

2016 advertising rates

DISPLAY ADVERTISING

New Jersey Family

frequency

		1x	3x	6x	12x
full page	1 zone	\$ 2860	\$ 2125	\$ 1870	\$ 1555
	2 zones	4544	3356	2980	2410
	3 zones	6177	4746	4116	3354
	4 zones	7832	5988	5272	4348
	5 zones	9410	7290	6285	5230
2/3 page	1 zone	\$ 2170	\$ 1825	\$ 1580	\$ 1295
	2 zones	3334	2942	2580	2152
	3 zones	4356	4005	3621	3054
	4 zones	5440	4940	4460	3760
	5 zones	6455	5830	5295	4425
1/2 page	1 zone	\$ 1710	\$ 1365	\$ 1195	\$ 935
	2 zones	2670	2120	1858	1490
	3 zones	3570	2874	2571	2070
	4 zones	4544	3796	3284	2656
	5 zones	5450	4640	3955	3180
1/3 page	1 zone	\$ 1425	\$ 1125	\$ 975	\$ 755
	2 zones	2180	1738	1534	1206
	3 zones	2952	2391	2115	1665
	4 zones	3684	3076	2764	2128
	5 zones	4385	3690	3275	2560
1/4 page	1 zone	\$ 1135	\$ 900	\$ 750	\$ 570
	2 zones	1706	1342	1158	900
	3 zones	2265	1824	1533	1239
	4 zones	2828	2332	2004	1600
	5 zones	3350	2780	2405	1925
1/6 page	1 zone	\$ 780	\$ 605	\$ 515	\$ 390
	2 zones	1146	888	792	614
	3 zones	1500	1200	1062	843
	4 zones	1872	1496	1344	1060
	5 zones	2210	1785	1580	1255
1/9 page	1 zone	\$ 500	\$ 405	\$ 355	\$ 260
	2 zones	754	612	540	410
	3 zones	981	804	717	564
	4 zones	1224	1016	896	724
	5 zones	1440	1205	1065	860

NJ Baby

1x

2 page spread	\$ 3325
full page	2220
1/2 page	1310
1/4 page	795

Raising Teens

1x 2x

full page	\$ 2280	\$ 2055
2/3 page	1740	1560
1/2 page	1440	1285
1/3 page	1045	915
1/4 page	915	790
1/6 page	680	580

ONLINE ADVERTISING

Web	1x	3x	6x	12x
feature directory	\$ 650	n/a	n/a	n/a
premium directory	450	n/a	n/a	n/a
leaderboard	\$ 600	\$ 500	\$ 400	\$ 300
big box	550	450	350	250
double big box	600	500	400	300
sponsor	550	450	350	250
sticky ad/calendar pages	4000	3500	n/a	n/a
sticky ad/home page	2000	1500	n/a	n/a
sticky ad/section pages	1500	1000		
Email Marketing				
eletter top banner	\$ 300	\$ 275	\$ 250	n/a
eletter big box	350	325	300	n/a
eletter bottom banner	150	125	100	n/a
dedicated e-blast	\$ 2500	\$ 2000	n/a	n/a

effective January 1, 2016

All rates are per insertion. Rates are net. No cash discounts. Five separate zones of New Jersey Family are published monthly. Discounts for frequency and multi-zone buys are noted in the rates. Rebates are given to advertisers who exceed their frequency contract. Discounts will be back-rated if contracts are broken. Ads in New Jersey Family and Raising Teens are placed by category. Guaranteed placement and premium positioning are available for an additional fee.



Media Guide 2016



Delivering your message to NJ parents

More than two decades of results-driven
expertise marketing to NJ moms and dads

We are the number one trusted authority on what to do, where to go and what to buy for more than two million parents in north and central New Jersey. Our explosive readership growth, which has more than tripled in the past year, reflects our position as the go-to source for parents .

The secret to our success is simple: We know what families in the Garden State need to live happier, healthier, more involved lives—and we deliver it. We then share this expertise with you, our trusted partners, to help you laser-target marketing efforts and reach your business goals.

Our media company offers clients a multitude of options for marketing to the family decision makers. Whether you want to reach a small geographic area or parents state-wide, we will work within your budget to create specific, attainable marketing plans.

We take pride in assisting local business owners, recognizing that these businesses strengthen our communities. We are dedicated to building lasting relationships and to understanding and super-serving clients' needs with high-quality products and with service that exceeds expectations.

Our employees are our company's most important resource. We value integrity, creativity, courage, initiative, respect and teamwork.

