



2018

MEDIA * KIT



MORRIS | **ESSEX**
health & life

MORRISSESSEXHEALTHANDLIFE.COM



WELCOME

Morris | Essex Health & Life magazine is the area's preeminent health and lifestyle publication. No rival matches our reader-friendly presentation of the latest "news you can use" on healthy, sustainable and enjoyable living. And additional compelling stories and articles dedicated to local people, places and things spur ever-growing reader interest and participation. What's more, annual can't-miss special features such as our Readers' Choice Awards (a showcase of favorite Morris and Essex hangouts, products and services), Top Dentist listings (appearing in February/March) and our new Top Lawyer listings (debuting in June/July) make our magazine a must-read, must-keep resource tool.

We cover good health in its broadest definition, which means that we combine medical and wellness articles featuring the latest expertise — often quoting local practitioners and experts — with lively pieces on fine and fun food and dining, home design and entertaining, area personalities, fashion trends and much more.

Morris | Essex Health & Life—along with a host of digital solutions and events such as the Best of Morris/Essex—helps local residents (60,000 households strong!) lead healthy, fulfilling lives in the communities we serve. This is the kind of audience advertisers covet: active, affluent, educated consumers who care about the towns they live in, want to live life to the fullest, and are eager to hear about what's new.

We look forward to partnering 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 Morris and Essex counties.

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.

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 Morris and Essex counties.

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

CIRCULATION

Morris | Essex Health & Life magazine is mailed to the most affluent households in Morris and Essex Counties. **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 nearly 60,000 homes. With a public place distribution component to increase exposure and total pass-along readership of 3.5 readers per circulated copy, **there are 270,000 readers of each issue of Morris | Essex Health & Life magazine.**

MORRIS COUNTY (and surrounding communities)

TOWN	SUBSCRIBERS	TOWN	SUBSCRIBERS
Basking Ridge*	2,870	Montville	1,128
Boonton	482	Morris Plains	1,238
Butler	41	Morristown	3,748
Cedar Knolls	240	Mount Arlington	30
Chatham	3,103	Mountain Lakes	688
Chester	1,036	Netcong	2
Denville	1,057	New Vernon	91
Dover	58	Oak Ridge	53
East Hanover	1,241	Parsippany	924
Far Hills*	368	Pequannock	16
Flanders	181	Pine Brook	59
Florham Park	1,548	Pompton Plains	40
Gillette	92	Randolph	1,988
Kinnelon	55	Riverdale	12
Lake Hiawatha	35	Rockaway	150
Ledgewood	151	Roxbury	1
Lincoln Park	94	Stirling	53
Long Valley	932	Succusunna	133
Madison	1,494	Towaco	244
Mendham	1,209	Wharton	26
Millington	155	Whippany	565
Mine Hill	20		
MORRIS TOTAL	27,651		
OTHER RESIDENTIAL MAIL	787		
NON-MAILED DISTRIBUTION	1,861		

ESSEX COUNTY

TOWN	SUBSCRIBERS
Belleville	5
Bloomfield	7
Caldwell	1,424
Cedar Grove	1,270
East Orange	6
Essex Fells	619
Fairfield	1,136
Glen Ridge	833
Irvington	54
Livingston	5,862
Maplewood	1,573
Millburn	1,147
Montclair	3,635
Newark	12
North Caldwell	496
Nutley	2
Orange	63
Roseland	1,109
Short Hills	3,295
South Orange	1,349
Upper Montclair	426
Verona	699
West Caldwell	410
West Orange	4,465
ESSEX TOTAL	29,897

TOTAL: 60,000

*Northern Somerset County

ADVERTISING SPECIFICATIONS



AD SIZES (W X H) / INCHES

SPACE	NON-BLEED	SAFE AREA	BLEED TRIM	BLEED ART
Two Page Spread	16.25 x 10.375	16.75 x 10.875	16.75 x 10.875	17.00 x 11.125
Full Page	7.625 x 10.375	7.625 x 10.375	8.375 x 10.875	8.625 x 11.125
2/3 Page Vertical	4.77 x 10.375	4.515 x 10.375	5.015 x 10.875	5.265 x 11.125
1/2 Page Horizontal	7.625 x 5	7.625 x 4.75	8.375 x 5.25	8.625 x 5.5
1/2 Page Vertical	3.625 x 10.375	3.375 x 10.375	3.875 x 10.875	4.125 x 11.125
1/3 Page Vertical	2.473 x 10.375	2.473 x 10.375	2.975 x 10.875	3.225 x 11.125
1/3 Page Square	4.77 x 5	NA	NA	NA
1/4 Page	3.625 x 5	NA	NA	NA
1/6 Page Vertical*	2.198 x 5	NA	NA	NA
1/12 Page*	2.198 x 2.32	NA	NA	NA

*RESTAURANTS ONLY IN WHERE TO EAT

MAGAZINE TRIM SIZE: 8.375" x 10.875"

SAFETY: 0.25" from trim and 0.5" 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: Morris | Essex Health & Life 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.

