

2012 Editorial Calendar

(201) EXECUTIVE

INSPIRATION FOR SUCCESS

SPRING

AD SECTIONS:

Healthcare, Accountants,
Wealth Management, Banking

Publication Date: March 28
Ad Space Deadline: February 9
Non-Camera Ready: February 14
Camera Ready: February 16

SUMMER

AD SECTIONS:

Business Insurance, Energy,
Technology/Telecom,
Commercial Real Estate

Publication Date: May 30
Ad Space Deadline: April 12
Non-Camera Ready: April 17
Camera Ready: April 19

FALL

AD SECTIONS:

Lawyers, Higher Education,
Meetings, Women in Business

Publication Date: September 12
Ad Space Deadline: July 25
Non-Camera Ready: July 30
Camera Ready: August 1

WINTER

AD SECTIONS:

Healthcare, Banking, Philanthropy,
Bergen's Most Successful Companies

Publication Date: November 14
Ad Space Deadline: September 26
Non-Camera Ready: October 1
Camera Ready: October 3

DEPARTMENTS

ENTREPRENEURSHIP

One to watch

SMALL WONDER

Inside a successful small business
with big money

LISTS

Quick hits, great places to work,
tips and trends

BUSINESS BUZZ

Business happenings, relocations,
new businesses

VINTAGE

Business photos of yesteryear

HEALTH AND WELLNESS

Executive physicals, employee health
screenings, healthy workplace
incentives and more

BERGEN BACKSTORY

A nostalgic look at Bergen businesses
of yesteryear

BEST PRACTICES

Execs share what works best to keep
their companies on top

LOOKING THE PART

Style pages of clothing and accessories
for business men and women

AT THE OFFICE

Technology, gadgets, office furnishings

BUSINESS ENTERTAINING

Tips for planning corporate events and
unique entertaining opportunities

BUSINESS DINING REVIEW

Top spots for power lunches and
dining on a tight timetable

SPORTS

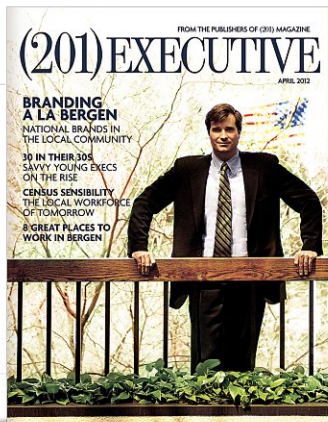
Sports marketing and event
sponsorships plus the business of
sports in Bergen

OFFICE SPACE

The interior design of posh executive
suites and sophisticated corporate
spaces

VIEW FROM THE TOP

CEOs muse on topics such as
corporate social responsibility,
employee morale, new business
development and more



2012 Advertising Rates

(201) EXECUTIVE

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STANDARD SIZES

	Frequency:	1 x	2 x	3 x	4 x
Two-Page Spread		\$5,750	\$5,390	\$5,030	\$4,670
Full Page (standard or bleed)		\$3,195	\$2,995	\$2,795	\$2,595
2/3 Page		\$2,355	\$2,215	\$2,065	\$1,920
1/2 Page Horizontal		\$1,880	\$1,765	\$1,645	\$1,530
1/2 Page Vertical		\$1,880	\$1,765	\$1,645	\$1,530
1/3 Page Square		\$1,285	\$1,195	\$1,120	\$1,040
1/3 Page Vertical		\$1,285	\$1,195	\$1,120	\$1,040
1/4 Page		\$1,005	\$935	\$875	\$810
1/6 Page (Vertical only)		\$690	\$645	\$605	\$560
1/12 Page		\$370	\$350	\$325	\$300

PREMIUM POSITIONS

(SUBJECT TO AVAILABILITY)

