



2018

MEDIA * KIT



Bergen

HEALTH & LIFE | FOOD & FASHION | HOME & HAPPENINGS

BERGENMAG.COM



WELCOME

BERGEN magazine has brought a breath of fresh air to the county. Each issue takes readers inside the lives of interesting people, some with deep roots and others who have recently settled here; into the homes of residents both down the block and across the county who provide great inspiration and ideas; and into the shops and restaurants that make Bergen such a great place to explore—from the tried-and-true to the must-see new finds.

Health, fitness, wellness and beauty remain staples for us, too, and every issue of BERGEN magazine has a strong focus on “good living.”

We’re all about “local,” and nothing epitomizes that more than our annual, much anticipated “Best in Bergen” issue in September. It’s where we showcase readers’ favorite local hangouts, products and services. And, as you can imagine, it’s an issue with tremendous shelf life and usage.

Readers and advertisers love our new wider width, our engaging story lineups and our emphasis on bold, beautiful photography of Bergen people, places and things. Every issue provides a fresh theme and environment for you to get your message out to the county’s most active, affluent and educated consumers. And BERGEN magazine is complemented by a host of exciting digital products and special events that can extend your brand farther—to the ends of the county and beyond.

We look forward to working with you in 2018 and helping your business expand and flourish!



Rita

Rita Guarna
Editor in Chief



Thomas

Thomas Flannery
Publisher



EDITORIAL DEPARTMENTS

LOCAL BUZZ: Our guide to new ideas, tips, trends and things we love in Bergen County.

HEALTH & BEAUTY: We give you an up-to-date mind, body and spirit guide to help you maintain peak health and wellness and look and feel your best. We present the latest medical news plus easy and fun ways to stay fit—and keep you out of the doctor's waiting room.

STYLE WATCH: A showcase of the trends from the runway that are making headlines, plus where to shop for them locally.

JEWELRY BOX: We present classic materials and gems crafted in striking new ways.

HOME FRONT: The latest and greatest in inspiring design, featuring products for the home—inside and out—from decorative furnishings and accessories to appliances, tile, pavers, pools and more.

TALK OF THE TOWN: What makes a community special? We highlight a different Bergen County town each month.

FOR MEN ONLY: Stories about interesting and fun places around Bergen County where men like to frequent—from cool sports bars to unique barbershops.

POWER FOOD: Discover the surprising history and health benefits of a particular food and where to buy, try or grow it—plus recipes.

TASTES: Top local restaurant reviews, stories on sustainable and organic foods, healthy recipes and more.

SPIRITS: Seasonal refreshments with a healthy twist and recipes.

GATHERINGS: Photos from recent charity and social events in the community.

BE THERE: Local must-attend community events, sports competitions, fundraisers, theater productions and more.

WHERE TO EAT: Fine, casual, family-friendly and farm-to-table dining in Bergen County.

ESCAPES: An insider review of a new, must-visit destination, including spas, yoga retreats, quiet romantic inns, landmark mansions, quaint villages and more.

BERGEN MOMENT: Iconic image of a Bergen County person or place on the last page of each issue.

CIRCULATION

BERGEN magazine is mailed to the most affluent households in Bergen County. **These are consumers with the most buying power, giving you the best potential for growing your business.**

With our qualified circulation, your ad campaign is guaranteed to reach 45,000 homes. With a public place distribution component to increase exposure and total pass-along readership of 3.5 readers per circulated copy, there are **more than 200,000 readers of each issue of BERGEN magazine.**

CIRCULATION BY TOWN

| TOWN | SUBSCRIBERS |
|-------------------|-------------|
| Allendale | 1,062 |
| Alpine | 756 |
| Bergenfield | 118 |
| Bogota | 40 |
| Carlstadt | 23 |
| Cliffside Park | 340 |
| Closter | 804 |
| Cresskill | 912 |
| Demarest | 754 |
| Dumont | 104 |
| East Rutherford | 18 |
| Edgewater | 407 |
| Elmwood Park | 47 |
| Emerson | 319 |
| Englewood | 1,377 |
| Englewood Cliffs | 881 |
| Fair Lawn | 394 |
| Fairview | 29 |
| Fort Lee | 905 |
| Franklin Lakes | 2,370 |
| Garfield | 44 |
| Glen Rock | 1,467 |
| Hackensack | 1,248 |
| Harrington Park | 425 |
| Hasbrouck Heights | 154 |