Our company treasures its good reputation, its products, its services and its staff. Our reputation matters to us in everything we do.

new jersey
family
the essential source for NJ moms

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A monthly, zoned magazine for NJ parents with children ages 1-12.

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A biannual magazine guiding NJ parents through those challenging teen years.

- Overview
- Circulation
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An annual magazine for new and expecting parents in New Jersey.

- Overview
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NJ's most comprehensive parenting website, including trusted local resources and content. Our award-winning social media connects you directly with our community of NJ parents.

- Demographics & online audience
- Digital advertising
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- Ad sizes & specs
- Production requirements for print & online



We know how to reach moms because we're local moms, too. Every decision made at New Jersey Family is made with our local community in mind. Welcome to our family!



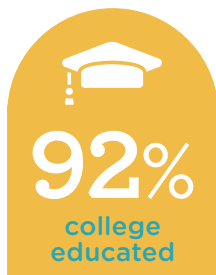
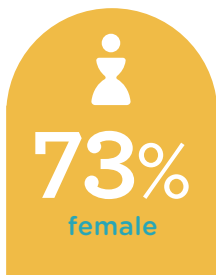
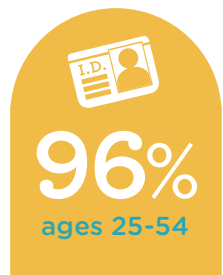


Our readers...

reader loyalty



Save issues for one month or longer	76%
Do not read any other parenting publication	90%
Do not read any direct mail sent to their homes	98%
Do not read a daily newspaper	72%

