

L'Chaim is mailed and distributed at key high-traffic locations such as synagogues, temples, JCCs, schools, food and retail establishments, grocery stores, spas and more.

DISTRIBUTION

Total circulation 18,000

CIRCULATION BY TOWN*

BERGEN COUNTY		Norwood	61
Allendale	108	Oakland	150
Bergenfield	317	Old Tappan	18
Bogota	25	Oradell	50
Carlstadt	25	Palisades Park	52
Cliffside Park	53	Paramus	1023
Closter	225	Park Ridge	132
Cresskill	257	Ramsey	177
Demarest	30	Ridgefield	55
Dumont	91	Ridgefield Park	33
East Rutherford	103	Ridgewood	547
Edgewater	131	River Edge	193
Elmwood Park	72	River Vale	151
Emerson	103	Rochelle Park	406
Englewood	1065	Rockleigh	75
Englewood Cliffs	55	Rutherford	145
Fair Lawn	1088	Saddle Brook	65
Fairview	52	Saddle River	55
Fort Lee	381	Teaneck	2625
Frankin Lakes	249	Tenafly	618
Garfield	33	Upper Saddle River	68
Glen Rock	363	Waldwick	111
Hackensack	451	Wallington	30
Harrington Park	33	Washington Township	176
Hasbrouck Heights	57	Westwood	375
Hawthorne	26	Woodcliff Lake	102
Hillsdale	72	Wood-Ridge	29
Ho Ho Kus	84	Wyckoff	149
Leonia	85	TOTAL	14,145
Little Ferry	30	OTHERS	
Lodi	59	Nutley	50
Lyndhurst	28	Passaic	150
Mahwah	193	Rockland	20
Maywood	154	Other	635
Midland Park	87		855
Montvale	115		
New Milford	108		
North Arlington	33	TOTAL	15,000
Northvale	33		



For more information, please call 973/569-7263

L'Chaim
Rev. 12/29-2011

L'Chaim

TO LIFE IN BERGEN COUNTY

Advertising Rates

2012

L'Chaim celebrates the Jewish life in Bergen County, NJ. With upbeat stories, captivating photographs and other unique content, we convey the community's accomplishments and contributions in Bergen and beyond. L'Chaim shares the spirit of giving, humanity and innovation.



STANDARD SIZES

	1X	2X*
Full page	\$1,250	\$1,050
Half page horizontal	\$725	\$635
Half page vertical	\$725	\$635
Quarter page	\$400	\$345
Sixth page	\$235	\$205

PREMIUM POSITIONS

	1X	2X*
Inside front (FULL PAGE)	1500	1350
Page 1 (FULL PAGE)	1500	1350
Page 2 (HALF PAGE)	800	720
Page 3 (FULL PAGE)	1500	1350
Page 4 (HALF PAGE)	800	720
Centerfold (DOUBLE TRUCK)	3000	2700
Inside back (FULL PAGE)	1500	1350
Back (FULL PAGE)	1650	1485

SPECIALTY ADVERTISING

For pricing on inserts, bind-in/blow-in cards, gatefold ads and more ask your account executive for details.

(201) Advertisers:

Advertise in L'Chaim same month as (201) and get additional 10% discount

*Frequency contracts not fulfilled will result in advertisers being rebilled at the actual frequency rate earned.

All rates are gross and commissionable to recognized agencies.

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MONTHLY DEPARTMENTS

- Calendar Events and activities
- From the Scribe Notable people, places and organizations
- Mazel Tov Accomplishments, awards, milestones
- Mitzvot Good deeds done or planned
- Noshing Around Family and professional recipes
- Yeshiva Cool things kids are doing
- Ze! Gesund To your good health
- Schmoozing Charitable event coverage
- What's Nu Community happenings
- The Savvy Schlepper Travel
- Those Were the Days Vintage photos

UPCOMING ISSUES

Publication Date	Space Deadline	Copy Deadline	Camera Ready
March 12	January 26	February 1	February 8
August 27	July 12	July 18	July 26

EDITORIAL FEATURES

SPRING

MARCH 12

Annual Resource Guide
The only guide exclusive to Bergen's Jewish organizations.

Passover
The Arts Issue

Ad section: Camps

SUMMER

AUGUST 27

The New Year
Back to School/Back to Shul
Bar/Bat Mitzvah Mania



Target those who spend the most on your products and services.
 Of Bergen County adults, those of the Jewish faith index much higher than the general population on...

Category	Index*
APPAREL/ACCESSORIES	
Children's Clothing:	121
Infant's clothing:.....	150
Women's Casual clothing:.....	119
Women's shoes:	151
Fine Jewelry:	162
BEAUTY	
Cosmetics/skin care:	152
BOOKS	
Shopped any book store:.....	120
CONTRIBUTIONS	
Arts/cultural:	154
Healthcare/medical:.....	136
Social care:	117
Religious:	116
Environmental:.....	112

DINING OUT	
10 or more times/30 days	103

ENTERTAINMENT	
Antique show/auction	249
Art gallery	134
Art museum.....	142
Live theater	132
Dance or ballet performance	150
Any paid concert	169

Scarborough Research 2011, Release 2 New York

Category	Index
FINANCE	
Certificates of Deposit:	166
Money Market:	158
Bonds:	157
Mutual Funds:	142
Mortgage:	120
Small business loan:.....	818
HEALTH	
Cardiac Care:.....	195
Cosmetic Surgery:	253
Maternity Care:	213
Orthopedics:	219
Pediatrics:	194
Reconstructive surgery:.....	161
Neurology:.....	133

* How to read: Adults of Jewish faith are 21% more likely to have purchased children's clothing in the last year.



We welcome "camera-ready" advertising. Acceptable file types and methods of delivery are listed below.

DELIVERY METHODS

E-MAIL

magazines@northjersey.com

An FTP server is available for larger file uploads. Please email magazines@northjersey.com for instructions.

OTHER DELIVERY METHODS

CD-R • Zip Discs (100/250 mb) • AdSend (NJPAS) • AdTransit

MAIL

North Jersey Media Group, Magazine Production
1 Garret Mountain Plaza, PO Box 471, Woodland Park, NJ 07424-0471

AD SIZE DIMENSIONS

Full page with bleed	8.5" x 11.125"
trim size	8.375" x 10.875"
type safety	7.875" x 10.355"
Full page non-bleed	7.375" x 9.875"
1/2 page horizontal (non-bleed)	7.375" x 4.812"
1/2 page horizontal (with bottom bleed only)	8.5" x 5.437"
1/2 page vertical	3.562" x 9.875"
1/4 page	3.562" x 4.812"
1/6 page vertical	2.292" x 4.812"

PRODUCTION REQUIREMENTS

ACCEPTABLE FILE TYPES

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

Adobe Illustrator® 9.0 or lower. Convert type to outlines, export as Mac EPS file.

QuarkXPress® 3.3 and higher. 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® 5.0 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.