

# (201)

# 2012 Editorial and Advertising Calendar

## JANUARY

### THE HEALTH ISSUE

#### AD SECTIONS:

- PROFESSIONAL PROFILES
- CAMPS

In-Home Date: January 4, 2012

Ad Space Deadline: November 16, 2011

Non-Camera Ready: November 21, 2011

Camera Ready: November 23, 2011

## FEBRUARY

### THE BEST OF BERGEN 2012

#### AD SECTIONS:

- ROMANTIC DINING
- CAMPS
- (201) ESTATES

In-Home Date: February 1, 2012

Ad Space Deadline: December 14, 2011

Non-Camera Ready: December 19, 2011

Camera Ready: December 21, 2011

## MARCH

### SPRING FASHION

#### AD SECTIONS:

- LANDSCAPING/POOLS
- BERGEN RESTAURANTS
- CAMPS
- (201) ESTATES

In-Home Date: March 1

Ad Space Deadline: January 18

Non-Camera Ready: January 23

Camera Ready: January 25

## APRIL

### THE ARTS

#### AD SECTIONS:

- CAMPS
- (201) ESTATES

In-Home Date: March 28

Ad Space Deadline: February 15

Non-Camera Ready: February 20

Camera Ready: February 22

## MAY

### MOTHER'S DAY

#### AD SECTIONS:

- CAMPS
- PAMPERING MOMS
- BRUNCH DINING
- (201) ESTATES

In-Home Date: May 2

Ad Space Deadline: March 14

Non-Camera Ready: March 19

Camera Ready: March 21

## JUNE

### SAY HELLO TO SUMMER

#### AD SECTIONS:

- TOP BERGEN LAWYERS
- (201) ESTATES

In-Home Date: May 30

Ad Space Deadline: April 18

Non-Camera Ready: April 23

Camera Ready: April 25

## JULY

### ALL ABOUT SUMMER

#### AD SECTIONS:

- PROFESSIONAL PROFILES
- (201) ESTATES

In-Home Date: June 27

Ad Space Deadline: May 16

Non-Camera Ready: May 21

Camera Ready: May 23

## AUGUST

### THE SPORTS ISSUE

#### AD SECTIONS:

- SENIOR LIVING
- BACK TO SCHOOL GUIDE

In-Home Date: July 25

Ad Space Deadline: June 13

Non-Camera Ready: June 18

Camera Ready: June 20

## SEPTEMBER

### FALL FASHION

#### AD SECTIONS:

- FASHION
- LANDSCAPING/POOLS
- (201) ESTATES

In-Home Date: August 29

Ad Space Deadline: July 18

Non-Camera Ready: July 23

Camera Ready: July 25

## OCTOBER

### AUTUMN IN BERGEN

#### AD SECTIONS:

- FINANCIAL PROFILES
- (201) ESTATES

In-Home Date: September 26

Ad Space Deadline: August 15

Non-Camera Ready: August 20

Camera Ready: August 22

## NOVEMBER

### THE FOOD ISSUE

#### AD SECTIONS:

- BERGEN RESTAURANTS
- PRIVATE & PAROCHIAL SCHOOLS
- 2013 AUTO GUIDE

In-Home Date: October 31

Ad Space Deadline: September 19

Non-Camera Ready: September 24

Camera Ready: September 26

## DECEMBER

### HOLIDAY

#### AD SECTION:

- SPAS, SALONS & FITNESS CENTERS

In-Home Date: November 28

Ad Space Deadline: October 17

Non-Camera Ready: October 22

Camera Ready: October 24

## MONTHLY DEPARTMENTS

**(201) Bride** .....Close-up look at a recent Bergen wedding

**(201) Health** .....Tips for active adults

**(201) Home** .....Inside stately homes

**(201) Welcome** .....Where to shop, what to eat, places to visit

**Bergen Backstory** .....Exploring the history, folklore and etymology of old Bergen

**Best Dressed** .....Heather's picks from social events

**Calendar** .....Entertainment events in the area

**Dining Out** .....Restaurant guide and reviews

**Expressions** .....Humorous essay by M.C. Martino

**Flavor of the Month** .....Seasonal foods and recipes

**Giving Back** .....Charitable event coverage

**In Good Spirits** .....Liquor for the connoisseur

**Lists** .....Fun, fashion, food and more

**Main Dish** .....Ideas for entertaining

**Neighbors** .....Photo essay

**On Style** .....The latest in fashion and personal style

**Person-to-Person** .....Celebrities talk about Bergen

**Personal Style** .....Style profile of a prominent Bergen resident

**Speed Dial** .....What's hot in Bergen

**Sports** .....Sports in Bergen by Bob Klapisch

**Vintage Bergen** .....A nostalgic photograph from our archives

# (201)

# Sister Publications 2012 Calendar

## (201) BEST OF BERGEN GUIDE

**2012 ANNUAL EDITION**  
Publication Date: March 14  
Ad Space Deadline: February 1  
Non-Camera Ready: February 6  
