Celebrating our 16th year, we are the only monthly magazine in Bergen County, known for our oversized format, generous editorial and premium stock.

Our unique and original editorial features include fashion, home, personalities, lifestyle, beauty, social, health, history, food and dining coverage that’s of special interest to the Bergen audience.
Connected to New York City by the George Washington Bridge, Bergen County is home to the NY Giants, NY Jets, Samsung, LG, Unilever and others.
50,000+
mailed
circulation
to routes that
include HH
income of
$190K
or greater

Serving one of the
country's wealthiest
regions —
BERGEN COUNTY, NJ —
and one of the
wealthiest towns,
ALPINE

Bergen County has one of
the top zip codes in the
country for retail sales
PARAMUS
Target Bergen County’s affluent audience with one advertising buy

- **63%** MARRIED
- **27%** NEVER MARRIED
- **87%** WHITE COLLAR EMPLOYED
- **68%** BACHELOR DEGREE +

- **49%** MALE
- **51%** FEMALE
- **43** MEDIAN AGE
- **$361K** AVERAGE OF HIGHEST CARRIER ROUTE

- **$718K** MEDIAN HOME VALUE
- **61%** OWNER/OCCUPIED WITH MORTGAGE/LOAN
- **27%** OWNER/OCCUPIED FREE AND CLEAR

- **$3,006,278,207** ANNUAL CONSUMER EXPENDITURES

**JANUARY**
The Health Issue  
In-home date: 1.1.20  
Ad Space: 11.22  
Ad Materials: 11.22  
Camera Ready: 1.21  
Ad Sections: Professional Profiles, Camps, (201) Estates

**FEBRUARY**
The Media & Entertainment Issue  
In-home date: 2.5.20  
Ad Space: 12.27  
Ad Materials: 12.27  
Camera Ready: 1.15  
Ad Sections: Romantic Dining, Camps, (201) Estates

**MARCH**
Best of Bergen Issue  
In-home date: 3.4.20  
Ad Space: 1.24  
Ad Materials: 1.24  
Camera Ready: 2.12  
Ad Sections: Style & Beauty, Camps, Landscaping & Pools, Bergen Restaurants, (201) Estates

**APRIL**
The Family Issue  
In-home date: 4.1.20  
Ad Space: 2.21  
Ad Materials: 2.21  
Camera Ready: 3.31  
Ad Sections: Women in Business, Camps, (201) Estates

**MAY**
The Moms & Grads Issue  
In-home date: 5.6.20  
Ad Space: 3.27  
Ad Materials: 3.27  
Camera Ready: 4.15  
Ad Sections: Getting to Know Ridgewood, Mother’s Day Dining, Financial Advisors, (201) Estates

**JUNE**
The Dynamic Duos & Dads Issue  
In-home date: 6.3.20  
Ad Space: 4.24  
Ad Materials: 4.24  
Camera Ready: 5.13  
Ad Sections: (201) Estates

**JULY**
The Sports Issue  
In-home date: 7.1.20  
Ad Space: 5.22  
Ad Materials: 5.22  
Camera Ready: 6.30  
Ad Sections: Professional Profiles, (201) Estates

**AUGUST**
The Education Issue  
In-home date: 8.5.20  
Ad Space: 6.26  
Ad Materials: 6.26  
Camera Ready: 7.15  
Ad Sections: Senior Living, Back-to-School, (201) Estates

**SEPTEMBER**
The Fall Fashion Issue  
In-home date: 9.2.20  
Ad Space: 7.24  
Ad Materials: 7.24  
Camera Ready: 8.12  
Ad Sections: Getting to Know Ridgewood, Landscaping & Pools, Style & Beauty, (201) Estates

**OCTOBER**
The Arts & Entertainment Issue  
In-home date: 10.7.20  
Ad Space: 8.28  
Ad Materials: 8.28  
Camera Ready: 9.16  
Ad Sections: (201) Top Family Doctors & Dentists, (201) Estates

**NOVEMBER**
The Food Issue  
In-home date: 11.4.20  
Ad Space: 9.25  
Ad Materials: 9.25  
Camera Ready: 10.14  
Ad Sections: Private & Parochial Schools, Bergen’s Top Chiropractors, Holiday Dining, (201) Estates