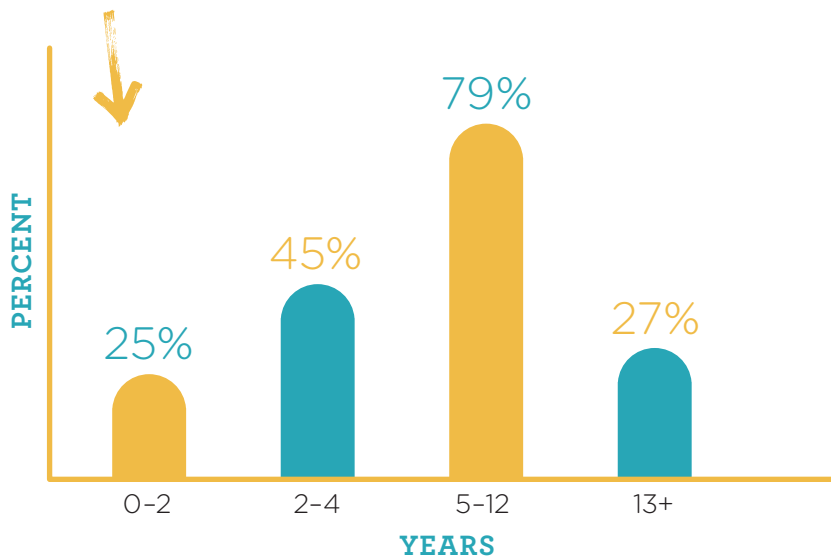


reader involvement means response to your advertisements

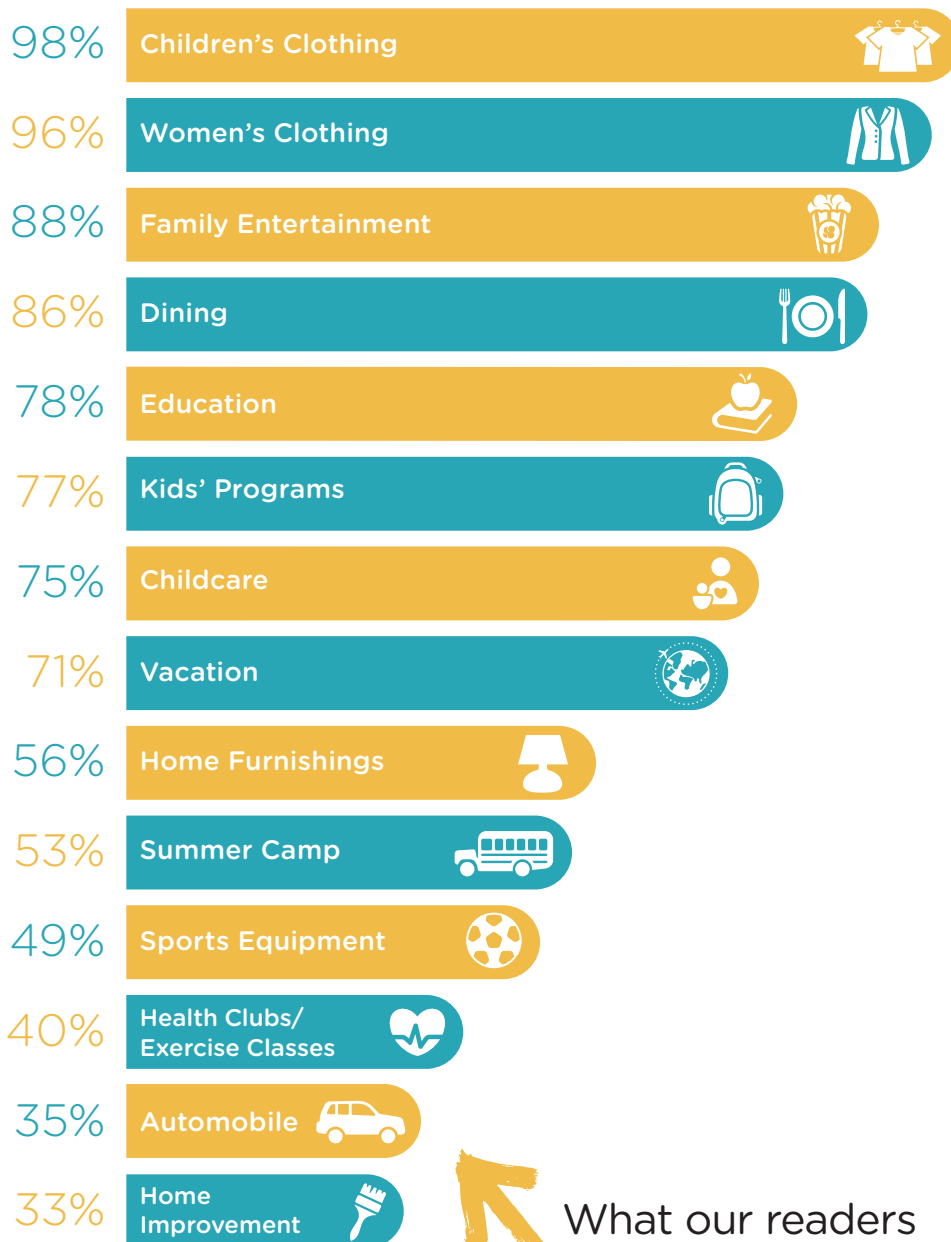
76%

frequently purchase products or services after seeing an ad in New Jersey Family

Ages of children per household



are your consumers



What our readers will buy in 2016



98%

of our readers are the primary shoppers for their family and home and will spend between

\$333,450 - \$537,084

to raise a child from birth to age 17, not including college



New Jersey Family has earned more than 200 awards for excellence in design and editorial from the Parenting Media Association, the New Jersey Press Women's Association, the National Federation of Press Women and Graphic Design USA.

New Jersey Family

The Essential Source for NJ Parents

Each month, New Jersey Family magazine publishes must-read local information highlighting local communities, events and businesses. We cover topics essential to raising families in this state—health, education, shopping and parenting advice—all anchored by our extraordinarily popular calendar of family events and delivered in an approachable, conversational style. We are hyper-focused on the tools New Jersey parents need to live happier, healthier, more involved lives.

Circulation

Every month, New Jersey Family magazine publishes five distinct editions, meeting the local needs of more than 345,000 parents in the following north and central New Jersey counties:

Bergen	Mercer	Passaic
Essex	Middlesex	Union
Hudson	Morris	Somerset

Strategic distribution

More than 2,500 sites, including:

- Libraries
- Hospitals
- Private schools
- YMCAs
- Childcare centers
- Physicians' offices
- Realtors
- Retail stores
- Preschools
- Supermarkets
- Kids' programs
- Rec centers
- Summer camps
- ...and many more



New Jersey Family is the ONLY audited parenting publication serving nine NJ counties.

2015 audit performed by Circulation Verification Council of St. Louis, MO.