	Frequency:	1 x	2 x	3 x	4 x
Inside front — 100 lb. cover		\$3,675	\$3,445	\$3,215	\$2,985
Page 1		\$3,675	\$3,445	\$3,215	\$2,985
Page 3		\$3,515	\$3,295	\$3,075	\$2,855
Opposite Contents page		\$3,515	\$3,295	\$3,075	\$2,855
Opposite Masthead 1 page		\$3,370	\$3,160	\$2,950	\$2,740
Opposite Masthead 2 page		\$3,370	\$3,160	\$2,950	\$2,740
Opposite Editor's Note page		\$3,370	\$3,160	\$2,950	\$2,740
Inside back — 100 lb. cover		\$3,515	\$3,295	\$3,075	\$2,855
Back page — 100 lb. cover		\$3,835	\$3,595	\$3,355	\$3,115

All pages are full color, printed on glossy, 50 lb. stock. All rates are gross and are commissionable to recognized agencies, 501(c)(3) organizations: Use 3x rate. Trim size: 8.375"x10.875"

Effective with the April 2012 issue.

North Jersey Media Group advertising credit terms

North Jersey Media Group's credit terms are net 30-days for customers with a credit limit greater than \$750. Customers with a credit limit of \$750 or less are payable upon receipt of invoice. All invoices and statements are net. North Jersey Media Group will hold the advertising agency, which is considered the agent of the advertiser, primarily responsible for the payment of invoices for advertising. However, advertiser and agency have joint and several liability for payment of all invoices.

New accounts

All new accounts default to prepay (cash with copy). Once an account has submitted a completely filled out credit application a courtesy credit limit of \$1000 will be extended. This credit limit is intended to cover any ads that would be placed during the time the credit application is being processed. A review of the application will be done and a credit limit will be determined. Agencies are also required to fill out an agency recognition form. Classified rates are commissionable only to recognized advertising agencies.

Private Party accounts will always be prepay. A private party account is defined as a non-incorporated entity, including consumers as well as individuals who own their own business but are not incorporated. Non-incorporated business accounts that had been advertisers with North Jersey Media Group for more than one year that have established a strong payment history will be treated as a commercial account.



2012 Mechanical Requirements

(201) EXECUTIVE

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(201) Executive 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

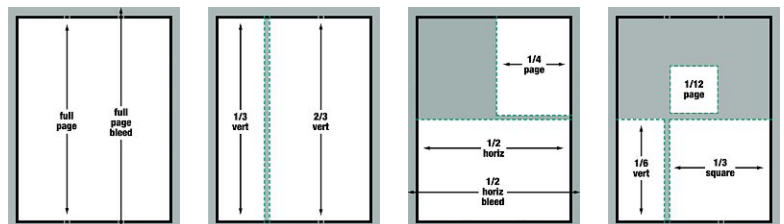
CD-R • DVD-R • AdSend (NJPAS) • AdTransit

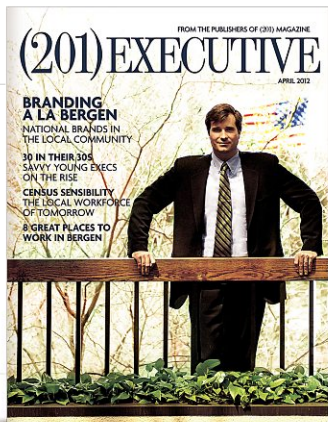
Send to: North Jersey Media Group, Attention (201) Magazine, 1 Garret Mountain Plaza, Woodland Park, NJ 07424-0471

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"
Non-Bleed:	7.38" x 9.88"
2/3 Page Vertical	4.833" x 9.875"
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"
1/3 Page Vertical	2.292" x 9.875"
1/3 Page Square	4.833" x 4.812"
1/4 Page	3.562" x 4.812"
1/6 Page Vertical	2.292" x 4.812"
1/12 Page Square	2.292" x 2.281"

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





2012 Circulation Overview

(201) EXECUTIVE

INSPIRATION FOR SUCCESS

Reach 15,000 Top Bergen Business Professionals at Their Places of Work ...

