low-resolution and not acceptable.

Color Modes and Trapping

Prepare all finished color content in CMYK mode. RGB and Lab colors are not accepted. Pantone (PMS) or other spot colors must be converted to CMYK, unless a fifth color has been ordered.

Trapping is the responsibility of the advertising agency or designer.

GRAPHICS/IMAGES RESOLUTION

Supply images in one of these formats: TIFF, EPS or JPEG, minimum 300 ppi (pixels per inch).

Bitmapped images minimum resolution 1200 ppi.

Image size must be 100% of the size it will print. Enlarging images may result in a loss of quality

DELIVERY METHODS

Email: northeastcreative@gannett.com

Via Web Browser

Contact your account executive for upload access to our ad database.

FTP Upload

An FTP site is available for larger file uploads. Please e-mail northeastcreative@gannett.com for instructions.

Via Subscriptions Services

AdSend (NJPAS)

Physical media, disks and color-match proofs can be mailed to:

North Jersey Media Group,
Attention Magazine Production,
1 Garret Mountain Plaza,
Woodland Park, NJ 07424-0471

Ads requiring custom design work may be subject to an additional fee.