

HEALTH & LIFE | FOOD & FASHION | HOME & HAPPENINGS



Bergen 2021 Media Kit

BERGENMAG.COM



Welcome

THE PAST 12 MONTHS have been super challenging for all of us—and will never be forgotten. But they have also been a time of great heroism and bravery, and we at BERGEN magazine were proud to celebrate some of the local folks who sacrificed so much early during the pandemic in our special May 2020 COVID-19 issue. After the virus hit, our editorial team had to shift gears quickly and rework an issue that was nearly complete and off to the printer. But our readers appreciated the extra effort that went into this tribute edition, and the feedback we received was heartwarming.



As we move into 2021, none of us can be sure when life will return to “normal.” But we hope to give readers a bit of a respite every month, as we report on the county’s most inspirational personalities, top destinations, prettiest homes, best shops and finest eating and drinking spots. Health, fitness, wellness and beauty remain staples for us too, and every issue of BERGEN magazine has a strong focus on “good living.”

Our most anticipated issue—for readers and businesses alike—is always the Readers’ Choice Awards edition in September. It’s where we showcase our readers’ own favorite

local hangouts, products and services. And, as you can imagine, it’s an issue with tremendous shelf life and usage. “Special Reports,” a newer feature, delves deeply into current topics that area residents are talking about—our towns, our schools, our healthcare, our food choices and more.

Readers and advertisers love our engaging article lineups and our emphasis on bold, beautiful photography of Bergen people, places and things. Every issue has its own theme and provides an 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 (such as the Bergen Wine & Food Experience) that can extend your brand farther—to the ends of the county and beyond.

Here’s wishing you a healthy, safe and prosperous 2021!



Rita
Rita Guarna
Editor in Chief



Thomas
Thomas Flannery
Publisher



Editorial Departments

SPECIAL REPORT: In-depth feature on a current hot topic that Bergen residents are talking about.

JUST MARRIED: A Bergen couple tie the knot, and readers catch a glimpse of their big day.

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.

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.

2021 Editorial & Advertising Calendar

2021 BERGEN GUIDE

Special Section

- Local Leaders

Ad Close 11/25/2020

Materials Due 12/2/2020

In Homes 1/2021

JANUARY

THE HEALTH & FITNESS ISSUE

Special Sections

- Health Professionals to Watch

Ad Close 12/2/2020

Materials Due 12/9/2020

In Homes 1/2021

FEBRUARY

THE PET ISSUE

Special Sections

- Bergen County's Top Dentists
- Pet Guide
- Valentine's Day Gift Guide

Ad Close 1/11/2021

Materials Due 1/15/2021

In Homes 2/2021

MARCH

THE FASHION ISSUE

Special Sections

- Bergen County's Top Doctors
- Fashion and Jewelry Showcase
- Ask the Real Estate Professional
- Education Planner
- Senior Living Guide

Ad Close 2/8/2021

Materials Due 2/12/2021

In Homes 3/2021

APRIL

THE HOME & GARDEN ISSUE

Special Sections

- Bergen County's Top Real Estate Professionals
- Home & Garden Showcase
- Ask the Health Professional

Ad Close 3/8/2021

Materials Due 3/12/2021

In Homes 4/2021

MAY

THE CELEBRATIONS ISSUE

Special Sections

- Ask the Design Professional
- Celebrations Showcase
- Moms, Dads & Grads
- Outdoor Living Guide

Ad Close 4/8/2021

Materials Due 4/12/2021

In Homes 5/2021

JUNE

THE SUMMER ISSUE

Special Sections

- Bank and Financial Institution Showcase
- Orthopedic Surgery/Sports Medicine
- Al Fresco Dining Guide

Ad Close 5/7/2021

Materials Due 5/12/2021

In Homes 6/2021

JULY

THE SUMMER HEALTH AND BEAUTY ISSUE

Special Sections

- Chiropractic Care
- Al Fresco Dining Guide

Ad Close 6/8/2021

Materials Due 6/11/2021

In Homes 7/2021

AUGUST

THE BACK-TO-SCHOOL ISSUE

Special Sections

- Education Planner
- Ask the Health Professional
- Urgent Care
- Pet Guide
- Al Fresco Dining Guide

Ad Close 7/9/2021

Materials Due 7/13/2021

In Homes 8/2021

SEPTEMBER

BEST IN BERGEN: THE READERS' CHOICE ISSUE

Special Sections

- Faces of Bergen
- Senior Living Guide

Ad Close 8/6/2021

Materials Due 8/10/2021

In Homes 9/2021

EARLY OCTOBER

THE BERGEN WINE & FOOD EXPERIENCE

Special Sponsorship Packages Available

OCTOBER

THE HOME ISSUE

Special Sections

- Home Showcase
- Healthcare Game-Changers
- Education Planner

Ad Close 9/8/2021

Materials Due 9/13/2021

In Homes 10/2021

NOVEMBER

THE FOOD ISSUE

Special Sections

- Bergen County's Top Lawyers
- Leaders in Giving Back
- Ask the Health Professional
- Holiday Food Showcase

