



# 2019

MEDIA \* KIT

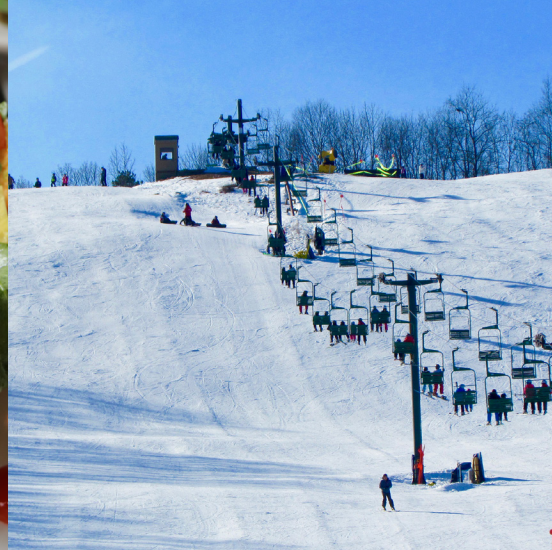


# Bergen

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 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 2019 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.



2019

# EDITORIAL/ADVERTISING CALENDAR



## 2019 BERGEN GUIDE

### SPECIAL SECTION

- Local Leaders

Ad Close	11/22/2018
Materials Due	11/29/2018
In Homes	12/28/2018

## JANUARY

### THE HEALTH & FITNESS ISSUE

#### SPECIAL SECTIONS

- Health Professionals to Watch
- Bergen Fit
- Talk of the Town: Wyckoff

Ad Close	12/1/2018
Materials Due	12/5/2018
In Homes	12/28/2018

## FEBRUARY

### THE ROMANCE ISSUE

#### SPECIAL SECTIONS

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

Ad Close	12/22/2018
Materials Due	1/3/2019
In Homes	2/5/2019

## MARCH

### THE FASHION ISSUE

#### SPECIAL SECTIONS

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

Ad Close	2/1/2019
Materials Due	2/5/2019
In Homes	3/5/2019

## 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: Cliffside Park

Ad Close	3/1/2019
Materials Due	3/5/2019
In Homes	4/5/2019

## MAY

### THE CELEBRATIONS ISSUE

#### SPECIAL SECTIONS

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

Ad Close	3/29/2019
Materials Due	4/3/2019
In Homes	5/6/2019

## JUNE

### THE SUMMER ISSUE

#### SPECIAL SECTIONS

- Bank and Financial Institution Showcase
- Orthopedic/Sports Medicine
- Al Fresco Dining Guide
- Talk of the Town: East Rutherford

Ad Close	4/30/2019
Materials Due	5/3/2019
In Homes	6/5/2019

## JULY

### THE SUMMER HEALTH AND BEAUTY ISSUE

#### SPECIAL SECTIONS

- Chiropractic Care
- Al Fresco Dining Guide
- Talk of the Town: River Edge

Ad Close	5/31/2019
Materials Due	6/4/2019
In Homes	7/5/2019

## AUGUST

### THE BACK-TO-SCHOOL ISSUE

#### SPECIAL SECTIONS

- Education Planner
- Ask the Health Professional
- Urgent Care
- Pet Guide
- Talk of the Town: Englewood

Ad Close	6/29/2019
Materials Due	7/2/2019
In Homes	8/5/2019

## SEPTEMBER

### BEST IN BERGEN: THE READERS' CHOICE ISSUE

#### SPECIAL SECTIONS

- Faces of Bergen
- Senior Living Guide
- Talk of the Town: Upper Saddle River

Ad Close	8/1/2019
Materials Due	8/5/2019
In Homes	9/6/2019

## OCTOBER

### THE HOME ISSUE

#### SPECIAL SECTIONS

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

Ad Close	8/28/2019
Materials Due	9/2/2019
In Homes	10/7/2019

## 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: Park Ridge

Ad Close	9/28/2019
Materials Due	10/2/2019
In Homes	11/6/2019

## DECEMBER

### THE HOLIDAY ISSUE

#### SPECIAL SECTIONS

- Women to Watch
- Holiday Gift Guide
- Ask the Dental Professional
- Senior Living Guide
- Talk of the Town: Ridgewood