| TOWN | SUBSCRIBERS |
|-----------------|-------------|
| Haworth | 336 |
| Hillsdale | 806 |
| HoHoKus | 789 |
| Leonia | 181 |
| Little Ferry | 29 |
| Lodi | 39 |
| Lyndhurst | 39 |
| Mahwah | 2,064 |
| Maywood | 129 |
| Midland Park | 424 |
| Montvale | 815 |
| Moonachie | 11 |
| New Milford | 143 |
| North Arlington | 8 |
| Northvale | 356 |
| Norwood | 368 |
| Oakland | 671 |
| Old Tappan | 462 |
| Oradell | 583 |
| Palisades Park | 64 |
| Paramus | 1,896 |
| Park Ridge | 662 |
| Ramsey | 1,243 |
| Ridgefield | 42 |
| Ridgefield Park | 32 |

| TOWN | SUBSCRIBERS |
|------------------------|---------------|
| Ridgewood | 4,609 |
| River Edge | 508 |
| Rivervale | 710 |
| Rochelle Park | 54 |
| Rockleigh | 10 |
| Rutherford | 70 |
| Saddle Brook | 60 |
| Saddle River | 996 |
| South Hackensack | 14 |
| Teaneck | 1,374 |
| Tenafly | 1,968 |
| Teterboro | 5 |
| Township of Washington | 669 |
| Upper Saddle River | 1,764 |
| Waldwick | 470 |
| Wallington | 7 |
| Westwood | 955 |
| Wood Ridge | 34 |
| Woodcliff Lake | 952 |
| Wyckoff | 2,444 |
| Bergen Total | 44,863 |
| Outside Bergen | 675 |
| TOTAL | 45,538 |

ADVERTISING SPECIFICATIONS



AD SIZES (W X H) / INCHES

| SPACE | NON-BLEED | SAFE AREA | BLEED TRIM | BLEED ART |
|----------------------------|----------------|----------------|----------------|----------------|
| Two Page Spread | 17.5 X 10.375 | 17.5 X 10.375 | 18 X 10.875 | 18.25 X 11.125 |
| Full Page | 8.375 X 10.375 | 8.375 X 10.375 | 9 X 10.875 | 9.25 X 11.125 |
| 2/3 Page Vertical | 5.428 X 10.375 | 5.177 X 10.375 | 5.677 X 10.875 | 5.927 X 11.125 |
| 1/2 Page Horizontal | 8.375 X 4.95 | 8.5 X 4.7 | 9 X 5.2 | 9.25 X 5.45 |
| 1/2 Page Vertical | 3.95 X 10.375 | 3.7 X 10.375 | 4.2 X 10.875 | 4.45 X 11.125 |
| 1/3 Page Vertical | 2.48 X 10.375 | NA | NA | NA |
| 1/3 Page Square | 5.428 X 4.95 | NA | NA | NA |
| 1/4 Page | 3.95 X 4.95 | NA | NA | NA |
| 1/6 Page Vertical* | 2.48 X 4.95 | NA | NA | NA |

*RESTAURANTS ONLY IN WHERE TO EAT

MAGAZINE TRIM SIZE: 9" x 10.875"

SAFETY: 0.25" from trim and 0.375" from inside gutter. No text outside live area.

PRINTING AND BINDING PROCESS: Web offset; perfect-bound.

PAPER STOCK: 8 pt. gloss coated cover; 45# gloss coated text.

MATERIAL REQUIREMENTS: BERGEN magazine accepts digital files only including crop marks. All digital files must be accompanied by one set of high-quality color proofs.

DIGITAL REQUIREMENTS:

- **Acceptable file format:** Single page PDF/X-1a—PDF version 1.3 (Acrobat 4); composite CYMK; high-quality JPEG or lossless Zip compression; resolution for color and grayscale images is 300 dpi; resolution for monochrome images is 1200 dpi; and fonts are embedded and subsetted 100% as well as other characteristics. Trapping is the responsibility of the file provider. Any non-process colors are included in the file will be converted to CMYK. Conversion process may compromise the integrity of the file and waives our color guarantee.
- **Density:** Total density should not exceed 300%
- **Marks:** All marks (trim, bleed) should be included and must be located outside of live or bleed areas.

COPY RESTRICTIONS: Publisher reserves the right, at its absolute discretion and at any time, to reject advertising materials. Advertisements that simulate editorial content must be clearly labeled **ADVERTISEMENT**.