Camera Ready: February 8

## (201) BRIDE

**WINTER/SPRING EDITION**  
Publication Date: January 11  
Ad Space Deadline: November 21  
Non-Camera Ready: November 26  
Camera Ready: November 28

**SUMMER/FALL EDITION**  
Publication Date: June 13  
Ad Space Deadline: April 25  
Non-Camera Ready: April 30  
Camera Ready: May 2

## (201) DINING

**ANNUAL EDITION**  
Publication Date: August 29  
Ad Space Deadline: July 3  
Non-Camera Ready: July 9  
Camera Ready: July 11

## (201) EXECUTIVE

**SPRING EDITION**  
Publication Date: March 28  
Ad Space Deadline: February 1  
Non-Camera Ready: February 6  
Camera Ready: February 8

**SUMMER EDITION**  
Publication Date: May 30  
Ad Space Deadline: March 28  
Non-Camera Ready: March 26  
Camera Ready: March 28

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

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

## (201) FAMILY

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

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

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

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

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

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

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

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

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

**OCTOBER**  
Publication Date: September 26  
Ad Space Deadline: August 29  
Non-Camera Ready: September 3  
Camera Ready: September 5

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

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

## (201) HEALTH

**2012 ANNUAL EDITION**  
Featuring Bergen's Top Doctors and Dentists  
Publication Date: May 30  
Ad Space Deadline: April 4  
Non-Camera Ready: April 9  
Camera Ready: April 11

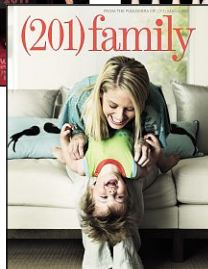
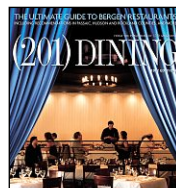
## (201) HOME

**SPRING EDITION**  
Publication Date: May 2  
Ad Space Deadline: February 29  
Non-Camera Ready: March 5  
Camera Ready: March 7

**FALL EDITION**  
Publication Date: September 26  
Ad Space Deadline: August 1  
Non-Camera Ready: August 6  
Camera Ready: August 8

## (201) WELCOME

**2013 ANNUAL EDITION**  
Publication Date: August 22  
Ad Space Deadline: June 20  
Non-Camera Ready: June 25  
Camera Ready: June 27



# (201)

# 2012 Circulation Overview

(201) is 100% mailed to every postal carrier route in Bergen with an average household income of \$190,000\* or greater and to other select carrier routes.

(201) reaches the county's most affluent audience with 100% original, local editorial and exquisite photography. Our coverage of influential people, style, estates, home décor, dining and charitable events showcases the best of Bergen.

\*Applied Geographic Solutions, 2010/Postal Carrier Route Data



## MAIL HOME DELIVERY

ZIP CODE	CITY	CIRC.
07401	Allendale	1,921
07620	Alpine	818
07621	Bergenfield	114
07010	Cliffside Park	107
07624	Closter	1,016
07626	Cresskill	910
07627	Demarest	803
07020	Edgewater	81
07631	Englewood	2,737
07632	Englewood Cliffs	1,686
07410	Fair Lawn	763
07024	Fort Lee	1,238
07417	Franklin Lakes	2,847
07452	Glen Rock	1,924
07601	Hackensack	330
07640	Harrington Park	96
07641	Haworth	731
07642	Hillsdale	214
07423	Ho-Ho-Kus	1,127
07605	Leonia	206
07430	Mahwah	2,959
07432	Midland Park	173
07645	Montvale	1,025
07647	Northvale, Rockleigh	53
07648	Norwood	726
07436	Oakland	387
07675	Old Tappan, River Vale, Westwood	2,288
07649	Oradell	864
07652	Paramus	684
07656	Park Ridge	224
07446	Ramsey	669
07450	Ridgewood	4,282
07661	River Edge	104
07070	Rutherford	88
07458	Saddle River, Upper Saddle River	3,919
07666	Teaneck	1,637
07670	Tenafly	1,858
07676	Township of Washington	211
07463	Waldwick	117
07677	Woodcliff Lake	1,671
07481	Wyckoff	4,106
	Other Bergen	1,083
	Other	1,369
	Total Mail	50,066

Newsstand 305

**TOTAL CIRCULATION 50,471**

ABC audited.