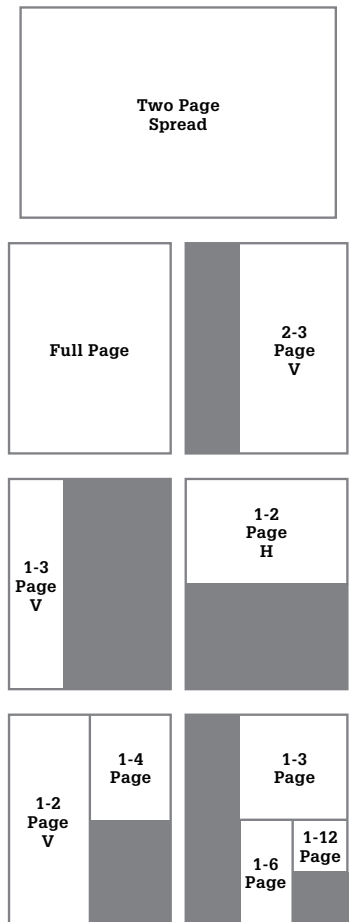
COPY RESTRICTIONS: Publisher reserves the right, at its absolute discretion and at any time, to reject advertising materials. Advertisements that simulate editorial content must be clearly labeled **ADVERTISEMENT**.

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, Morris | Essex Health & Life
 110 Summit Avenue, Montvale, NJ 07645 | 201.746.7806
 e-mail: jacquelynn.fischer@wainscotmedia.com



RATE CARD

FREQUENCY 7X: FEB/MARCH, APRIL/MAY, JUNE/JULY, AUG/SEPT, OCT/NOV, DEC/JAN, ANNUAL GUIDE

GROSS RATES

RATES			
AD SIZE	1X	3X	7X
Two-Page Spread	\$6,830	\$6,145	\$5,805
Full Page	\$3,795	\$3,420	\$3,230
2/3 Page	\$2,885	\$2,595	\$2,450
1/2 Page	\$2,355	\$2,120	\$1,995
1/3 Page	\$1,670	\$1,505	\$1,420
1/4 Page	\$1,325	\$1,195	\$1,125
1/6 Page*	\$700	\$645	\$575
1/12 Page*	\$380	\$350	\$310

SPECIAL POSITIONS			
POSITION	1X	3X	6X
Inside Front Cover	\$4,735	\$4,260	\$3,710
Page 1	\$4,735	\$4,260	\$3,710
Opposite TOC Pages	\$4,735	\$4,260	\$3,710
Opposite Editor's Note	\$4,530	\$4,075	\$3,550
Opposite Masthead Pages	\$4,530	\$4,075	\$3,550
Inside Back Cover	\$4,530	\$4,075	\$3,550
Back Cover	\$4,945	\$4,450	\$3,955

*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

Morris | Essex Health & Life is prominently displayed at many county community events such as Best of Morris|Essex.



HIGH-IMPACT RETAIL LOCATIONS

Morris | Essex Health & Life is delivered to key hot spots in towns throughout Morris and Essex counties.

MORRIS

- BOONTON
- CHATHAM
- DENVILLE
- EAST HANOVER
- FLORHAM PARK
- MENDHAM
- MONTVILLE
- MORRIS PLAINS
- MORRISTOWN
- PARISPPANY
- POMPTON PLAINS
- TOWACO
- WHARTON
- WHIPPANY

ESSEX

- BLOOMFIELD
- CALDWELL
- CEDAR GROVE
- CLIFTON
- FAIRFIELD
- LIVINGSTON
- MAPLEWOOD
- MONTCLAIR
- SHORT HILLS
- ROSELAND
- SHORT HILLS
- UPPER MONTCLAIR
- VERONA
- WEST CALDWELL
- WEST ORANGE

To view the complete list of locations where **Morris | Essex Health & Life** can be seen, visit morrisessexhealthandlife.com/find-us.

CONTACT INFORMATION

CONTACT US

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EDITORIAL/ADVERTISING CALENDAR

2018 MORRIS|ESSEX GUIDE

SPECIAL SECTION

- Local Leaders

Ad Close October 24, 2017

Materials Due October 31, 2017

In Homes December 2017

FEBRUARY/MARCH

THE HEALTH & FITNESS ISSUE

SPECIAL SECTION

- Morris Top Dentists
- Essex Top Dentists
- Ask the Health Professional
- Talk of the Town: Florham Park

Ad Close December 21, 2017

Materials Due January 5, 2018

In Homes February 2018

APRIL/MAY

THE HOME & GARDEN ISSUE

SPECIAL SECTIONS

- Home & Garden Showcase
- Education Planner
- Business Game-Changers
- Talk of the Town: Montclair

Ad Close March 3, 2018

Materials Due March 8, 2018

In Homes April 2018

JUNE/JULY

THE SUMMER ISSUE

SPECIAL SECTIONS

- Morris Top Lawyers
- Essex Top Lawyers
- Orthopedic/Sports Medicine
- Senior Living Guide
- Talk of the Town: Madison

Ad Close April 28, 2018

Materials Due May 2, 2018

In Homes June 2018

SEPTEMBER

THE READERS' CHOICE ISSUE

SPECIAL SECTIONS

- Education Planner
- Plastic Surgery/Cosmetic Procedures
- Morris/Essex Dining Showcase
- Talk of the Town: Fairfield

Ad Close August 4, 2018

Materials Due August 8, 2018

In Homes September 2018

OCTOBER/NOVEMBER

THE FALL ISSUE

SPECIAL SECTIONS

- Faces of Morris & Essex
- Fall Food Showcase
- Talk of the Town: Boonton

Ad Close September 1, 2018

Materials Due September 7, 2018

In Homes October 2018

DECEMBER/JANUARY

THE HOLIDAY ISSUE

SPECIAL SECTIONS

- 2018 Trends
- Ask the Dental Health Professional
- Holiday Gift Guide
- Senior Living Guide
- Talk of the Town: West Orange

Ad Close October 24, 2018

Materials Due October 31, 2018

In Homes December 2018

2019 MORRIS|ESSEX GUIDE

SPECIAL SECTION

- Local Leaders

Ad Close October 24, 2018

Materials Due October 31, 2018

In Homes December 2018