

COMING THIS JANUARY

(201) family

A CELEBRATION OF FAMILY LIFE



A new kind of magazine ... for parents of kids of all ages
from the publishers of *(201) Magazine!*

Finally, there's a magazine for today's active moms and dads on the go: *(201) Family*. Published monthly, *(201) Family* celebrates life in Bergen County and beyond and is loaded with all kinds of easy-to-access information that busy parents of kids of all ages want and need to know:

- Things to do and places to go around the county and nearby areas
- Parenting tips on education, health care, camps and more
- Party planning advice
- Family-friendly food and dining suggestions
- Shopping and style tips
- Youth sports roundups
- What's new in movies, books and more
- Close-up looks inside family spaces that inspire
- And that's just the beginning!

Produced by the same team behind *(201) Magazine*, *(201) Family* is a new kind of parenting magazine – hip, colorful, and photo-heavy. It's designed for parents – and grandparents – who want to get out and do more with their kids.

For advertisers: The perfect backdrop for your family-oriented message!

For advertisers, *(201) Family* presents a completely new and different way to reach parents – a local magazine with “national” attitude. *(201) Family* is a standard-sized publication that's perfect bound, printed on high-quality paper stock with eye-catching covers and graphics throughout. Imagine the impressions you and your ads will make!

Distribution with *(201) Magazine*, inside *The Record* and more!

(201) Family gets into the hands of influential parents in several different ways:

- 15,000 copies mail with *(201) Magazine* to Bergen postal routes with the heaviest concentration of households with kids.
- 15,000 copies are inserted in *The Record* to select subscribers.
- 10,000 copies are bulk dropped to select businesses and schools in the area.

That means 75% of *(201) Family* copies are home delivered ... with the remaining 25% distributed from highly desirable locations where parents and children often go.

BE A PART OF OUR PREMIER ISSUE!

THE DEBUT ISSUE OF (201) FAMILY – COMING THIS JANUARY – CLOSING ON DECEMBER 7.

For editorial information and rates,
and to receive a 2012 *(201) Family* media kit, call (201) 646-6955
or email sales@bergen.com.

AS OF 10/28-2011

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2012 Editorial and Advertising Calendar



JANUARY

Education

AD SECTION: Directory of School
& Education Programs

Publication Date: January 4
Ad Space Deadline: December 7
Non-Camera Ready: December 12
Camera Ready: December 14

FEBRUARY

Family Health & Camps

AD SECTIONS: Directory of Summer
Camps & Summer Programs,
Healthcare Profiles

Publication Date: February 1
Ad Space Deadline: January 5
Non-Camera Ready: January 10
Camera Ready: January 12

MARCH

Pregnancy, Birth and Babies

AD SECTION: Pregnancy & Birth Directory

Publication Date: March 1
Ad Space Deadline: February 2
Non-Camera Ready: February 7
Camera Ready: February 9

APRIL

Teens

AD SECTIONS: Family Travel, Teens

Publication Date: March 28
Ad Space Deadline: March 1
Non-Camera Ready: March 6
Camera Ready: March 8

MAY

Summer Preview/Celebrating Moms

AD SECTION: The Pampered Mom

Publication Date: May 2
Ad Space Deadline: March 28
Non-Camera Ready: April 2
Camera Ready: April 4

JUNE

Birthdays/Celebrating Dads

AD SECTIONS: Party Directory, Pets

Publication Date: May 30
Ad Space Deadline: April 26
Non-Camera Ready: April 30
Camera Ready: May 2

JULY

Summer Fun

AD SECTION: Family Travel

Publication Date: June 27
Ad Space Deadline: May 30
Non-Camera Ready: June 4
Camera Ready: June 6

AUGUST

Back to School

Publication Date: July 25
Ad Space Deadline: June 27
Non-Camera Ready: July 2
Camera Ready: July 5

SEPTEMBER

Child Care

AD SECTIONS: Hospitals, Legal Profiles

Publication Date: August 29
Ad Space Deadline: July 25
Non-Camera Ready: July 30
Camera Ready: August 1

SEPTEMBER SPECIAL EDITION

The Special Parent

(Annual publication for parents of
special needs children)