**DECEMBER**
The Holiday Issue  
In-home date: 12.2.20  
Ad Space: 10.23  
Ad Materials: 10.23  
Camera Ready: 11.11  
Ad Sections: Holiday Style Showcase, Business Profiles, Holiday Dining, (201) Estates

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**2020 SPECIAL EDITIONS**

(201)’S BEST OF BERGEN GUIDE  
Published Annually  
Distributes through area businesses and showcases the Best of Bergen winners.  
In-home date: 4.15.20  
Ad Space: 3.6 | Ad Materials: 3.6  
Camera Ready: 3.25

(201)’S BEST OF BERGEN GUIDE  
Published Annually  
Distributed with June (201)  
In-home date: 6.3.20  
Ad Space: 4.24  
Ad Materials: 4.24  
Camera Ready: 5.13  
(201) Health is filled with features on health, wellness, fitness and better living in Bergen County. Also features Bergen’s Top Doctors and Dentists.

(201)’S BEST OF BERGEN GUIDE  
Published Annually  
Distributed with October (201)  
In-home date: 10.7.20  
Ad Space: 8.28  
Ad Materials: 8.28  
Camera Ready: 9.16  
(201) Home features coverage of residential interior and exterior design in Bergen.

(201)’S BEST OF BERGEN GUIDE  
Published Annually  
Distributed with May (201)  
In-home date: 5.6.20  
Ad Space: 3.6  
Ad Materials: 3.6  
Camera Ready: 4.15  
(201) Home features coverage of residential interior and exterior design in Bergen.

---

**RATES**

2020  
1 Garret Mountain Plaza, Woodland Park, NJ 07424  
(201) 646-6955
### FULL-PAGE PREMIUM POSITIONS

<table>
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<th>9 X</th>
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<td>$5,685</td>
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<tr>
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<tr>
<td>Inside back (on 100 lb. cover)</td>
<td>$5,460</td>
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<td>$4,725</td>
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*All full-page premium positions include 40,000 digital impressions on NorthJersey.com

### AD SIZES

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<td>$1,535</td>
<td>$1,470</td>
<td>$1,390</td>
<td>$1,295</td>
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</tbody>
</table>

*Includes 40,000 digital impressions on NorthJersey.com

### SPECIALTY ADVERTISING IN PRINT AND DIGITALLY

- **Z-FOLD** $10,284
- **BARN DOOR** $10,284
- **COVER TIP** $4,995
  - Both give you dramatic, multi-page exposure right off the front cover.
  - Your ad will be the first one readers see via this peel-away magazine insert.

- **FULL-PAGE PERFORATED INSERT CARDS, AND MORE**
  - For pricing on supplied inserts, bind-in or blow-in cards, gatefold ads and more, please call (201) 646-6955.

### INSERT

- **RECIPE CENTRAL**
  - We can print or you can supply; an insert can bind or glue inside (201) or be included in a polybag.

- **CUSTOM PUBLISHING**
  - (201) can produce everything from a custom magazine to a custom section for your business.

- **EMAIL BLAST** $1,000
  - Reach our core Bergen audience via the (201) custom e-blast.

### EFFECTIVE WITH THE JANUARY 2020 ISSUE. ALL RATES ARE NET.

### NORTH JERSEY MEDIA GROUP ADVERTISING CREDIT TERMS

North Jersey Media Group’s credit terms are net 30 days. All invoices and statements are net. North Jersey Media Group will hold the advertising agency, which is considered the agent of the advertiser, primarily responsible for the payment of invoices for advertising. However, advertiser and agency have joint and several liability for payment of all invoices.

### NEW ACCOUNTS

All new accounts default to prepay (cash with copy). Agencies 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.