2016 Planner



january

- Private School Chart
- Losing Holiday Weight Camp

Space reservation/ad copy Nov. 19, 2015
 Camera-ready art Dec. 3, 2015

february

- Camp Chart
- Dental Health
- Parochial Education
- Indoor Play Places*

Space reservation/ad copy Dec. 29, 2015
 Camera-ready art Jan. 7, 2016

march

- Family Vacations
- Special Needs
- Martial Arts

Space reservation/ad copy Jan. 29, 2016
 Camera-ready art Feb. 9, 2016

april

- Best Towns
- Childcare*
- Camp

Space reservation/ad copy Feb. 29, 2016
 Camera-ready art Mar. 10, 2016

may

- Speech & Hearing
- Montessori Education
- Camp

Space reservation/ad copy Mar. 31, 2016
 Camera-ready art Apr. 8, 2016

june

- Orthodontics
- Summer Programs
- Redshirting

Space reservation/ad copy Apr. 28, 2016
 Camera-ready art May 6, 2016

july

- Special Needs
- Summer Fun
- Summer Sports Injuries

Space reservation/ad copy June 1, 2016
 Camera-ready art June 9, 2016

august

- Full-Day Kindergarten
- Vision & Kids
- Back-to-School Health Checks-Ups

Space reservation/ad copy June 28, 2016
 Camera-ready art July 6, 2016

september

- Performing Arts
- Birthday Parties
- Special Needs
- Orthodontics

Space reservation/ad copy Aug. 1, 2016
 Camera-ready art Aug. 10, 2016

october

- Private School Previews*
- Fall Festivities/Halloween
- Struggling in School

Space reservation/ad copy Aug. 31, 2016
 Camera-ready art Sept. 8, 2016

november

- Preschool Education Guide
- Holiday Planning & Holiday Theater
- Special Needs
- Caring for a Newborn

Space reservation/ad copy Sept. 29, 2016
 Camera-ready art Oct. 10, 2016

december

- Kids' Docs
- Pediatric Health
- Winter Vacations: Skiing, Cruising, Staycations
- Holiday Gift Guide

Space reservation/ad copy Oct. 27, 2016
 Camera-ready art Nov. 8, 2016



 50k circulation

Raising Teens

More than 750 strategically selected locations, guaranteeing access to your target market, including:

- Middle/High schools
- Doctors' offices
- Retail stores
- Libraries
- Grocery stores
- ...and more

Raising Teens seeks to inform and inspire parents, and to help them through the challenging adolescent years. We feature local events, practical advice, tips and resources with our compelling mix of honesty and insight. We explore the complicated, sometimes messy world of teenagers with frank, top-notch reporting on topics like education, health, entertainment, discipline, technology, college planning, community involvement and more.

In 2006—our first year of publication—Raising Teens was nationally honored by Parenting Media Association (PMA), winning six awards for editorial and design excellence. What did the judges say? “How could a parent of any teenager resist turning the pages to find out more?” Raising Teens has also been honored for “general excellence” from the National Federation of Press Women.

Distribution

Select New Jersey towns in Bergen, Essex, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Passaic, Somerset, Sussex and Union counties.

Editorial highlights

- Driving
- Education
- Mental/Emotional Health
- Preparing for College
- Dating
- Relating To Your Teen
- Building a Star Student
- Peer Pressure

Deadlines

march issue

Space reservation/ad copy	Feb. 12, 2016
Camera-ready art	Feb. 22, 2016

september issue

Space reservation/ad copy	Aug. 16, 2016
Camera-ready art	Aug. 25, 2016



42,500 circulation 

NJ Baby

Our annual magazine just for expecting and new parents in NJ

Jam-packed with important resources and ideas for new parents, NJ Baby is the perfect place to present your business to a very engaged audience.

2016 planner

Next-gen gear for baby and mom, how to choose a pediatrician, dealing with childcare issues, delivery options, going green, caring for your baby, family fitness and nutrition and much more.

More than 500 strategically selected locations, guaranteeing access to your target market, including:

- Direct mail
- OB/GYN offices
- Pediatric offices
- Children's retailers
- Children's activities and classes
- Breastfeeding and childbirth classes
- Hospitals' birthing centers
- Childcare facilities ...and many more

Restocked at locations throughout:

Bergen, Essex, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Passaic, Somerset, Sussex and Union counties.

Deadlines

2016 issue

Space reservation/ad copy May 6, 2016
Camera-ready art May 19, 2016

Recognition

In 2010—our first year of publication—NJ Baby was nationally honored by the Parenting Media Association, winning the coveted first-place award in editorial and design excellence.