Publication Date: August 29
Ad Space Deadline: July 25
Non-Camera Ready: July 30
Camera Ready: August 1

OCTOBER

Fall Happenings

AD SECTION: Healthcare Profiles

Publication Date: September 26
Ad Space Deadline: August 29
Non-Camera Ready: September 4
Camera Ready: September 6

NOVEMBER

Family Gatherings/Gift Guide, National Adoption Month

AD SECTION: Neighborhood Holiday
Shopping Guide

Publication Date: October 31
Ad Space Deadline: September 26
Non-Camera Ready: October 1
Camera Ready: October 3

DECEMBER

Celebrations/Gift Guide

AD SECTION: Neighborhood Holiday
Shopping Guide

Publication Date: November 28
Ad Space Deadline: October 24
Non-Camera Ready: October 29
Camera Ready: October 31

For space reservations or further information, call your account executive or (201) 646-6955.

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2012 Editorial and Advertising Calendar

Monthly Departments

DO GOODERS

Kids and adults who volunteer and make a difference in their communities

HISTORY LESSON

A nostalgic look at family life in Bergen

WONDER YEARS

Vintage photos of people and places from the past

ON BERGEN.COM

Roundup of what bloggers are talking about on the family channel on bergen.com

NEW ARRIVALS

The buzz on new books, movies and videos, music, games

SHOPPING AND STYLE

Trendy clothing and accessories for the whole family

NEAT STUFF

Tips for organizing everything from school lockers, to mudrooms to playrooms

FAMILY ACTIVITIES

Fun stuff to do for the whole family including tubing, indoor rock climbing, apple picking, mini golf and even canoeing

CRAFTS

Make it yourself projects

PETS

Care and training and treats and toys for these special members of the family

THE SHAPE OF THINGS

Family fitness

HEALTH AND BEAUTY

Topics in family health and wellness

SPORTS

A look at youth sports for tots, tweens and teens

THE SPECIAL PARENT

Topics to help parents with special needs children to reach their full potential

HOME

Great spaces - inside and out - for kids to sleep, study and play

FUN FOOD 4 KIDS

Healthy and creative snacks and treats for kids

PARTY TIME

Planning tips and venues for parties of every kind

TASTE TREATS

Roundups of great places to find burgers and dogs, ice cream and treats, pizza and nachos and more

DINING GUIDE

Family-friendly restaurants in Bergen and beyond

CALENDAR

Day trips, arts and culture, classes and programs

WHAT MATTERS MOST

Reader reflections on family life

FOR SPACE RESERVATIONS OR FURTHER INFORMATION,
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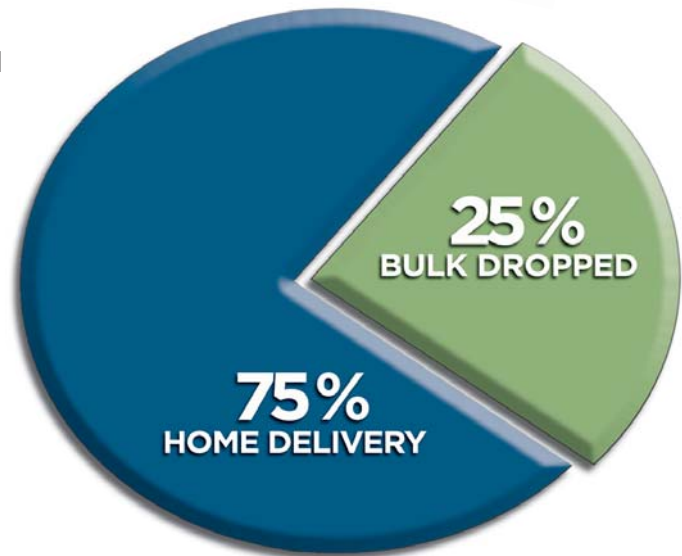
2012 Circulation Overview

All told, 40,000 copies of *(201) Family* are distributed in Bergen County and North Jersey every month.

