

NEW JERSEY LIFESTYLE

MAGAZINE

2021 MEDIA KIT

ADVERTISING TO SOUTH JERSEY'S AFFLUENT



YOUR AD DELIVERED!

THE MAGAZINE:

- 5,000 Mailed Copies Bimonthly
- Top 1% in Atlantic County
- Top 1% in Cape May County
- 2,600 Facebook Followers
- 5,000 Email Marketing
- Verified homeowner
- 700 Credit Score +
- Social Status
- 500 local businesses +
- 15,000+ readers with pass along rate

ADDITIONAL SERVICES:

- Full Service Marketing
- Photography
- Direct Mail
- Website Design
- Social Media presence
- Content marketing & SEO
- Ad Campaigns
- Email Marketing
- Performance Reports
- Project management and scheduling
- Digital Marketing Integrations
- Communication tools such as Slack & Hub spot
- Advertising and tracking for Facebook & Google
- Landing pages and email capture
- Lead Generation and Automation

South Jersey's favorite Coffee Table magazine

THE AUDIENCE

Passionate, sophisticated and elaborate describes the Lifestyle readers.

Reaching the most affluent who's who in Atlantic and Cape May Counties, this self-confident and successful audience enjoys Lifestyle for the beauty, design and features that inspire and motivate. From editorial to advertising, our readers are inspired to buy directly from the pages to lead a life beyond the ordinary.

Household Income

\$150,000 to \$1,000,000+

Home Value

\$300,000 to \$2,000,000+

Average Age

50

Gender

49% Male

51% Female



WE DELIVER

Lifestyle ... the perfect vehicle for businesses looking to establish a local presence or expand their horizons within the affluent market.



It's all about the list! We've created the perfect list based on demographics like age, income, location and social status. We reach doctors, lawyers, CEO's, opinion leaders and the top earners with purchasing power. If this is the audience you want to reach, then we'll help you brand your company within the affluent market.

We mail our luxury magazine every other month to every affluent household in Atlantic and Cape May Counties, reaching the top 1% and 5% of income earners!

ADDITIONAL DISTRIBUTION:

500 High-profile restaurants, boutiques, salons, country clubs, doctor's offices and professional locations.

Our Editorial Focus

- The View
- Fashion
- Home & Design
- Leaders
- Money Watch
- Art
- Health Watch
- Lifelines
- Travel
- On Wheels
- Entertainment
- Road Trippers
- Chatter
- Social Scene
- Eats
- Restaurant Report
- Wine
- Dining Gallery

Note: The above editorial calendar is subject to adjustments by the publisher.



WINTER

In home date: JANUARY 5

Reservations & Materials: December 10

SPRING

In home date: MARCH 5

Reservations & Materials: February 10

AT THE SHORE

In home date: MAY 5

Reservations & Materials: April 9

SUMMER

In home date: JULY 5

Reservations & Materials: June 10

FALL

In home date: SEPTEMBER 3

Reservations & Materials: August 10

HOLIDAY

In home date: NOVEMBER 5



2020 NEW JERSEY LIFESTYLE RATE CARD

COMMITTED TO ANNUAL MARKETING



4 COLOR 6X

FULL PAGE	1400
2/3	1100
1/2	900
1/3	650
1/4	450
1/6	300

COVERS

BACK COVER	3550
INSIDE FRONT	2800
INSIDE BACK	2800

Cover positions are based on availability and require a minimum of 5 additional insertions within a 12 month period. All rates are net per insertion. Rates shown are for complete digital files. **Payment Terms:** All advertising orders require payment with signed agreement.

GUARANTEED HAND DELIVERY BY USPS TO:

- ABSECON
- BRIGANTINE
- CAPE MAY
- EGG HARBOR TWP.
- GALLOWAY
- LINWOOD
- LONGPORT
- MARGATE
- NORTHFIELD
- OCEAN CITY
- SOMERS POINT
- VENTNOR
- AND BEYOND...

ANNUAL VALUE ADDED SERVICES

- One professional photo shoot (requires full page) – A \$599 Value
- One exclusive feature (requires minimum 2/3 page) – A \$2,000 Value
- Access to Lifestyle's proprietary database for one mailing per year (requires minimum 1/2 page) – A \$900 Value
- Exposure on njlifestyleonline.com – A \$199 Value
- A presence in our eblasts – A \$99 Value
- Free Production – A \$395 Value

ADDITIONAL SERVICES WE CAN PROVIDE

- Direct Mail
- Professional Photography
- High Income List Rental
- Social Media
- Editorial Features
- Wholesale Printing
- Point of Sale Display Printing
- Event Development and Consultation

MECHANICAL REQUIREMENTS

SIZES

Full Page Bleed	9.25" X 11.125"
Trim Size	9" X 10.875"
Full Page	8" X 10"
2/3	5.125" X 10"
1/2 vertical	5.125" X 7.375"
1/2 horizontal	8" X 4.875"
1/3 vertical	2.5" X 10"
1/3 horizontal	5.125" X 4.875"
1/6 vertical	2.5" X 4.875"
1/6 horizontal	5.125" X 2.375"
1/4 vertical	3.817" X 4.85"

Printing Method: Web Offset
Trim Size: 9 x 10.875
For Full Page Bleed keep live matter 1/4" from trim edges
Photo Resolution: 300dpi, CMYK, no spot colors
Macintosh format: InDesign, Illustrator, Photoshop, PDF
Include all Photos, Artwork and Fonts