Ad Close	10/28/2019
Materials Due	11/2/2019
In Homes	12/6/2019

# 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 nearly 44,000 homes and businesses. **With an average estimate of 3.35\* readers per copy of BERGEN magazine, total readership is nearly 150,000.**

## 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
Bergen Total	42,183
Outside Bergen/Other	1,567
<b>TOTAL</b>	<b>43,750</b>

\* Readership estimates compiled from 2018 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.

**AVERAGE ESTIMATED READERS PER EDITION:** 3.35

**READER GENDER:** 71% Female / 29% Male (market demo is 52/48)

**AVERAGE READER AGE:** 53.4

**AVERAGE READER HOUSEHOLD INCOME:** \$249,228

**65%** of readers say they frequently purchase products and services from ads seen in BERGEN magazine.

**67%** of readers plan to purchase furniture/home furnishings in the next 12 months.

**63%** are planning vacations/travel.

**79%** plan to purchase women's apparel.

**84%** plan to spend money on dining and entertainment.

**66%** plan to spend money on medical services/physicians.

**56%** plan to purchase men's apparel.

**36%** expect to seek out financial planning services (retirement, investment).

**47%** plan to join a health club or exercise class.

**27%** plan to purchase a new automobile, truck or SUV.

**\*Source:** BERGEN Magazine Supplemental Readership Study (December 2018), conducted by the Circulation Verification Council.



# ADVERTISING SPECIFICATIONS

AD SIZES (W X H) / INCHES

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

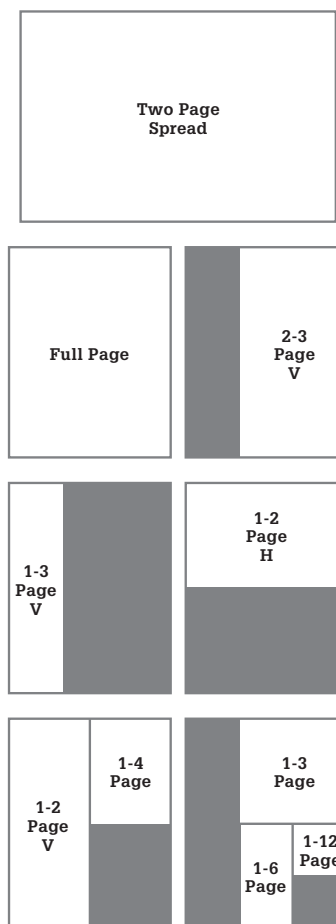
**SUBMITTING FINAL AD MATERIALS:** Space contracts, insertion orders, camera-ready copy and proofs should be addressed to:

**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

GROSS RATES

2019 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.

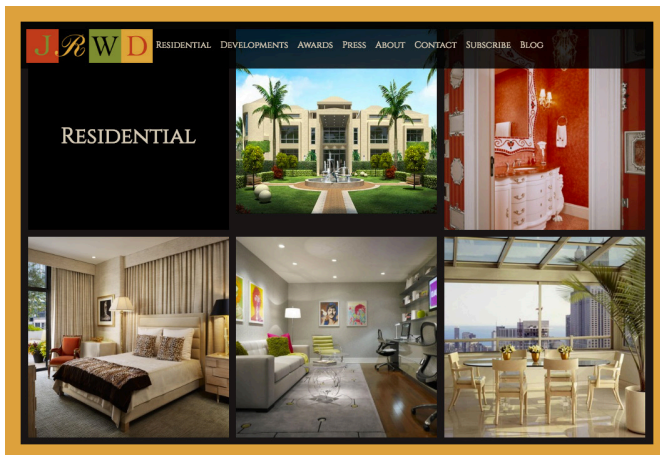
**RATE CHANGES:** Publisher reserves the right to revise advertising rates by providing 60 days advance notice.

