The only monthly magazine in Bergen County

Serves one of the country’s wealthiest regions – Bergen County, New Jersey, and one of the wealthiest towns, Alpine

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

Bergen County has one of the top zip codes in the country for retail sales (Paramus)

50,000+ mailed circulation to postal routes with HHI of $190K or greater

AAM-audited

100% original editorial includes: fashion, home, personalities, lifestyle, socials, health, sports, food and dining, and more

Oversized format, generous editorial premium paper stock

50,000+ mailed circulation to postal routes with HHI of $190K or greater

AAM-audited

100% original editorial includes: fashion, home, personalities, lifestyle, socials, health, sports, food and dining, and more

Oversized format, generous editorial premium paper stock

Bergen County's first and only monthly magazine

USA TODAY NETWORK

Bergen County’s first and only monthly magazine

USA TODAY NETWORK

Bergen County’s first and only monthly magazine

USA TODAY NETWORK
JANUARY
The Health Issue
In-home date: 1.2.19
Ad Space: 11.16
Ad Materials: 11.16
Camera Ready: 12.12
Ad Sections:
Professional Profiles, (201) Estates, Camps

APRIL
The Food Issue
In-home date: 4.3.19
Ad Space: 2.14
Ad Materials: 2.14
Camera Ready: 3.13
Ad Sections:
Women in Business, (201) Estates, Camps

JULY
The Celebrating New Jersey Issue
In-home date: 7.3.19
Ad Space: 5.17
Ad Materials: 5.17
Camera Ready: 6.12
Ad Sections:
Professional Profiles, (201) Estates

OCTOBER
The Fall Issue
In-home date: 10.2.19
Ad Space: 8.16
Ad Materials: 8.16
Camera Ready: 9.11
Ad Sections:
(201) Estates
(201) Top Family Doctors & Dentists

FEBRUARY
The Arts & Entertainment Issue
In-home date: 2.6.19
Ad Space: 12.21
Ad Materials: 12.21
Camera Ready: 1.16
Ad Sections:
Jewelry Showcase, Romantic Dining, (201) Estates, Camps

MAY
The Moms Issue
In-home date: 5.1.19
Ad Space: 3.29
Ad Materials: 3.29
Camera Ready: 4.3.10
Ad Sections:
Pampering Moms, Camps, Bergen’s Leading Financial Advisors, Mother’s Day Dining, (201) Estates

JUNE
The Summer Issue
In-home date: 6.5.19
Ad Space: 4.19
Ad Materials: 4.19
Camera Ready: 5.15
Ad Sections:
Bergen’s Top Lawyers, (201) Estates

AUGUST
The Sports & Celebrity Issue
In-home date: 8.7.19
Ad Space: 6.14
Ad Materials: 6.14
Camera Ready: 7.10
Ad Sections:
Senior Living, Back-to-School, (201) Estates

NOVEMBER
The Food Issue II
In-home date: 11.6.19
Ad Space: 9.20
Ad Materials: 9.20
Camera Ready: 10.16
Ad Sections:
Private & Parochial Schools, Bergen’s Top Chiropractors, Holiday Dining, (201) Estates

MARCH
Best of Bergen Issue
In-home date: 3.6.19
Ad Space: 1.18
Ad Materials: 1.18
Camera Ready: 2.13
Ad Sections:
(201) Estates, Style & Beauty, Camps, Landscaping & Pools, Bergen Restaurants,

JUNE
The Summer Issue
In-home date: 6.5.19
Ad Space: 4.19
Ad Materials: 4.19
Camera Ready: 5.15
Ad Sections:
Bergen’s Top Lawyers, (201) Estates

SEPTEMBER
The Fall Fashion Issue
In-home date: 9.4.19
Ad Space: 7.19
Ad Materials: 7.19
Camera Ready: 8.14
Ad Sections:
Style & Beauty, Landscaping & Pools, (201) Estates

DECEMBER
The Holiday Issue
In-home date: 12.4.19
Ad Space: 10.18
Ad Materials: 10.18
Camera Ready: 11.12
Ad Sections:
Business Profiles, Holiday Dining, (201) Estates, Holiday Gift Guide
(201) HEALTH
PUBLISHED ANNUALLY
Distribution: 50,000 via mail with June (201)
(201) Health is an in-depth magazine dedicated exclusively to health, wellness, fitness and better living in Bergen County. (201) Health also features Bergen’s Top Doctors and Dentists.
In-home date: 6.5.19
Ad Space: 4.12
Ad Materials: 4.12
Camera Ready: 5.14