Digital Engagement

Reach affluent, educated, involved parents on any platform

Our audience

- **89%** spends at least 3 hours per day online
- **88%** makes purchasing decisions based on email recommendations
- **92%** shares on Facebook

njfamily.com is the largest community of New Jersey parents online. Every year we help more than 1.6 million parents with our comprehensive, hyper-local coverage: NJ's most robust family events calendar, trusted recommendations on pediatric healthcare providers, must-read parenting advice, contests, giveaways and more.

How To Get Involved

We love to partner with our advertisers and we offer a ton of opportunities to get them involved. Build audience, page views, email databases and brand awareness by becoming a sponsor—we can also create custom opportunities!

Exclusive Sponsorship of Site Tentpoles

- **Best Towns for Families, Golden Popsicle Awards, Cutest Kid in NJ and more**
Surround our most popular programs and take advantage of massive promotion plans

Photo Contests + Giveaways

- **Back to school photo contests, ticket giveaways and more**
Our readers love to enter contests, vote for their favorites and get their friends to vote, too!

Sponsored Content

- **Blog posts, quizzes, giveaways**
Reach our enormous audience with a custom message and promotion plan

FOLLOW US!

Twitter @njfamilymag
Instagram @newjerseyfamily
Pinterest /NewJerseyFamily
Facebook /NewJerseyFamily
Facebook /RaisingTeens
Facebook /NJBaby

Digital Marketing

njfamily.com

Our website offers advertisers the ability to reach the most active and engaged group of New Jersey moms. Our digital campaigns can be customized to any budget.

Ensure your online ads always get noticed. We offer limited, run-of-site positions, creating an uncluttered, high-visibility environment for your marketing message.

- Leaderboard
- Double big box
- Big box
- Sponsorship box

Category-exclusive “adhesion” ads

This exclusive banner position adheres to the bottom of a users browser window (i.e. above the fold). This position is sold by category.

Microsites: create your own on njfamily.com featured microsite

- Your listing is highlighted and placed at the top of the category
- Bonus mini-listing with logo, photos and Google map
- Business description up to 500 words, plus up to three photos and a video
- Link to your website, Facebook and Twitter pages

premium microsite

- Your listing is highlighted and placed above basic listings in category
- Business description up to 150 words, up to three photos and a link to your website

Email marketing

Reach engaged, qualified buyers receptive to your message. Our newsletter open rate consistently exceeds industry standards.

newsletters

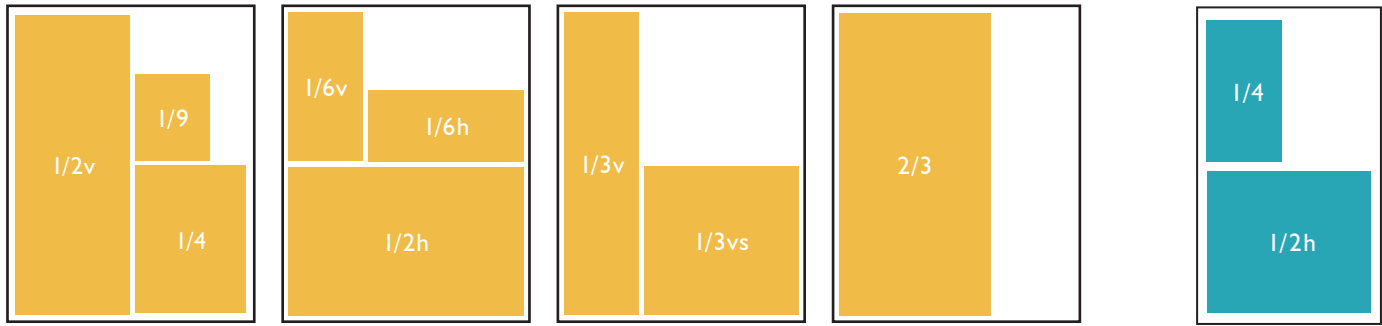
- Twice weekly newsletters containing news and hand-picked local events by New Jersey Family’s editors offering up-to-the-minute options for time-crunched parents.

- Targeted content focused emails featuring topics on education, enrichment, children’s health, parties, camps and kids’ programs.

custom email blasts

Target our subscribers with this exclusive opportunity to own the content of a dedicated eblast. Select the send date, too!