**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



## 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 newsletters and promotional emails that drive traffic to your website and store.

## SEO



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

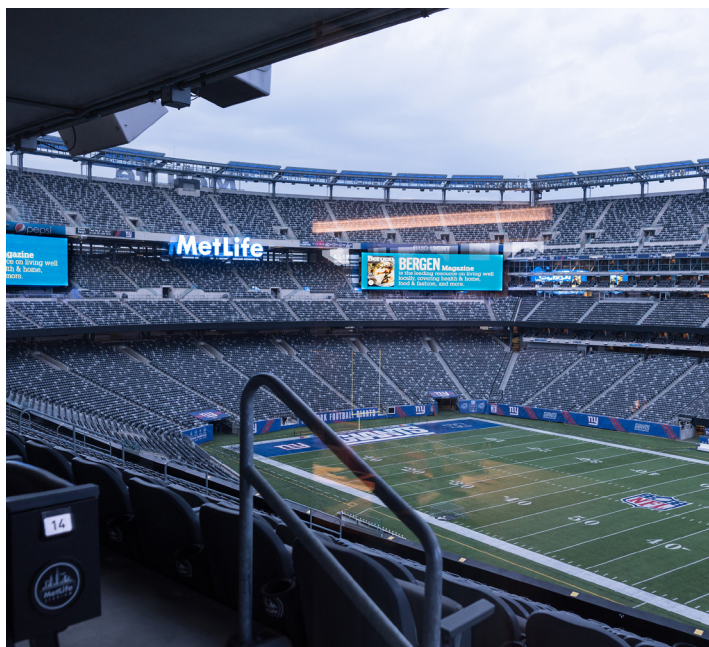
- Generate sales leads
- Build brand awareness
- Create brand preference
- Educate prospects
- Acquire new customers
- Retain existing customers
- Position yourself as an industry expert
- Educate your sales force

## CHOOSE YOUR FORMAT

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

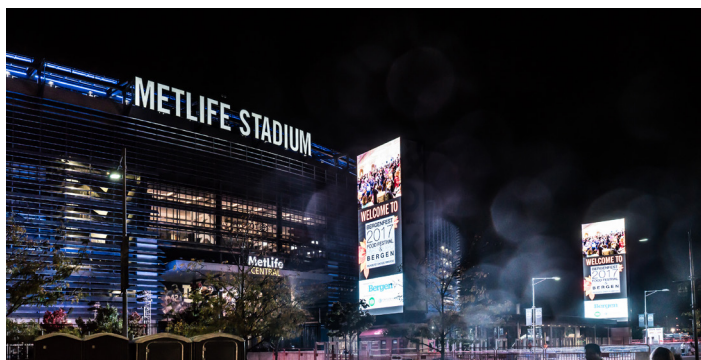


# WHERE TO FIND US



## 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



# CONTACT INFORMATION



## SALES

### **BERGEN, MORRIS | ESSEX, & MONMOUTH**

#### **THOMAS FLANNERY**

Publisher

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### **BERGEN**

#### **MARY MASCIALE**

Associate Publisher

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Mary.Masciale@WainscotMedia.com

## MARKETING & DIGITAL SERVICES

#### **NIGEL EDELSHAIN**

Director of Digital Media & Marketing

201.573.5557

Nigel.Edelshain@WainscotMedia.com

## PRODUCTION & CIRCULATION

#### **CHRISTINE HAMEL**

Vice President/Director of Production & Circulation

201.573.5541

Christine.Hamel@WainscotMedia.com

#### **JACQUELYNN FISCHER**

Manager of Advertising Services

201.746.7806

Jacquelynn.Fischer@WainscotMedia.com