- 15,000 copies mail with *(201) Magazine* to Bergen postal routes with the heaviest concentration of households with kids
- 15,000 copies are inserted in *The Record* to select subscribers
- 10,000 copies are bulk dropped to select businesses and schools in the area

TOTAL CIRCULATION

40,000



For more information, call (201) 646-6955 or email sales@bergen.com.

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2012 Advertising Rates

AD SIZES

	Frequency:	1 x	3 x	6 x	12 x
Full Page		\$2,155	\$1,990	\$1,880	\$1,765
1/2 Page		\$1,385	\$1,290	\$1,225	\$1,105
1/4 Page		\$780	\$735	\$690	\$625
1/8 Page		\$455	\$425	\$390	\$360
Inside Front Cover		\$2,480	\$2,290	\$2,160	\$2,030
Page 1 (new)		\$2,480	\$2,290	\$2,160	\$2,030
Inside Back Cover		\$2,370	\$2,190	\$2,070	\$1,940
Back Cover		\$2,585	\$2,390	\$2,255	\$2,120

MARKETPLACE (Extracurricular, Camps, Party Services, Professional/Business)

AD SIZES	Frequency:	1 x	3 x	6 x	12 x
1/4 Page		\$595	\$530	\$475	\$420
1/8 Page		\$300	\$265	\$240	\$210
1/16 Page		\$150	\$135	\$120	\$105
1/32 Page		\$85	\$70	\$60	\$55

FEATURED DIRECTORIES (Pampered Moms, Family Getaways, etc)

AD SIZES	Frequency:	1 x	3 x	6 x
1/2 Page		\$1,015	\$940	\$895
1/4 Page		\$595	\$530	\$475
1/8 Page		\$300	\$265	\$240

CLASSIFIEDS

Includes 7 lines of copy (approximately 44 characters per line)

Additional lines \$5 each

1-3 Months: \$55 per month • 4-6 Months: \$50 per month • 7-12 Months: \$45 per month

All rates per insertion. All pages are full color, printed on glossy, 50 lb. stock.

All rates net. Prices effective January 1, 2012.



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2012 Mechanical Requirements

(201) Family welcomes “camera-ready” advertising. Acceptable file types and methods of delivery are listed below.

PRODUCTION REQUIREMENTS

ACCEPTABLE FILE TYPES

Adobe Acrobat® PDF prepared as high-resolution with fonts embedded.

Adobe Illustrator® CS or lower. Convert type to outlines, export as Mac EPS file.

QuarkXPress® 6.1 or lower. Include all fonts and artwork. Do NOT use “style” attributes to bold, italicize or otherwise alter a font. Select font variations from the actual font menu. Use PostScript fonts only. Do NOT use any non-standard Quark borders. Do NOT use Quark EPS files in your ad document.

Adobe PhotoShop® CS or lower.

TIFF (Mac Byte Order)

EPS (save EPS file with an 8-bit TIFF preview, with binary encoding selected in EPS preference dialog box. (Leave other boxes unselected) JPEG or BMP

Macromedia Freehand® 8.0 or lower. Convert type to paths and export as Mac EPS file.

All digital ad files should be accompanied by a matchprint proof.

Compression Stuffit files or files compatible with Stuffit Expander (i.e., ZipIt files). Compression files that are self-extracting.

UNACCEPTABLE FILE TYPES

JPG, DCS 1 or 2, or native files in Microsoft PowerPoint, Microsoft Publisher, Corel, PageMaker, or Word Perfect format. Microsoft Word documents may be used only to provide text content for an ad, and not as a format for a final file.

Web site images and logos are low-resolution and NOT acceptable.

COLOR MODES, FONTS AND TRAPPING

Process Color Prepare all color content in CMYK mode. RGB and Lab colors are not accepted. Pantone (PMS) or other spot colors must be converted to CMYK, unless a fifth color has been ordered.

Black & White Images must be in grayscale or bitmap mode. Include all **Fonts** Provide all PostScript fonts (suitcases and printer fonts) used in the file. Do NOT use TrueType, Multiple Master, or OpenType fonts.

Trapping is the responsibility of the advertising agency or designer.

GRAPHICS/IMAGES RESOLUTION

Supply images in one of these formats: TIFF, Macintosh EPS files or JPEG, minimum 300 ppi (pixels per inch).