# (201)

# 2012 Reader Demographics

## THE PURCHASING POWER OF (201) READERS\*

Adults in Bergen compared to Bergen adults with a household incomes (HHI) of \$150,000 or more.

## PROFILE

Bergen adults living in households with an average annual income of \$150,000+ fit the following demographic profile:

### Demographic Groups\*

Median Age	45
Married	67.3%
Female	46.5%
Male	53.5%

- Average HHI of (201) households: **\$207,985**
- (201) households average HHI is 82% higher than all of Bergen County
- The highest carrier route has an average HHI of **\$518,138**
- Readership of 118,620

\*Source: Alteryx, Allocate, Applied Geographic Solutions, Spring 2010

(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 audience 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.

## Category

### HOME

Owns a residence	83.8%
Owns pets	57.3%
Planning home improvements (next 12 months)	49.2%
Spent \$3,000+ on home improvements (past 12 months)	35.3%
Shopped at a hardware/paint/lawn/garden store (past 12 months)	81.3%
Shopped at a home accessory store (past 12 months)	72.9%

### DINING/BEVERAGE

Drank imported beer (past 30 days)	30.3%
Bought wine (past 3 months)	55.7%
Bought liquor-white good (past 30 days)	28.2%
Drank vodka (past 30 days)	19.3%

### SHOPPING/FASHION

Bought cosmetics/perfumes/skin care items (past 12 months)	44.5%
Bought fine jewelry (past 12 months)	46.4%
Shopped at a department store (past 3 months)	99.0%
Shopped at a shoe store (past 3 months)	75.2%
Bought men's business clothing (past 12 months)	20.3%
Bought children's clothing (past 12 months)	33.1%

### ELECTRONICS

Accesses the Internet	89.7%
Owns a computer	98.1%
Cell phone subscriber	97.8%
Shopped at a music or video store (past 12 months)	57.2%
Shopped at a hardware or software store (past 12 months)	73.1%

### AUTOMOTIVE

Owns/leases foreign vehicle	89.4%
Owns/leases foreign luxury vehicle	25.9%
Traveled less than 10 miles for their last new vehicle (one way)	60.3%
Shopped at an automotive store (past 12 months)	54.6%

### TRAVEL

Took a weekend getaway trip (past 12 months)	25.2%
Spent \$5,000+ on vacation (past 12 months)	24.1%
Took 5+ domestic overnight trips (past 12 months)	67.5%
Rented a car (past 12 months)	47.0%
Owns a second home or real estate property	20.8%

### RECREATION

Attended movies (past 3 months)	62.2%
Attended a professional sporting event (past 3 months)	57.5%
Attended live theater (past 12 months)	49.2%
Gardening (past 12 months)	47.2%
Does volunteer work (past 12 months)	26.9%
Visited a casino (past 12 months)	39.5%
Enjoys jogging or running (past 12 months)	45.84%

\*Source: Scarborough Research, 2010 Release 2 New York

# (201)

## 2012 Advertising Rates



### AD SIZES

	Frequency <sup>+</sup> :	1 x	3 x	6 x	9 x	12 x
Two-Page Spread		\$7,855	\$7,065	\$6,675	\$6,305	\$5,695
Full Page (standard or bleed)		\$4,350	\$3,925	\$3,700	\$3,500	\$3,165
2/3 Page		\$3,205	\$2,885	\$2,725	\$2,485	\$2,310
1/2 Page Horizontal		\$2,560	\$2,265	\$2,105	\$2,010	\$1,815
1/2 Page Vertical		\$2,560	\$2,265	\$2,105	\$2,010	\$1,815
1/3 Page Square		\$1,750	\$1,575	\$1,485	\$1,400	\$1,260
1/3 Page Vertical		\$1,750	\$1,575	\$1,485	\$1,400	\$1,260
1/4 Page		\$1,365	\$1,230	\$1,165	\$1,090	\$985
1/6 Page (Vertical only)		\$940	\$855	\$805	\$755	\$685
1/12 Page		\$505	\$455	\$425	\$400	\$360
Restaurant Box (1/24 page)		\$205	\$180	\$175	\$165	\$150
Professional Services						
Directory (1/12 page)		\$410	\$360	\$350	\$330	\$300
Professional Services						
Directory (1/24 page)		\$205	\$180	\$175	\$165	\$150