Plus a Bonus Audience of 10,000 Affluent Households in Bergen's Top Zip Codes!

Total Circulation: 25,000

Each quarterly edition (Spring, Summer, Fall, Winter) of *(201) Executive* in 2012 circulates to only the cream of the crop in business and industry throughout Bergen County.

First, 15,000 copies are mailed to top-level executives at their offices and workplaces in Bergen. This gives your ad excellent exposure to decision-makers at the following types of businesses:

- The top revenue-generators in all of Bergen, including manufacturers of automobiles, food products, home products, healthcare products and more
- Technology firms
- Energy and utility companies
- Doctors, dentists, attorneys, insurers, accountants and wealth managers
- Banks
- Educational institutions
- Hospitals
- Media companies
- Food retailers
- Many, many more

Then, 10,000 bonus copies mail with *(201) Magazine* to households in the most affluent postal routes throughout Bergen.

This means even greater visibility for you and your message ... inside the homes of people who lead businesses headquartered not only in New Jersey... but in New York, throughout the country, and globally, too!

That's an every-issue total circulation of 25,000!

To take advantage of the far-ranging reach of *(201) Executive*, call (201) 646-6955.



COMING IN APRIL 2012 ...

From the Publishers of (201) Magazine ...

(201) EXECUTIVE

INSPIRATION FOR SUCCESS

Showcasing the County's Top Professionals and Most Successful Companies, and Inspiring Thousands of Others to Reach the Top of Their Fields!

Introducing

(201) EXECUTIVE ...

Now there's a brand-new publication for top professionals who work or reside in the county – (201) Executive. This dynamic quarterly – publishing in April, June, September and November 2012 – will help motivate and inspire business and industry leaders to do their jobs better and smarter ... and make their workforces more productive and profitable.

But we're not talking your typical business journal here. Patterned after (201) Magazine, Bergen's top luxury lifestyle publication, (201) Executive will profile the biggest and most successful players in every conceivable field, from automotive to health care, fashion to finance, and entertainment to sports. And we'll focus on the most progressive and innovative companies, too – the ones that are putting Bergen on the map as a top-flight place to do business.

Every issue of (201) Executive will cover:

- Entrepreneurship and small business success
- Best practices: leaders share what keeps their businesses on top
- Hot-button topics such as social responsibility, employee morale and compensation, new business development and more
- The latest in technology and trends

- How to dress for success
- Keeping fit ... healthy workplace initiatives
- Business dining and entertaining
- Great corporate spaces
- And a whole lot more!

For advertisers, a golden opportunity – four times a year – to reach and influence 25,000 of Bergen's most influential people!

(201) Executive presents a unique, new way to reach business decisionmakers – the ones who have the power to purchase essential goods and services for their workplaces ... and the means to purchase luxury goods for themselves.

(201) Executive delivers an outstanding advertising environment for the following types of businesses and organizations:

Business-to-Business

- Banks
- Attorneys
- Insurers
- Accountants
- Hospitals and health care providers
- Higher education
- Hotels and resorts for meetings and business travel
- Commercial real estate professionals
- Engineering and land planning firms
- Technology companies
- Energy providers
- And more

Business-to-Consumers

- Wealth management companies
- Automotive dealers
- Jewelry retailers
- And more

An amazing formula for reaching some business leaders at work ... and others at home!

(201) Executive will get into the hands of the men and women who matter most in two unique ways:

- 15,000 copies mail to top-level professionals at their places of work – all within Bergen
- Bonus: 10,000 copies mail with (201) Magazine to households within the most affluent postal routes in the county

That's a total circulation of 25,000 ... an amazingly high figure, guaranteeing your message will be seen by the most influential business leaders in Bergen.

Be a part of our premiere issue!

(201) Executive debuts in April 2012 – Ad deadline is February 1.

To receive a (201) Executive media kit, with editorial, rate and circulation information, please call (201) 646-6955 ... or email sales@bergen.com.