

# (201) DINING



A Resource Guide  
Highlighting the Area's Best Restaurants!

Reach the Area's Most Frequent and Affluent Diners ...  
All Year Long!

Dining enthusiasts throughout Bergen now have a publication to call their own: *(201) Dining*, a comprehensive guide to the area's finest and most enticing restaurants.

Publishing this September, *(201) Dining* will cover the entire restaurant scene in Bergen, and beyond. It will include reviews and profiles of hundreds of the best eateries the area has to offer: from the most romantic, intimate and out-of-the-way, to the most tried, true and talked-about.

Your ad in this special, digest-sized publication will benefit from 12 months of exposure to thousands of Bergen residents who frequent local restaurants most often and have the means to eat out several times per week. All told, more than 25,000 copies of *(201) Dining* will be distributed ...15,000 to *(201) Magazine* recipients, and 10,000 more at finer restaurants all over the area.

**DEADLINES** Ad Space: July 6

Camera-Ready Materials: July 14

Publication Date: August 31

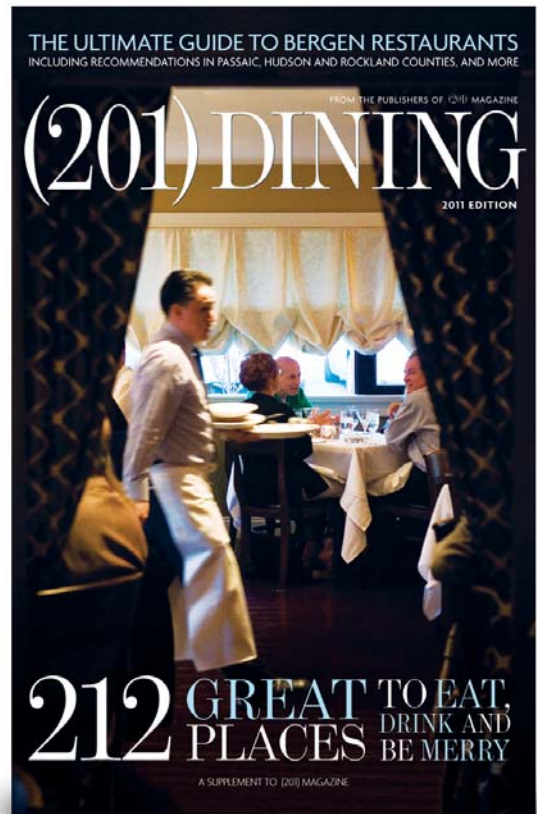
## EVENT OPPORTUNITY NORTH JERSEY AND ROCKLAND RESTAURANTS

Run a Full-Page Ad in *(201) Dining* ... and Participate in Our 3rd Annual "RESTAURANT WEEK" Absolutely Free! October 2-6 & 9-13, 2011

Participating restaurants must offer a prix fixe dinner menu for \$29.95 (with the option of offering a prix fixe lunch menu for \$16.95) and will enjoy incredible visibility in all different forms of media, including magazines, newspapers and online. The anticipated result? More traffic for you in the short-term ... and more repeat business in the long-term.

## IN PRINT EXPOSURE

All full-page advertisers will receive a mini review in *(201) Dining*.



### *(201) Dining* Rates (all rates gross):

2-Page Spread (bleed: 11.5" x 8.75")	\$2,330
Full Page (bleed: 5.75" x 8.75"; non-bleed: 4.78" x 7.8")	\$1,295
Half Page (horizontal only; bleed: 5.75" x 4.5"; non-bleed: 4.8" x 3.83")	\$765
Quarter Page (non-bleed only; 2.33" x 3.83")	\$430

### Premium Positions (full-page ads only):

Inside Front Cover	\$1,555
Page 1	\$1,555
Inside Back Cover	\$1,425
Back Cover	\$1,620

To reserve your space in the 3rd annual edition of *(201) Dining*, call your *(201) Magazine* account representative or (201) 646-6955.