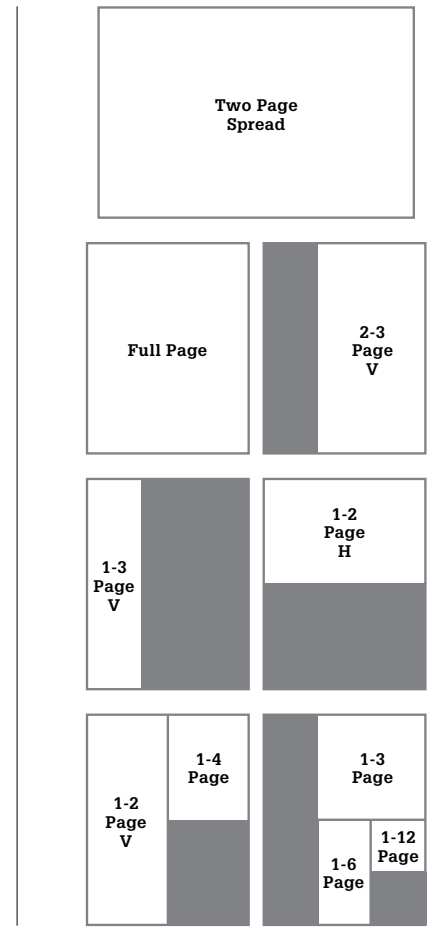
COPY RESPONSIBILITY: Advertisers are solely responsible for the content of their advertisements placed and printed. Publisher accepts no responsibility for typographical errors.

POSITION GUARANTEES: Position is guaranteed for covers only.

SUBMITTING FINAL AD MATERIALS: Space contracts, insertion orders, camera-ready copy and proofs should be addressed to:

Advertising Department, BERGEN magazine
 110 Summit Avenue, Montvale, NJ 07645 | 201.746.7806
 e-mail: jacquelynn.fischer@wainscotmedia.com

FTP upload instructions available upon request.



RATE CARD

FREQUENCY 12X: JAN, FEB, MARCH, APRIL, MAY, JUNE/JULY, AUG, SEPT, OCT, NOV, DEC, ANNUAL GUIDE

GROSS RATES

| 2017 RATES | | | | |
|-----------------|---------|---------|---------|---------|
| AD SIZE | 1X | 3X | 6X | 12X |
| Two-Page Spread | \$6,830 | \$6,145 | \$5,805 | \$5,020 |
| Full Page | \$3,795 | \$3,420 | \$3,230 | \$2,795 |
| 2/3 Page | \$2,885 | \$2,595 | \$2,450 | \$2,120 |
| 1/2 Page | \$2,355 | \$2,120 | \$1,995 | \$1,730 |
| 1/3 Page | \$1,670 | \$1,505 | \$1,420 | \$1,225 |
| 1/4 Page | \$1,325 | \$1,195 | \$1,125 | \$975 |
| 1/6 Page* | \$700 | \$645 | \$575 | \$520 |
| 1/12 Page* | \$380 | \$350 | \$310 | \$280 |

| SPECIAL POSITIONS | | | | |
|-------------------------|---------|---------|---------|---------|
| POSITION | 1X | 3X | 6X | 12X |
| Inside Front Cover | \$4,365 | \$3,925 | \$3,710 | \$3,205 |
| Page 1 | \$4,365 | \$3,925 | \$3,710 | \$3,205 |
| Opposite TOC Pages | \$4,365 | \$3,925 | \$3,710 | \$3,205 |
| Opposite Editor's Note | \$4,175 | \$3,755 | \$3,550 | \$3,070 |
| Opposite Masthead Pages | \$4,175 | \$3,755 | \$3,550 | \$3,070 |
| Inside Back Cover | \$4,175 | \$3,755 | \$3,550 | \$3,070 |
| Back Cover | \$4,555 | \$4,095 | \$3,870 | \$3,600 |

*RESTAURANTS ONLY IN WHERE TO EAT

COLOR: All rates are for four color.

BLEED: No charge for bleed. Bleed available for full pages only.

INSERTS: Rates on request.

PRODUCTION CHARGES: For advertisements requiring design, color separations, reverses, strip-ins, typesetting or artwork, a \$200 charge will be billed to the advertiser at non-commissionable rates.

CANCELLATION: Cancellations accepted with written notice if received 30 days prior to issue closing. Cancellations received less than 30 days prior to publication will be billed at the full rate.

LATE CHARGE: Advertisers will be charged \$50 for advertising materials received after the materials due date.

