

NJHome



2019 MEDIA KIT



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!

READERSHIP & DISTRIBUTION

THE RICHEST AUDIENCE IN NEW JERSEY

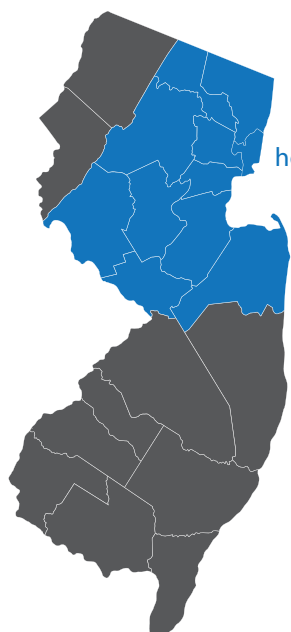
With every issue, more than 26,000 copies of *NJ Home* are printed and distributed in the most affluent towns in New Jersey. To qualify to receive the magazine, a homeowner must have an annual household income of at least \$1 million. This requirement gives *NJ Home* the most premium demographics of 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.



***NJ Home* is mailed to top-earning homeowners in these 11 core counties:**

**Bergen
Essex
Hudson
Hunterdon
Mercer
Middlesex
Monmouth
Morris
Passaic
Somerset
Union**

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.

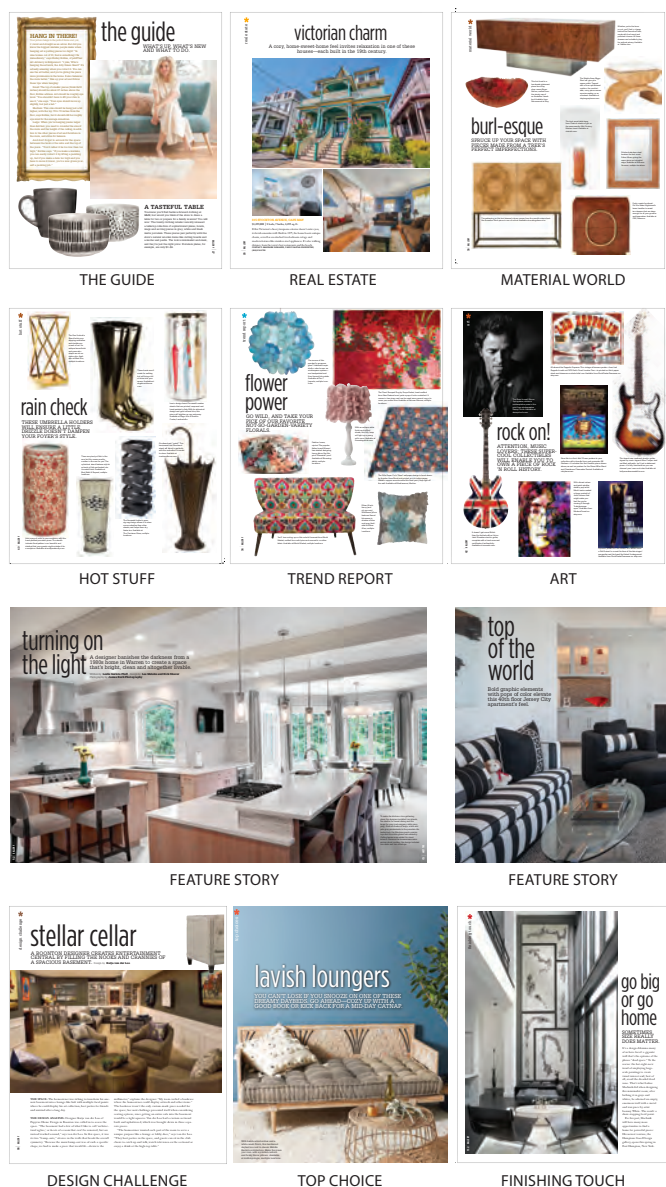
DIGITAL DISTRIBUTION

The *NJ Home* digital edition is available on all devices at njhomemag.com.

EDITORIAL

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.



EDITORIAL HIGHLIGHTS

Each quarterly issue of NJ Home includes coverage of the following:

INSPIRATIONAL INTERIORS
GARDENS & LANDSCAPE DESIGN
KITCHENS & BATHS
LUXURY REAL ESTATE LISTINGS
ART & COLLECTING
NEW & NOTEWORTHY PRODUCTS
ANTIQUES
DESIGN TRENDS
THE BEST IN ENTERTAINING



CALENDAR & RATES

CALENDAR (2019)

ISSUE	SPACE RESERVATION	MATERIALS	AVAILABLE	SPECIAL AD SECTION
MARCH (SPRING)	February 8	February 14	March 22	Interior Design
MAY (LATE SPRING)	April 5	April 11	May 10	Landscape Design
SEPTEMBER (FALL)	August 9	August 15	September 20	Faces
NOVEMBER (LATE FALL)	October 11	October 16	November 15	Luxury Kitchens & Baths



RATE CARD

PRINTED AND DISTRIBUTED: 26,000+

AD SIZE	1 X	4 X
SPREAD	\$ 4,135	\$ 3,595
FULL	\$ 2,295	\$ 1,995
HALF	\$ 1,295	\$ 1,175
COVER 2 / SPREAD	\$ 5,165	\$ 4,495
COVER 3	\$ 2,755	\$ 2,395
COVER 4	\$ 2,985	\$ 2,595

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)

SPACE	BLEED ART	BLEED TRIM	NON-BLEED
2-Page Spread	18.25" x 11.125"	18" x 10.875"	17.5" x 10.375"
Full Page	9.25" x 11.125"	9" x 10.875"	8.375" x 10.375"
Half Page (H)	9.25" x 5.45"	9" x 5.2"	8.375" x 4.95"
Half Page (V)	4.45" x 11.125"	4.2" x 10.875"	3.95" x 10.375"

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