

MILLBURN & SHORT HILLS MAGAZINE

M&SH



SERVING MILLBURN, SHORT HILLS, MAPLEWOOD, SOUTH ORANGE AND SUMMIT

MEDIA KIT
2021

Highlights and Deadlines



SPRING

In-Home Date: March 11, 2021

Ad Space & Copy: January 29, 2021

Camera Ready: February 17, 2021

Editorial Highlights:

- Readers' Choice Awards

Ad Sections:

- Readers' Choice Awards



FALL

In-Home Date: Oct. 14, 2021

Ad Space & Copy: Sept. 3, 2021

Camera Ready: Sept. 22, 2021

Editorial Highlights:

- Home Design & Remodeling related features



MAY

In-Home Date: May 13, 2021

Ad Space & Copy: April 2, 2021

Camera Ready: April 21, 2021

Editorial Highlights:

- Arts Related Features

Ad Sections:

- Top Doctors and Dentists 2021



HOLIDAY

In-Home Date: Nov. 18, 2021

Ad Space & Copy: Oct 8, 2021

Camera Ready: Oct. 27, 2021

Editorial Highlights:

- Food related features



BACK TO SCHOOL

In-Home Date: Aug. 26, 2021

Ad Space & Copy: July 16, 2021

Camera Ready: August 4, 2021

Editorial Highlights:

- School related features
- Fashion related features



Departments

Buzzworthy

Trending people and places

Dining

News for the local foodie

Home

Spotlighting the area's beautifully designed homes and accessories

Flavor

Seasonal recipes

Profiles

Interviews with notable personalities from our towns

Be Social

Capturing recent charitable events and celebrations

Neighbors

Focusing on local individuals who make a difference

Shopping

Fashion trends from local retailers and more

Millburn-Short Hills Magazine

is direct-mailed and carrier-delivered to affluent (\$100,000+ household income) homeowners in five communities (Millburn, Short Hills, Maplewood, South Orange and Summit), as well as local businesses and physician offices.



MAIL DISTRIBUTION

Avg. Residential mail	6,500
Avg. Business Professionals mail	2,300
Total Circulation	8,800+

AVG. CIRCULATION BY TOWN

Millburn	2,700
Short Hills	3,600
Maplewood	600
South Orange	540
Summit	560
Livingston	260

STANDARD SIZES



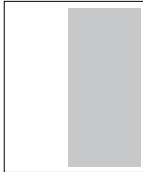
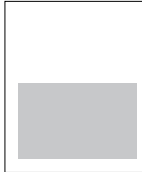

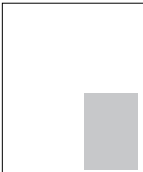
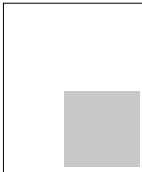
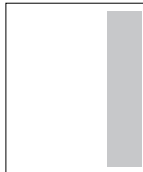

	1X	2X	3X	5X
Full page	\$1,295	\$1,245	\$1,195	\$1,145
2/3 page	975	935	895	855
1/2 page	765	735	705	675
1/3 page	550	530	510	490
1/4 page	425	410	395	380
1/6 page	310	300	290	280

All rates are net

Ads requiring extensive design work may be subject to an additional fee.

PREMIUM POSITIONS

Back cover	Add 25%
Inside front cover	Add 20%
Pages 1, 3, 5, 7	Add 15%
Inside back cover	Add 10%

 <p>FULL PAGE BLEED 8.625" x 10.75" TYPE SAFETY: 7.375" x 9.5" TRIM SIZE: 8.375" X 10.5"</p>	 <p>TWO-PAGE SPREAD WITH BLEED 17.25" x 10.75" TYPE SAFETY: 14.75" x 9.5" GUTTER SAFETY: .5" TRIM SIZE: 16.75" X 10.5"</p>	
 <p>2/3 PAGE VERTICAL 4.833" x 9.5"</p>	 <p>1/2 PAGE HORIZONTAL 7.375" x 4.664"</p>	 <p>1/2 VERTICAL 3.562" x 9.5"</p>
 <p>1/4 PAGE SQUARE 3.562" x 4.664"</p>	 <p>1/3 PAGE SQUARE 4.833" x 4.664"</p>	 <p>1/3 VERTICAL 2.292" x 9.5"</p>
 <p>1/6 PAGE 2.292" x 4.664"</p>		

PRODUCTION REQUIREMENTS

PREFERRED FILE TYPE

Adobe Acrobat® PDF prepared at print resolution output with fonts embedded.

All PDF files should be accompanied by a matchprint proof.

For other file type submissions, please contact your account executive for alternate file type options.

UNACCEPTABLE FILE TYPES

Native files in Microsoft PowerPoint, Microsoft Publisher, or Word Perfect format cannot be accepted at this time. Microsoft Word documents may be submitted as a source of text content for an ad, but not as a format for a final file.

Website images and logos are low-resolution and not acceptable.

Color Modes and Trapping

Prepare all finished 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.

Trapping is the responsibility of the advertising agency or designer.

GRAPHICS/IMAGES RESOLUTION

Supply images in one of these formats: TIFF, EPS 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. Enlarging images may result in a loss of quality

DELIVERY METHODS

Email: northeastcreative@gannett.com

Via Web Browser

Contact your account executive for upload access to our ad database.

FTP Upload

An FTP site is available for larger file uploads. Please e-mail northeastcreative@gannett.com for instructions.

Via Subscriptions Services

AdSend (NJPAS)

Physical media, disks and color-match proofs can be mailed to:

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

Ads requiring custom design work may be subject to an additional fee