

DEPARTMENTS

- Home Feature** Story highlighting one of the area's beautifully decorated homes
- New & Noteworthy** New local businesses and other places
- The List** The best the area has to offer
- First Person** Profile of a local person of interest
- The Healthy Life** Local experts offer advice on health care, wellness and fitness
- Mark Your Calendar** A guide to cultural and community events
- Social Scene** Snapshots from fundraising events and parties
- On the Table** Gourmet food, cooking and tabletop items with a seasonal theme
- Dining Out** A new restaurant profiled in each issue along with a restaurant guide
- Looking Back** Images from days gone by

UPCOMING ISSUES

	In-Home Date*	Space & Copy Deadline	Camera Ready
Spring	March 1	January 13	January 20
May H&G	May 3	March 16	March 23
Fall	September 20	August 3	August 10
Holiday	November 15	September 28	October 5

*Dates may vary depending on USPS delivery cycles.



EDITORIAL FEATURES

SPRING

- The Work Issue
- Working Moms and Work/Life Balance
- Mom.com
- Heart Health

Special Ad Sections:

- Shop Millburn-Short Hills,
- Shop Livingston, Shop Summit, Essex Dining

SUMMER

- The Health & Fitness Issue
- Working Out, Staying In Shape
- Healthy Eating
- Great Gardens, Back Yards

Special Ad Sections:

- Shop Millburn-Short Hills,
- Shop Livingston, Shop Summit, Essex Dining,
- Doctor & Dentist Professional Profiles

FALL

- Best of Millburn-Short Hills Issue
- Family Time, Family Hobbies
- Great Kitchens

Special Ad Sections:

- Shop Millburn-Short Hills, Shop Livingston,
- Shop Summit, Essex Dining

HOLIDAY

- Holiday Gift Guide
- Holiday Traditions and Memories
- Dining Out

Special Ad Sections:

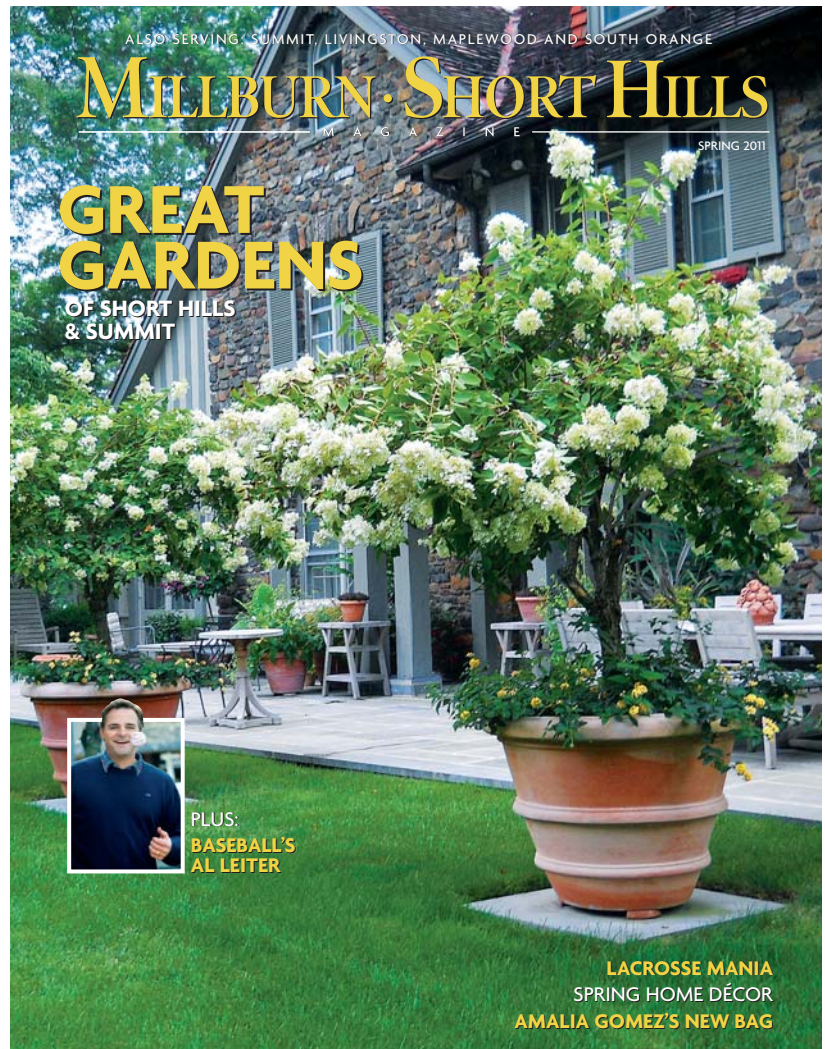
- Shop Millburn-Short Hills,
- Shop Livingston, Shop Summit, Essex Dining

MB
Rev. 12/01-2011

Millburn-Short Hills is direct-mailed to affluent (\$100,000+ household income) homeowners in these communities, as well as local businesses and physician offices.

DISTRIBUTION

Residential mail	7,019
Millburn	2,697
Short Hills	4,322
Business mail/special requests	975
Doctor and Dentist offices	528
Single copy/bulk drops	500
Total circulation	9,023





STANDARD SIZES

	1x	2x	3x	4x
Full Page	\$1,295	\$1,245	\$1,195	\$1,145
2/3 Page	975	935	895	855
1/2 Page	765	735	705	675
1/3 Page	550	530	510	490
1/4 Page	425	410	395	380
1/6 Page	310	300	290	280
1/12 Page	185	175	165	155

All rates are gross

PREMIUM POSITIONS

Back cover	Add 25%
Inside front cover	Add 20%
Page 1	Add 15%
Inside back cover	Add 10%

For more information, please contact:
Nancy Connelly at 973-233-5007

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

Camera-ready ads can be received up to 2 days after space deadline.

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"
2/3 page	vertical	4.833" 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"
1/3 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"

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.