Print Ad Specs

New Jersey Family & Raising Teens

	width	height
FULL PAGE	live: 7.75" x	10.625"
	trim: 8" x	10.875"
	bleed: 8.25" x	11.125"
1/2 PAGE	vertical: 3.625" x	9.75"
	horizontal: 7.5" x	4.75"
1/3 page	square: 4.9" x	4.75"
	vertical: 2.33" x	9.75"
1/4 page	3.625" x	4.75"
1/6 page	vertical: 2.33" x	4.75"
	horizontal: 4.9" x	2.25"
1/9 page (NJ Family only)	2.33" x	3"

NJ Baby

	width	height
2-PAGE SPREAD	live: 10.25" x	8.75"
	trim: 10.5" x	9"
	bleed: 10.75" x	9.25"
full page	live: 5" x	8.75"
	trim: 5.25" x	9"
	bleed: 5.5" x	9.25"
1/2 page	4.625" x	4"
1/4 page	2.125" x	4"

ad creation

- New Jersey Family's art department offers design services and provides one proof at no charge.
 - All ads created by New Jersey Family are the sole property of New Jersey Family.

production requirements

- Art materials and camera ready artwork must be submitted to the art department (art@njfamily.com) and confirmed/approved for print.
 - Any problems or concerns with the file provided from a client will be communicated as soon as possible.
- Acceptable file formats for ads or artwork are PDF, EPS, AI, JPG, TIFF.
 - Clients are welcome to provide an InDesign file, but they must be "packaged" properly (with fonts and images).
- Microsoft files ARE NOT acceptable as a file format for artwork. (This includes Word, Powerpoint, Excel, Publisher, etc.)
- Camera Ready ads must be:
 - Provided in the exact dimensions as reserved.
 - CMYK. (Files not in CMYK will be converted. Please be advised that colors will change in conversion.)
 - An Adobe Acrobat (PDF) format or an Adobe Creative Suite specifically for InDesign, Illustrator or Photoshop.
 - Resolution must be 300 DPI.

Responsive Marketing

New Jersey Family's digital platforms are RESPONSIVE; ads and images will adapt to whatever platform (desktop, tablet or smart phone) our readers use to view our website and newsletters. Some ad sizes will require multiple ad versions to render properly across all platforms.

Production requirements:

- **File size:** No more than 40k for a simple image, and 80-90k for a rich-media ad, including click through URL.
- **Animation:** 15 seconds maximum. Frame rate should be 12 frames per second (max 18fps). Animated ads must be sent as a GIF file.

Digital Ad Specs

Leaderboard

Desktop/
Tablet: 728 x 90 pixels
Smartphone: 300 x 50 pixels

Big Box

Desktop/Tablet/
Smartphone: 300 x 250 pixels

Double Big Box

Desktop/Tablet/
Smartphone: 300 x 600 pixels

Newsletters

Leaderboard

Desktop/Tablet: 600 x 120 pixels
Smartphone: 300 x 50 pixels

Adhesion Ad

Desktop: 1190 x 90 pixels
Desktop: 970 x 90 pixels
Tablet: 718 x 90 pixels
Smartphone: 310 x 50 pixels

Sponsorship Box

Desktop/Tablet/
Smartphone: 300 x 100 pixels

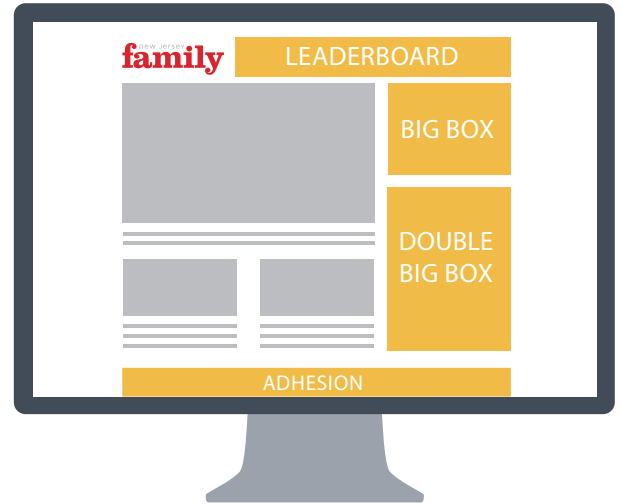
Big Box

Desktop/Tablet: 300 x 600 pixels
Smartphone: 300 x 250 pixels

Dedicated eblast*

Full: 650 x 800 pixels

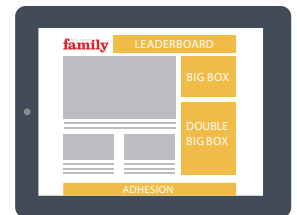
*Must be supplied as camera-ready art



Desktop



Tablet Portrait



Tablet Landscape



Smartphone



Newsletters