---

**INGREDIENTS**

- 2 ½ cups all-purpose flour
- 1 cup (2 sticks) unsalted butter cut into cubes and chilled
- 1 teaspoon salt
- 1 cup (2 sticks) unsalted butter cut into cubes and chilled
- 2 ounces cream cheese, slightly softened
- 1 15-ounce can pumpkin puree
- 4 tablespoons ice water
- 2 ½ tablespoons packed light-brown sugar
- 1 15-ounce can pumpkin puree
- 2 cups all-purpose flour
- 1 15-ounce can pumpkin puree
- 4 tablespoons ice water
- 1 15-ounce can pumpkin puree
- 2 ½ tablespoons packed light-brown sugar
- 1 teaspoon salt
- 1 cup (2 sticks) unsalted butter cut into cubes and chilled
- 2 ounces cream cheese, slightly softened

**HOW TO MAKE IT**

1. Gather dough onto the working surface, divide into two portions, shape each into a 5-inch disk, cover with plastic wrap, and chill one hour.
2. In a food processor, combine flour, sugar, and salt, and pulse a couple of times to mix well.
3. Add butter and pulse until it looks like a coarse meal. Be careful not to over-mix. Add chilled water 1-2 tablespoon at a time to mix well.
4. Add 2 tablespoons packed light-brown sugar to the flour mixture. Pulse a couple of times to combine.
5. Add chilled water 1-2 tablespoon at a time to mix well.

**SUPPLIES**

- An insert can bind or glue inside (201) or be included in a polybag.
- Everything from a custom magazine to a custom section for your business.
- Reach our core Bergen audience via the (201) custom e-blast.

---

**RECIPE CENTRAL**

- **Non-Alcoholic Eggnog (or not)**
- **Pumpkin Pie to Die For**

**INGREDIENTS**

- 2 ½ cups all-purpose flour
- 1 cup (2 sticks) unsalted butter cut into cubes and chilled
- 1 teaspoon sugar
- 1 15-ounce can pumpkin puree
- 4 tablespoons ice water
- 2 ½ tablespoons packed light-brown sugar
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- Everything from a custom magazine to a custom section for your business.
- Reach our core Bergen audience via the (201) custom e-blast.
## MECHANICAL SPECS

### PRODUCTION REQUIREMENTS

#### ACCEPTABLE FILE TYPE

Adobe Acrobat® PDF prepared at print resolution output with fonts embedded. All PDF files should be accompanied by a matchprint proof if color reproduction is a concern.

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

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

- **Via Email**
  
  Email attachments can be sent directly to your account executive or to your creative consultant.

- **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.

Physical media, disks and color-match proofs can be mailed to:
North Jersey Media Group, Attn: Magazine Production, 9th floor, 1 Garret Mountain Plaza, Woodland Park, NJ 07424

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

### MECHANICAL SPECS

<table>
<thead>
<tr>
<th>FULL PAGE</th>
<th>FULL PAGE WITH BLEED</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>Non-Bleed</td>
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<tr>
<td></td>
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<tr>
<td>TRIM SIZE: 10&quot; x 12&quot;</td>
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<table>
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<tr>
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<tr>
<td>GUTTER SAFETY:</td>
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<tr>
<td>TRIM SIZE:</td>
<td>20&quot; x 12&quot;</td>
</tr>
</tbody>
</table>

### GRAPHICS/IMAGES RESOLUTION

- **2/3 PAGE VERTICAL**
  
  5.45" x 11"

- **1/2 PAGE VERTICAL**
  
  4.025" x 11"

- **1/2 PAGE HORIZONTAL**
  
  8.3" x 5.375"

- **1/3 PAGE SQUARE**
  
  5.45" x 5.375"

- **1/3 PAGE VERTICAL**
  
  2.6" x 11"

- **1/4 PAGE VERTICAL**
  
  4.025" x 5.375"

- **1/6 PAGE VERTICAL**
  
  2.6" x 5.375"

- **1/6 PAGE HORIZONTAL**
  
  ONLY AVAILABLE IN CERTAIN POSITIONS. CONTACT US FOR DETAILS.
  
  8.3" x 1.62"

- **1/12 PAGE SQUARE**
  
  2.6" x 2.562"

- **1/12 PAGE Vertical**
  
  2.6" x 1.156"

- **1/3 PAGE VERTICAL**
  
  2.6" x 11"

- **2/3 PAGE VERTICAL**
  
  5.45" x 11"

- **2/3 PAGE VERTICAL**
  
  5.45" x 11"

- **5.45" x 5.375"**

- **1/3 PAGE VERTICAL**
  
  2.6" x 11"

- **2/3 PAGE VERTICAL**
  
  5.45" x 11"

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