NEW JERSEY LUXURY LIVING AT ITS FINEST

Late this past year, we debuted our new name: NJ Home. Why the change? It's all about simplicity. Now there's no doubt about who we are and what we strive to celebrate.

NJ Home is a luxury quarterly magazine showcasing the very best in home design, furnishings and real estate in the northern and central regions of the state. It's indispensable reading for both consumers and professionals.

At the same time, NJ Home provides the perfect backdrop for advertisers to highlight high end products, services and homes to an unmatched audience of affluent homeowners and home seekers – as well as leading designers, architects and custom home builders, plus top real estate agents.

We hope you will want to experience the benefits of advertising in NJ Home, too. We look forward to partnering with you in 2019!
THE RICHEST AUDIENCE IN NEW JERSEY

With every issue, more than 26,000 copies of NJ Home are printed and distributed in the most affluent towns in New Jersey. To qualify to receive the magazine, a homeowner must have an annual household income of at least $1 million. This requirement gives NJ Home the most premium demographics of any magazine in the state. In short, NJ Home is targeted to true qualified luxury buyers – not aspirational consumers. Only homeowners who can afford the products advertised receive the publication. This is an audience you want to reach.

Our aim is simple: Give advertising partners direct engagement with the right potential clients, showcasing home design products and services plus the state’s most exclusive real estate listings in a supportive, tasteful, visually immersive editorial environment.

STATISTICS & DEMOGRAPHICS

The NJ Home mailing list is a luxury marketer’s dream, offering unparalleled affluence and demographic targeting:

- Virtually every homeowner reached has an annual household income of $1 million or more.
- One in four recipients (24 percent) has an annual household income of more than $2 million.
- Nearly nine in 10 recipients (87.5 percent) have a net worth of more than $2 million.
- The median age of recipients is 54, reflecting the fact that NJ Home reaches wealthy New Jerseyans of all ages.

DISTRIBUTION

EXCLUSIVE HOME DELIVERY

NJ Home is mailed directly to more than 18,400 qualified high-net-worth individuals at their homes throughout northern and central New Jersey.

TRADE CIRCULATION

NJ Home has substantial circulation to the design trades and real estate agents. Nearly 5,200 copies of each issue are mailed to architects, interior designers, custom builders, and professionals who sell luxury homes.

NEWSSTAND DISTRIBUTION

An additional 2,000 copies of NJ Home are available on newsstands throughout the state.

DIGITAL DISTRIBUTION

The NJ Home digital edition is available on all devices at njhomemag.com.
AN EXCLUSIVE RESIDENTIAL SHOWCASE

NJ Home is edited for high-net-worth New Jersey residents looking to remodel, decorate, furnish, buy or sell their homes. A publication of Wainscot Media, the state’s largest publisher of regional and luxury magazines, NJ Home provides entrée to stunning homes via illuminating words and high-quality architectural photography reproduced on thick, bright, high-quality paper.
CALENDAR & RATES

CALENDAR (2019)

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE RESERVATION</th>
<th>MATERIALS</th>
<th>AVAILABLE</th>
<th>SECTION</th>
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<tbody>
<tr>
<td>MARCH (SPRING)</td>
<td>February 8</td>
<td>February 14</td>
<td>March 22</td>
<td>Interior Design</td>
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<tr>
<td>MAY (LATE SPRING)</td>
<td>April 5</td>
<td>April 11</td>
<td>May 10</td>
<td>Landscape Design</td>
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<td>SEPTEMBER (FALL)</td>
<td>August 9</td>
<td>August 15</td>
<td>September 20</td>
<td>Faces</td>
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<td>NOVEMBER (LATE FALL)</td>
<td>October 11</td>
<td>October 16</td>
<td>November 15</td>
<td>Luxury Kitchens &amp; Baths</td>
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RATE CARD

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<tr>
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<tr>
<td>HALF</td>
<td>$1,295</td>
<td>$1,175</td>
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<tr>
<td>COVER 2 / SPREAD</td>
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<td>$4,495</td>
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<td>COVER 3</td>
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<td>COVER 4</td>
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PRINTED AND DISTRIBUTED: 26,000+

FREQUENCY DISCOUNTS

Frequency discounts will be determined by the number of insertions used within a 12-month period. Unfulfilled contracts will be short-rated. Insertion orders may not be canceled after closing date.

FREQUENCY

Four times a year.

FOR PARTNERSHIP OPPORTUNITIES PLEASE CONTACT

Thomas Flannery | 201.571.2252
thomas.flannery@wainscotmedia.com
ADVERTISING SPECS

AD SIZES (W x H)

<table>
<thead>
<tr>
<th>SPACE</th>
<th>BLEED ART</th>
<th>BLEED TRIM</th>
<th>NON-BLEED</th>
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<td>18” x 10.875”</td>
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<tr>
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<td>9” x 10.875”</td>
<td>8.375” x 10.375”</td>
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<td>Half Page (H)</td>
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<td>9” x 5.2”</td>
<td>8.375” x 4.95”</td>
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<tr>
<td>Half Page (V)</td>
<td>4.45” x 11.125”</td>
<td>4.2” x 10.875”</td>
<td>3.95” x 10.375”</td>
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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 Bind Process: Web offset at 150 lines per inch; perfect bound with scored cover.

Paper Stock: 136” gloss coated cover; 70# gloss coated text.

Material Requirements: Only digital files are accepted. All digital files must be accompanied by one set of high-quality color proofs. Acceptable contract proofs include Kodak Approvals, Fuji Pictro or Veris, Epson Stylus Pro and Matchprint Digital Proof. For a list of additional SWOP–certified proofs, visit www.swop.org.

Digital Requirements:
• Create ads at 100% of final print size.
• Acceptable media are CD-R and DVD in either IBM or Mac format.
• Preferred file format is a “press ready” PDF. When distilling Postscript files saved directly from InDesign also should use the “press” job option.
• If sending a flattened or locked file, such as a PDF, be aware that any changes are subject to additional production costs.
• Files created using Adobe InDesign, Illustrator and Photoshop are accepted. All printer and screen fonts must be included.
• Acceptable graphic file formats are PDF, Photoshop Tiff or EPS. Flatten all layer Photoshop files and outline fonts on Illustrator files. Do not compress with LZW encoding.
• All graphics must be saved as CMYK.
• Image resolution must be a minimum of 300 dpi. Line art must be set to minimum of 1200 dpi.
• For proper trapping in the computer-to-plate process, all image backgrounds must be set to “NONE.”
• Unless special ordering an additional color, all spot and Pantone-specified colors should be converted to CMYK color.

GENERAL INFORMATION

Copy Restrictions: Publisher reserves the right, at its absolute discretion and at any time, to reject advertising materials.

Content Responsibility: Advertisers are solely responsible for the content of their advertisements placed and printed. Publisher accepts no responsibility for typographical errors. Advertiser hereby indemnifies publisher against any claims relating to unauthorized use of content or art.

Position Guarantees: Position is guaranteed for covers, first two spreads and opposite table of contents only.

Shipping: Space contracts, insertion order, camera-ready copy and proofs should be addressed to:
Advertising Department, Wainscot Media
110 Summit Avenue, Montvale, NJ 07645

SEND AD MATERIALS TO
Jacquelynn Fischer | 201.746.7806
Jacquelynn.Fischer@wainscotmedia.com