



JERSEY MAN



2017

MEDIAKIT

www.jerseymanmagazine.com

Dear Local Business Owner:

WE INVITE YOU to join the growing list of advertisers taking advantage of exciting, new regional magazines with an editorial niche aimed at male heads of households with a \$125,000-plus income.

JerseyMan/PhillyMan Magazine contains well-written and researched articles by our respected team of nationally-known staff writers and offers the perfect environment for ads—your ads—targeting the well-paid and well-educated men in our region. The content includes the type of articles you might expect (sports, politics, wine, fine dining, & entertainment) and we're always on the lookout for content your audience can get nowhere else.

Since its inception in 2010, *JerseyMan Magazine* is causing a buzz among area men and women who are hungry for information on issues and topics dealing with their lives and concerns. Please take a look at our competitive rates and our ever-expanding reach.



We look forward to bringing you aboard the JerseyMan team!

– Ken Dunek, *Publisher*



Want to Reach a Prime Audience for Your Products or Services?

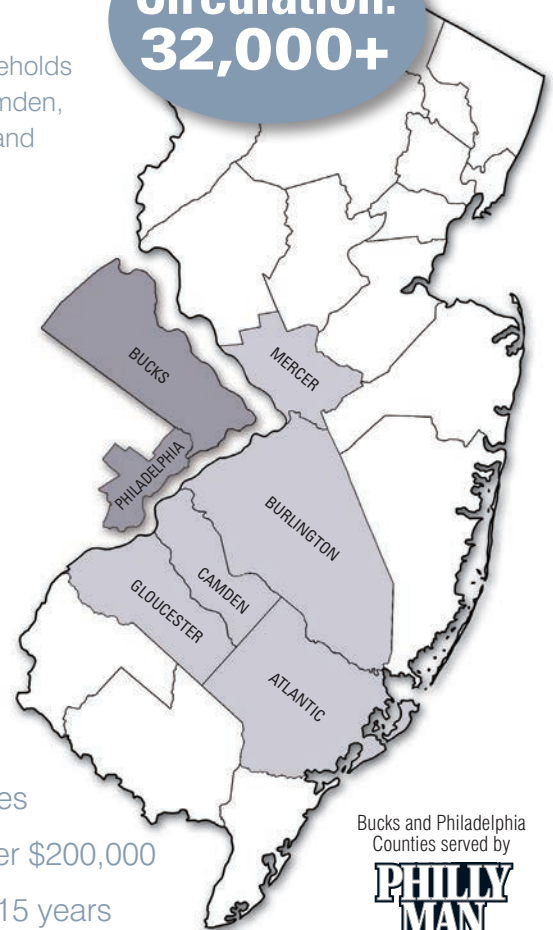
Become a JerseyMan/PhillyMan Magazine Advertiser

You'll find our advertising representatives intent on listening to your needs and effectively delivering our audience in both print and on the web.

Distributed to over 32,000 households in Philadelphia, Bucks (PA), Camden, Gloucester, Burlington, Mercer and Atlantic Counties.

Our readers are upscale, college-educated individuals, couples, and families living in comfortable, single detached homes in city neighborhoods on the metropolitan fringe.

Circulation: 32,000+



Bucks and Philadelphia Counties served by



Demographics

- 25%** Aged 19-34
- 38%** Aged 35-49
- 29%** Aged 50-64
- 95%** Single Family Homes
- 71%** Property Values over \$200,000
- 39%** Residents for over 15 years

Source: Geoselector.com

Ad Sizes

Full Page:

7.875" x 10.5" trim size plus a minimum of .125" (1/8 inch) on all four sides of ad if the ad is to **bleed**. Include crop marks. If the ad is not to bleed the trim size (live area) is 7.125" x 9.75".

2/3 Page Vertical: 4.625" x 9.75"

1/2 Page Vertical: 3.5" x 9.75"

1/2 Page Horizontal: 7.125" x 4.75"

1/3 Page Vertical: 2.25" x 9.75"

1/3 Page Horizontal: 4.625" x 4.75"

1/4 Page Vertical: 3.5" x 4.75"

1/6 Page Vertical: 2.25" x 4.75"

1/6 Page Horizontal: 4.75" x 2.25"

Only full page ads require bleed.

Ad Preparation

Preferred file type: Hi-resolution PDF

Also accepted: *Illustrator, Photoshop, or InDesign documents saved as eps, tif, jpeg or pdf files.*

Resolution: *All artwork, logos and photographs must be 300 dpi*

Colors: *All ad files to be built from process colors (CMYK).*

Ad Submission

Send final ad submissions to:

stevei@jerseymanmagazine.com

If final hi-resolution artwork exceeds capacity for email, please contact your salesperson for other options for submission.

Advertising Rates 2017

Ad Sizes

| | SINGLE ISSUE | 1/3 YEAR (2X) | HALF YEAR (3X) | FULL YEAR (6X) |
|-----------|--------------|---------------|----------------|----------------|
| Full Page | \$3200 | \$2900 | \$2575 | \$2375 |
| 2/3 Page | \$2175 | \$2050 | \$1785 | \$1585 |
| 1/2 Page | \$1980 | \$1785 | \$1385 | \$1185 |
| 1/3 Page | \$1385 | \$1185 | \$990 | \$800 |
| 1/4 Page | \$1050 | \$990 | \$800 | \$660 |
| 1/6 Page | \$625 | \$550 | \$475 | \$400 |

Premium Positions

| | SINGLE ISSUE | 1/3 YEAR (2X) | HALF YEAR (3X) | FULL YEAR (6X) |
|--------------------|--------------|---------------|----------------|----------------|
| Back Cover | \$4750 | \$4350 | \$3960 | \$3600 |
| Inside Front Cover | \$4350 | \$3960 | \$3600 | \$3200 |
| Inside Back Cover | \$3600 | \$3600 | \$3200 | \$2975 |

The Publisher reserves the right to reject any advertising. Advertiser assumes liability for the content of printed ads, and also assumes responsibility for any related claims against the Publisher. Advertisers must pay full rate if ad is cancelled after the issue closing date. 15% upcharge for premium or preferred ad placement.

2017 Editorial Calendar

FEBRUARY

Special Section: TRAVEL

Ad Materials Due Date: JANUARY 13, 2017

Street Release: FEBRUARY 15, 2017

APRIL

Special Section: BASEBALL

Ad Materials Due Date: MARCH 15, 2017

Street Release: APRIL 15, 2017

JUNE

THE SUMMER ISSUE

Ad Materials Due Date: MAY 17, 2017

Street Release: JUNE 15, 2017

AUGUST

Special Section: FOOTBALL

Ad Materials Due Date: JULY 14, 2017

Street Release: AUGUST 15, 2017

OCTOBER

Special Section: THE POLITICAL SCENE

Ad Materials Due Date: SEPTEMBER 15, 2017

Street Release: OCTOBER 16, 2017

DECEMBER

Special Section: BUSINESS

Ad Materials Due Date: NOVEMBER 10, 2017

Street Release: DECEMBER 11, 2017