COMMISSIONS AND BILLING POLICIES

AGENCY COMMISSION: Recognized advertising agencies will qualify for a 15% agency commission on gross billings.

PAYMENT TERMS: In the event any invoice is not paid within 30 days, all invoices outstanding and unpaid charges shall become due and payable immediately, and the agency commission will be negated as unearned. Payments received 30 days after publication will be assessed a 1.5% monthly finance charge. Any account referred to collection shall be liable for the higher of 25% of the

amount referred to a collection agency or 33.3% of the amount referred to an attorney. The advertiser and the agency assume joint and several liability and hereby acknowledge receipt of the publisher's rates and schedules, especially as they relate to frequency discounts and agency commissions.

PREPAYMENT DISCOUNT: Advertisers who pay for their insertions at least 10 days prior to publication will qualify for a 3% prepayment discount (cannot be combined with any other discount).

SHORT RATES: In the event that advertiser or agency breaches a volume or frequency contract, any rate discount will be nullified and advertiser and agency will be charged the difference between the rates charged and the rates applicable for the volume or space actually used, in accordance with applicable rate schedules. In such event, advertiser and agency must reimburse publisher for the short rate within 10 days of publisher's invoice. Advertiser will thereafter pay for advertising at the open rate or at the newly determined rate(s) as applicable.

RATE CHANGES: Publisher reserves the right to revise advertising rates by providing 60 days advance notice.

CREDIT: Each ad must be secured with a credit card. There are two payment options: auto payment or pay by check within 30 days. If no payment is received after 45 days the card on file will be charged. Please refer to the Wainscot Advertising Contract for further terms and pre-payment discounts.

DIGITAL OPPORTUNITIES



WEBSITE/BLOG DEVELOPMENT



Your website is your home on the Internet. Make sure it has curb appeal! We'll design a website that communicates your brand appropriately and help you develop content that converts visitors into customers.

EMAIL MARKETING



3 HANDY SUMMER PACKING HACKS

Whether you're going down the shore or around the world, you want to arrive with your clothes looking as good as they did when you bought them. Here are three tips for perfect packing.

[Read More](#)



A WINDOW INTO GARMANY

We're proud to unveil our revamped website at [garmany.com](#). We've designed it to be fashionable, creative and thoughtful—an online experience worthy of the name Garmany.

[Read More](#)

Email marketing has an ROI of 38:1 according to the Direct Marketing Association. We'll help you develop both content-rich e-newsletters and promotional emails that drive traffic to your website and store.

SEO



DIGITAL MARKETING FOR LOCAL PONDS

It's essential for local businesses to rank well on search engines. We'll help you compete for relevant keywords and manage your online reputation so searchers contact your business.

SOCIAL MEDIA MARKETING



Our social media program consistently generates quality content and shares it on your social media pages, allowing you to maintain a strong presence while you concentrate on running your business.

CUSTOM PUBLICATIONS



Wainscot Media has complete editorial, design and production capabilities to help you craft the custom program that speaks directly to your target audience and captures the spirit of your business. Your stories told your way, delivered precisely to the people you need to reach—that's the power of custom publishing.

SELECT YOUR STRATEGIES

- Generate sales leads
- Build brand awareness
- Create brand preference
- Educate prospects
- Acquire new customers
- Retain existing customers
- Position yourself as an industry expert
- Educate your sales force

CHOOSE YOUR FORMAT

- Magazine
- Digital magazine
- Supplement
- Advertorial
- Event
- Newsletter

WHERE TO FIND US



COMMUNITY EVENTS

BERGEN magazine is also prominently displayed at many county community events such as BergenFest.



HIGH-IMPACT RETAIL LOCATIONS

BERGEN magazine is delivered to key hot spots in towns throughout Bergen County and beyond.

- ALLENDALE
- CARLSTADT
- CHESTNUT RIDGE
- CLIFFSIDE PARK
- CLOSTER
- CRESSKILL
- DEMAREST
- EDGEWATER
- ELMWOOD PARK
- EMERSON
- ENGLEWOOD
- FAIR LAWN
- FAIRFIELD
- FORT LEE
- FRANKLIN LAKES
- HACKENSACK
- HASBROUCK HEIGHTS
- HASKELL
- HILLSDALE
- HO-HO-KUS
- JERSEY CITY
- MAYWOOD
- MIDLAND PARK
- MONTVALE
- NORTH BERGEN
- NORTHVALE
- OAKLAND
- OLD TAPPAN
- ORADELL
- PARAMUS
- PARK RIDGE
- PASSAIC
- RAMSEY
- RIDGEWOOD
- RIVER EDGE
- ROCHELLE PARK
- RUTHERFORD
- SADDLE RIVER
- TEANECK
- TENAFLY
- WALDWICK
- WESTWOOD
- WOODCLIFF LAKE
- WOODRIDGE
- WYCKOFF

To view the complete list of locations where **BERGEN** magazine can be seen, visit bergenmag.com/find-us.