Bitmapped images Minimum resolution 1200 ppi.

Image size must be 100% of the size it will print. Images cannot be enlarged without loss of quality

DELIVERY METHODS

E-MAIL

magazines@northjersey.com

An FTP site is available for larger file uploads.

Please e-mail magazines@northjersey.com for instructions.

PHYSICAL MEDIA

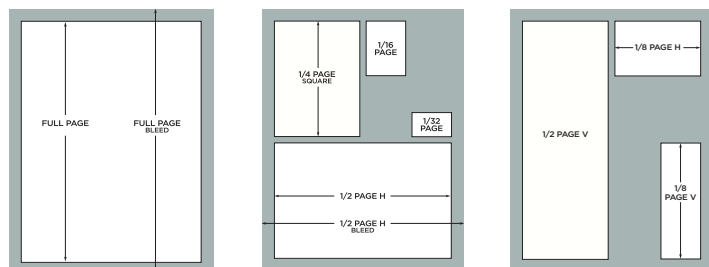
CD-R • DVD-R • AdSend (NJPAS) • AdTransit

Send to: North Jersey Media Group, Attention (201) Magazine, 1 Garret Mountain Plaza, Woodland Park, NJ 07424-0471

AD SIZE DIMENSIONS

Size Name	Measurements
Full Page Bleed:	8.5" x 11.125" Trim: 8.375" x 10.875" Type Safety: 7.875" x 10.355"
Full Page Non-Bleed:	7.38" x 9.88"
1/2 Page Horizontal:	7.375" x 4.812"
1/2 Page Horiz. Bleed:	8.5" x 5.437" (with bottom and side bleed only)
1/2 Page Vertical:	3.562" x 9.875"
1/4 Page Square:	3.562" x 4.812"
1/8 Horizontal:	3.562" x 2.282"
1/8 Vertical:	1.656" x 4.812"
1/16 Page:	1.656" x 2.282"
1/32 Page:	1.656" x 1.017"

*Camera-ready ads can be received up to 4 days after space deadline.



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The (201) Family of Publications



(201) is the first – and only – monthly magazine in Bergen County, New Jersey, one of the country’s wealthiest regions. (201) reaches the county’s most affluent residents with 100% original editorial and exquisite photography. Each month, our coverage of influential people, style, estates, home décor, dining and charitable events showcases the best of Bergen.



(201) Family celebrates family life in Bergen County and beyond. The magazine includes tips on parenting children of all ages, party planning, imaginative room décor, and fun activities, and covers youth sports, fashion and shopping, and family-friendly dining.



(201)’s Best of Bergen Guide showcases all of the winners in the (201) Magazine Best of Bergen Readers’ poll. From restaurants to boutiques to special service businesses and more, every top vote getter is highlighted in this annual digest-size magazine.



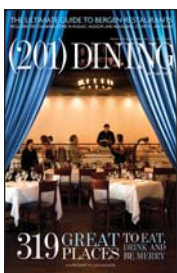
(201) Health is an annual magazine dedicated exclusively to health, wellness, fitness and better living in Bergen County.



(201) Bride, publishing twice in 2012, is the first and only magazine written for and about the Bergen and northern New Jersey bride-to-be. It showcases recent weddings of note in the area, the latest products on the market for brides and their parties, and the best places to hold a wedding reception. This is a bridal publication like no other!



(201) Home, a twice-annual publication, mails with the May and October issues of (201), and to a bonus audience of 1,000 Bergen interior designers, architects and custom builders. This exciting magazine is dedicated entirely to Bergen home design.



(201) Dining is a comprehensive guide to the area’s finest and most enticing restaurants. This annual digest-size keeper covers the entire restaurant scene in Bergen, and beyond.



(201) Welcome is an annual publication for people who have recently purchased homes in Bergen and those considering a move here. (201) Welcome features information on the county’s most desirable towns and schools, best places to shop and dine, top employers and much more.



(201) Executive is a quarterly magazine for top management in business and industry who work or live in Bergen. The magazine focuses on high-profile executives, family businesses and execs on the rise, and includes business success stories, branding and marketing tips, and workforce recruitment and training advice.