

# (201) WELCOME

The magazine that helps you reach new Bergen residents...and those planning a move here!

Beautiful, small towns. Excellent schools. Top employers. Great shopping and dining. Minutes from New York City. No wonder so many people want to make Bergen County their home! And those who move here are some of the region's wealthiest.

Bergen has a significantly higher percentage of adults who make more than \$100,000 a year, who own a home and who own a home valued at more than \$500,000 than the New York designated market area (DMA) as a whole.†

(201) WELCOME is the first upscale publication directed at new homeowners in Bergen – and those who are looking to settle down here. All told, 20,000 copies of this informative, “coffee table” annual will be distributed to newcomers in the county and those who are seriously considering a move here.

*What a fantastic environment for your ad message!*



## 5TH ANNUAL EDITION ARRIVING SEPTEMBER 2012!

Here's what recipients and readers can expect to learn about in (201) WELCOME:

- The most desirable towns in Bergen to live and raise a family in.
- The top public and private schools.
- The companies that more and more people wish to work for.
- The restaurants with the best food, ambiance and service.
- The most unique stores and shopping experiences.
- Places to go, things to do, people to see — and so much more!

(201) WELCOME will be distributed:

- Via mail to thousands of new homeowners in Bergen.
- At real estate offices countywide.
- At bookstores, grocery chains and newsstands throughout the area.
- At Bergen chamber of commerce offices, libraries and hotels.
- At other area businesses where new movers and potential movers most frequent.

**TOTAL DISTRIBUTION: 20,000**

A Magazine of **North Jersey Media Group**

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

### RATES

#### Standard Sizes

Two-Page Spread.....	\$4,625
Full Page.....	\$2,570
Half Page.....	\$1,520
Quarter Page.....	\$850

#### Premium Positions

Inside Front Cover.....	\$3,085
Page 1.....	\$3,085
Page 3.....	\$2,830
Opposite Contents.....	\$2,830
Opposite Masthead.....	\$2,705
Opposite Editor's Note.....	\$2,705
Inside Back Cover.....	\$2,830
Back Cover.....	\$3,210

**All Pages Are Full Color.** Rates are gross and commissionable to recognized agencies only.  
Trim size: 8.375" x 10.875"

### MARK YOUR CALENDAR

Ad space.....	June 20
Non-Camera-ready.....	June 25
Camera-ready material.....	June 27
Newsstand date.....	August 22