Ad Close 10/7/2021

Materials Due 10/11/2021

In Homes 11/2021

DECEMBER

THE HOLIDAY ISSUE

Special Sections

- Women to Watch 2021
- Holiday Gift Guide
- Ask the Dental Professional
- Senior Living Guide
- Nurses Salute

Ad Close 11/2/2021

Materials Due 11/6/2021

In Homes 12/2021

2022 BERGEN GUIDE

Special Section

- Local Leaders

Ad Close 11/25/2021

Materials Due 12/2/2021

In Homes 1/2022

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 will reach more than 42,000 homes and businesses. **With an average estimate of 3.3* readers per copy of BERGEN magazine, total readership is more than 140,000.**

Circulation by town

TOWN	SUBSCRIBERS
Allendale	1,062
Alpine	756
Bergenfield	141
Bogota	68
Carlstadt	18
Cliffside Park	199
Closter	804
Cresskill	912
Demarest	754
Dumont	104
East Rutherford	2
Edgewater	407
Elmwood Park	65
Emerson	319
Englewood	1,377
Englewood Cliffs	881
Fair Lawn	417
Fairview	22
Fort Lee	905
Franklin Lakes	2,370
Garfield	49
Glen Rock	1,467
Hackensack	855
Harrington Park	252
Hasbrouck Heights	125

TOWN	SUBSCRIBERS
Haworth	198
Hillsdale	551
HoHoKus	789
Leonia	150
Little Ferry	31
Lodi	55
Lyndhurst	43
Mahwah	2,064
Maywood	138
Midland Park	341
Montvale	815
Moonachie	12
New Milford	117
North Arlington	11
Northvale	356
Norwood	368
Oakland	510
Old Tappan	269
Oradell	462
Palisades Park	44
Paramus	1,603
Park Ridge	508
Ramsey	1,243
Ridgefield	36
Ridgefield Park	36

TOWN	SUBSCRIBERS
Ridgewood	4,609
River Edge	388
Rivervale	710
Rochelle Park	61
Rockleigh	10
Rutherford	73
Saddle Brook	86
Saddle River	996
South Hackensack	11
Teaneck	993
Tenafly	1,968
Teterboro	6
Township of Washington	669
Upper Saddle River	1,764
Waldwick	358
Wallington	10
Westwood	955
Wood Ridge	39
Woodcliff Lake	952
Wyckoff	2,444
TOTAL	42,183

* Readership estimates compiled from 2019 Circulation Verification Council circulation and readership study data.



Demographics

BERGEN magazine is the only county publication that is audited (by the Circulation Verification Council, St. Louis, Missouri), and the only one with a third party readership study.* This means that our circulation figures can be trusted, and when we say we reach the most affluent audience of any local publication, we have the data to support it.

ESTIMATED EDITION READERSHIP: 132,971

READER GENDER: 67% Female / 33% Male (market demo is 51/49)

AVERAGE READER AGE: 53.4

AVERAGE READER HOUSEHOLD INCOME: \$250,401

64% of readers say they frequently purchase products and services from ads seen in BERGEN magazine.

64% of readers plan to purchase furniture/home furnishings in the next 12 months.

73% plan to purchase women's apparel.

54% plan to purchase men's apparel.

19% plan to purchase a new automobile, truck or SUV.

*Source: BERGEN Magazine Supplemental Readership Study (January 2021), conducted by the Circulation Verification Council.

Advertising Specifications

AD SIZES (W x H) / INCHES

SPACE	NON-BLEED SIZE	SAFE AREA	TRIM SIZE	BLEED SIZE
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	N/A	N/A	N/A
1/3 PAGE SQUARE	5.428 x 4.95	N/A	N/A	N/A
1/4 PAGE	3.95 x 4.95	N/A	N/A	N/A
1/6 PAGE VERTICAL*	2.48 x 4.95	N/A	N/A	N/A

*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.

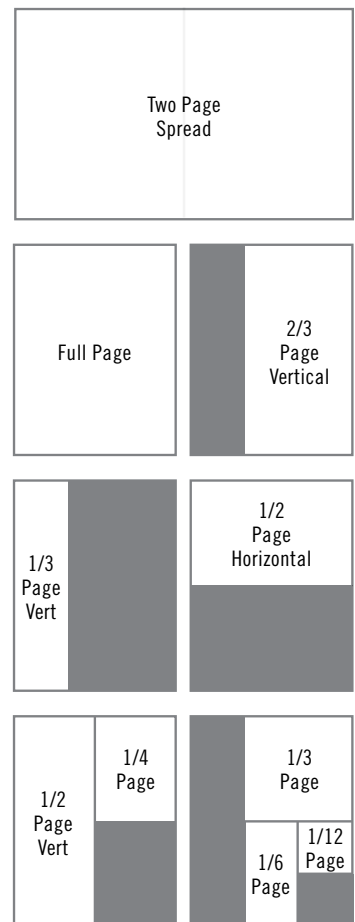
SUBMITTING FINAL AD MATERIALS:

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

Advertising Department, BERGEN magazine

One Maynard Drive, Park Ridge, NJ 07656 | 201.746.7806

e-mail: jacquelynn.fischer@wainscotmedia.com



2021 Rate Card

FREQUENCY 12X (PLUS BERGEN GUIDE): JAN, FEB, MARCH, APRIL, MAY, JUNE, JULY, AUG, SEPT, OCT, NOV, DEC

GROSS RATES

2021 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

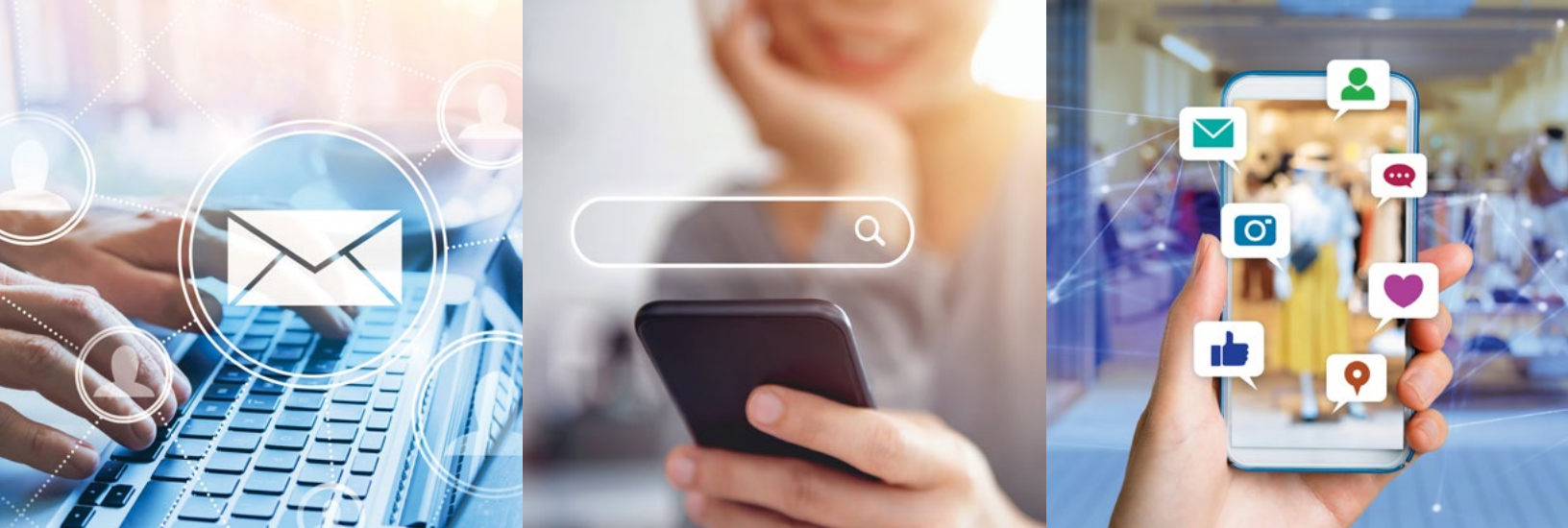
referred to an attorney. The advertiser and the agency assume joint and several liability and hereby acknowledge receipt of the publisher's rates and schedules, especially as they relate to frequency discounts and agency commissions.

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

MARKETING INTENSIVE

A comprehensive analysis that helps us develop a strategic marketing blueprint for your business.

Includes:

- SEO Analysis
- Competitive Analysis
- Keyword Research
- Audience Targeting Research for Facebook and Programmatic Opportunities
- Detailed Project Plans

FACEBOOK & INSTAGRAM ADVERTISING

Our managed advertising services take the work out of your hands. We'll write compelling copy, choose engaging photos, continually manage your campaigns to optimize your ad budget and provide regular reporting so you'll know exactly how your ads are performing.

DAILY SOCIAL

Makes it easy and automatic to post fresh content—every day. All you have to do is approve your content once a month and your social media accounts will be kept fresh and active.

EMAIL MARKETING

Market your products, services and events with professionally designed emails for maximum results. Mail to our subscribers, your subscribers or custom lists that we curate.



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



Contact Information

SALES

BERGEN, MORRIS/ESSEX, MONMOUTH, NJ HOME

Thomas Flannery

Publisher

201.571.2252

Thomas.Flannery@WainscotMedia.com

BERGEN

Mary Masciale

Associate Publisher

201.571.7015

Mary.Masciale@WainscotMedia.com

MARKETING & DIGITAL SERVICES

Nigel Edelshain

Director of Digital Media & Marketing

201.573.5557

Nigel.Edelshain@WainscotMedia.com

PRODUCTION

Jacquelynn Fischer

Director of Advertising Services

201.746.7806

Jacquelynn.Fischer@WainscotMedia.com