(201) HOME
PUBLISHED 2X A YEAR
Distribution: 50,000 via mail with May (201) and October (201)
(201) Home provides coverage of residential interior and exterior design in Bergen.
Spring: In-home date: 5.1.19
Ad Space: 3.8
Ad Materials: 3.8
Camera Ready: 4.9
Fall: In-home date: 10.2.19
Ad Space: 8.9
Ad Materials: 8.9
Camera Ready: 9.10

(201)’S BEST OF BERGEN GUIDE
PUBLISHED ANNUALLY
Distribution: 20,000 through area businesses
(201)’s Best of Bergen Guide showcases all the winners in the (201) Magazine Best of Bergen Readers poll.
In-home date: 4.17.19
Ad Space: 3.1
Ad Materials: 3.1
Camera Ready: 3.27
(201) reaches the county’s most affluent audience with 100% original, local editorial and exquisite photography. Our coverage of influential people, style, estates, home décor, dining and charitable events showcases the best of Bergen.

DEMOGRAPHIC GROUPS*

Median Age ................................................ 43
Married .................................................. 63%
Female ................................................... 51%
Male ..................................................... 49%
Never Married........................................... 27%
Employed White Collar ............................... 87%
Bachelor Degree + .................................... 68%
Median Home Value ................................. $718,303
Owner/Occupied with Mortgage/Loan .......... 61%
Owner/Occupied Free and Clear ................. 27%
Renter Occupied ..................................... 12%
Annual Consumer Expenditures ............... $3,006,278,207

- Average HHI of (201) households: $222,284
- Bergen County is among the wealthiest counties in the nation and the average household income for households getting (201) is almost twice the Bergen County average.
- The highest carrier route has an average HHI of $361,759
- Readership of 118,620

*Sources* Alteryx/Experian, 2015 Clark, Martire & Bartolomeo, 2006
* Profile based on postal carrier routes (2015, Q2) with 100% penetration
### Average Mailed Home Delivery

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<th>TOTAL</th>
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### ZIP CODE | CITY     | TOTAL  |
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<td>Total Mailed</td>
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<td>Other</td>
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**Total Circulation**: 50,219

*(201)* is 100% mailed monthly to select postal carrier routes in Bergen with an average household income of $190,000* or greater and to other select carrier routes. The magazine is also mailed monthly to 1,000 doctor and dentist offices in the county.

Source: Alliance for Audited Media (AAM) Magazine Publisher’s Statement, 6 months ended June 30, 2016
### Advertising Rates | 2019

**FULL-PAGE PREMIUM POSITIONS** [SUBJECT TO AVAILABILITY]

<table>
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<tr>
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<th>6X</th>
<th>9X</th>
<th>12X</th>
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<tbody>
<tr>
<td>Inside front (on 100 lb. cover)</td>
<td>$5,685</td>
<td>$5,175</td>
<td>$4,920</td>
<td>$4,660</td>
<td>$4,180</td>
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<tr>
<td>Page 1</td>
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<td>$5,175</td>
<td>$4,920</td>
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<tr>
<td>Page 3</td>
<td>$5,460</td>
<td>$4,970</td>
<td>$4,725</td>
<td>$4,480</td>
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<tr>
<td>Opposite Contents pages</td>
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<td>$4,970</td>
<td>$4,725</td>
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<tr>
<td>Opposite Masthead pages</td>
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<tr>
<td>Opposite Neighbors page</td>
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<tr>
<td>Opposite Flavor page</td>
<td>$5,170</td>
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<td>$4,475</td>
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<tr>
<td>Inside back (on 100 lb. cover)</td>
<td>$5,460</td>
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* All full-page premium positions include 40,000 digital impressions on NorthJersey.com

**AD SIZES**

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<tr>
<th>FREQUENCY</th>
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Ads requiring design work may be subject to an additional charge.

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

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**SPECIALTY ADVERTISING**

**PRINT**

- **Z-FOLD** $10,284
- **BARN DOOR** $10,284
- **COVER TIP** $4,995

Both give you dramatic, multi-page exposure right off the front cover.

**DIGITAL**

- **EMAIL BLAST** $1,000
  Reach more than 40,000 addresses via the (201) e-blast audience.

**INSERT**

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.

**AND MORE**

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

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**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). 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.

---

FA-122737
Mechanical Requirements | 2019

**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 are subject to an additional fee.