CONTACT INFORMATION

CONTACT US

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EDITORIAL/ADVERTISING CALENDAR



2018 BERGEN GUIDE

SPECIAL SECTION

- Local Leaders

Ad Close 11/10/2017

Materials Due 11/14/2017

In Homes 12/28/2017

JANUARY

THE HEALTH & FITNESS ISSUE

SPECIAL SECTIONS

- Ask the Health Professional
- Bergen Fit
- Talk of the Town: Mahwah

Ad Close 12/5/2017

Materials Due 12/7/2017

In Homes 12/31/2017

FEBRUARY

THE ROMANCE ISSUE

SPECIAL SECTIONS

- Bergen County's Top Doctors
- Bergen County's Top Dentists
- Valentine's Day Gift Guide
- Bergen Dining Guide
- Talk of the Town: Franklin Lakes

Ad Close 12/14/2017

Materials Due 12/20/2017

In Homes 1/31/2018

MARCH

THE FASHION ISSUE

SPECIAL SECTIONS

- Fashion and Beauty Showcase
- Education Planner
- Senior Living Guide
- Talk of the Town: Paramus

Ad Close 1/26/2018

Materials Due 1/30/2018

In Homes 3/2/2018

APRIL

THE HOME & GARDEN ISSUE

SPECIAL SECTIONS

- Bergen County's Top Real Estate Professionals
- Home & Garden Showcase
- Ask the Health Professional
- Talk of the Town: Fort Lee

Ad Close 2/16/2018

Materials Due 2/23/2018

In Homes 3/28/2018

MAY

THE CELEBRATIONS ISSUE

SPECIAL SECTIONS

- Moms, Dads & Grads
- Celebrations Showcase
- Outdoor Living Guide
- Plastic Surgery/Cosmetic Procedures
- Talk of the Town: Ramsey

Ad Close 3/29/2018

Materials Due 4/3/2018

In Homes 5/2/2018

JUNE/JULY

THE SUMMER ISSUE

SPECIAL SECTIONS

- Bank and Financial Institution Showcase
- Orthopedic/Sports Medicine
- Talk of the Town: Rutherford

Ad Close 4/26/2018

Materials Due 4/30/2018

In Homes 6/1/2018

AUGUST

THE BACK-TO-SCHOOL ISSUE

SPECIAL SECTIONS

- Education Planner
- Ask the Health Professional
- Pet Guide
- Talk of the Town: Edgewater

Ad Close 6/22/2018

Materials Due 6/29/2018

In Homes 7/29/2018

SEPTEMBER

BEST IN BERGEN: THE READERS' CHOICE ISSUE

SPECIAL SECTIONS

- Faces of Bergen
- Senior Living Guide
- Talk of the Town: Alpine

Ad Close 7/26/2018

Materials Due 8/1/2018

In Homes 9/1/2018

OCTOBER

THE HOME ISSUE

SPECIAL SECTIONS

- Home Showcase
- Healthcare Game-Changers
- Education Planner
- Talk of the Town: Westwood

Ad Close 8/21/2018

Materials Due 8/27/2018

In Homes 10/1/2018

NOVEMBER

THE FOOD ISSUE

SPECIAL SECTIONS

- Bergen County's Top Lawyers
- Leaders in Giving Back
- Ask the Health Professional
- Holiday Food Showcase
- Talk of the Town: Englewood

Ad Close 9/18/2018

Materials Due 9/24/2018

In Homes 10/28/2018

DECEMBER

THE HOLIDAY ISSUE

SPECIAL SECTIONS

- Leaders in Business
- Holiday Gift Guide
- Leaders in Dentistry
- Senior Living Guide
- Talk of the Town: Ridgewood

Ad Close 10/17/2018

Materials Due 10/22/2018

In Homes 11/28/2018

2019 BERGEN GUIDE

SPECIAL SECTION

- Local Leaders

Ad Close 11/14/2018

Materials Due 11/19/2018

In Homes 12/28/2018