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

### PREMIUM POSITIONS (SUBJECT TO AVAILABILITY)

	Frequency <sup>+</sup> :	1 x	3 x	6 x	9 x	12 x
Inside front — 100 lb. cover		\$5,025	\$4,525	\$4,275	\$4,020	\$3,620
Page 1		\$5,025	\$4,525	\$4,275	\$4,020	\$3,620
Page 3		\$4,805	\$4,325	\$4,085	\$3,845	\$3,465
Opposite Contents page		\$4,805	\$4,325	\$4,085	\$3,845	\$3,465
Opposite Masthead page		\$4,590	\$4,150	\$3,910	\$3,680	\$3,320
Opposite Editor's Note page		\$4,590	\$4,150	\$3,910	\$3,680	\$3,320
Opposite At Home page		\$4,520	\$4,065	\$3,840	\$3,620	\$3,260
Opposite Flavor of the Month page		\$4,520	\$4,065	\$3,840	\$3,620	\$3,260
Inside back — 100 lb. cover		\$4,805	\$4,325	\$4,085	\$3,845	\$3,465
Back page — 100 lb. cover		\$5,250	\$4,720	\$4,455	\$4,195	\$3,780

### SPECIALTY ADVERTISING

For pricing on supplied inserts, bind-in/blow-in cards, gatefold ads and more, please call (201) 646-6955.

All rates are gross and are commissionable to recognized agencies. 501(c)(3) organizations: Use 6x rate.

+ If a frequency contract is not fulfilled, advertisers will be rebilled at the actual frequency rate earned at contract expiration.

Effective with the January 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.

# (201)

## The (201) Family of Publications



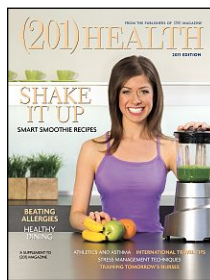
(201) is the first – and only – monthly magazine in Bergen County, New Jersey, one of the country’s wealthiest regions. (201) reaches the county’s most affluent residents with 100% original editorial and exquisite photography. Each month, our coverage of influential people, style, estates, home décor,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



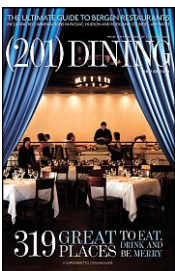
(201) Health is an annual magazine dedicated exclusively to health, wellness, fitness and better living in Bergen County.



(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!



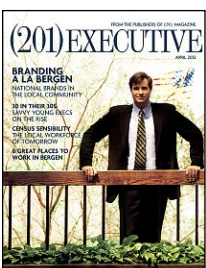
(201) Home, a twice-annual publication, mails with the May and October issues of (201), and to a bonus audience of 1,000 Bergen interior designers, architects and custom builders. This exciting magazine is dedicated entirely to Bergen home design.



(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.

# (201)

# 2012 Mechanical Requirements

## For (201) Magazine and (201) HOME

(201) 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.

**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
2 Page Spread	Bleed: 20.25" x 12.25"
Full Page	Printable Area: 9.5" x 11.375" Bleed: 10.125" x 12.25" Trim: 10" x 12"
2/3 Page Vertical	5.45" x 11"
1/2 Page Horizontal	8.3" x 5.375"
1/2 Page Horiz. Bleed	10.125" x 6" (printable area 8.3" x 5.375")
1/2 Page Vertical	4.025" x 11"
1/3 Page Vertical	2.6" x 11"
1/3 Page Square	5.45" x 5.375"
1/4 Page Vertical	4.025" x 5.375"
1/6 Page Vertical	2.6" x 5.375"
1/12 Page Square	2.6" x 2.562"
Restaurant Box	2.6" x 1.156"
Professional Directory	2.6" x 1.156"

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

