

NEW JERSEY'S HOME & DESIGN MAGAZINE

designNJ



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2012
DIGITAL &
PRINT MEDIA
PLANNER

meet our reader

An affluent New Jersey homeowner who is about 48 years of age. Our reader values the magazine experience and is heavily influenced by what she reads and sees in print. While not a digital native, our tech-savvy reader also uses the internet, e-mail and social media as a research tool and to stay informed. Research indicates that **magazines remain the primary source for decorating and remodeling ideas**. Similar research also supports the theory that magazines remain the number one trigger for sending consumers to websites.



Each issue of *Design NJ* includes feature stories about homes of all shapes and sizes from all over New Jersey. In addition to our stories featuring New Jersey's most interesting and comfortable homes, the following topics are covered during the year.



2012 editorial calendar

FEBRUARY/MARCH

Annual Kitchen Issue
Furniture with a Midcentury Vibe
Fabric Fashion
Made In America
Energy-Efficient Upgrades
Wall Coverings

Advertising Deadline: 11/18/11

APRIL/MAY

Homes Designed for Entertaining
Big Ideas for Small Kitchens
The Multi-Generational Home
Spring Fever: Hot Colors
Captivating Consoles
The World of Bathtubs:
Internationally Inspired Designs
Exotic Wood Floors
Green Living
Outdoor Lifestyle
Special Advertising Section:
Businesses of Northern NJ

Advertising Deadline: 1/20/12

JUNE/JULY

Family-Friendly Homes
Spruce Up Your Curb Appeal
French-Inspired Designs
A Tale of Tile
Kitchen Backsplashes
Saltwater vs. Freshwater Pools
Green Living
Lighting By Design
Special Advertising Section:
Businesses of Central & Southern NJ

Advertising Deadline: 3/26/12

AUGUST/SEPTEMBER

Annual Bathroom Issue
Renovations for Today
What's New from High Point
Architectural Details
Fall-Blooming Perennials
Rug Trends: Colors, Patterns, Fibers
Green Living
Decorative Cabinetry in Every Room

Advertising Deadline: 5/25/12

OCTOBER/NOVEMBER

Classic New Jersey Homes
Kitchen Seating
Window Treatments, Naturally
Wrought Iron
Made In America
Green Living
Gardening for Year-Round Color

Advertising Deadline: 7/27/12

DECEMBER/JANUARY

Special Digital Bonus Edition
Before & After Renovations
Convertible Furniture
Kitchen Cabinetry Trends
Home Automation
Stylish Sofas
Green Living
Furnishings for Baby
Special Advertising Section:
Holiday Gift Guide

Advertising Deadline: 10/5/12

ANNUAL DIRECTORY

Over 1300 Company Names & Addresses
Cross-Referenced by Product Category
Interior Designer Index
Architect Index
Special Advertising Section:
Company Spotlights

Advertising Deadline: 9/10/12



2011 award winner

Design NJ is proud to be awarded the American Home Furnishings Alliance prestigious HOME award in the regional magazine category. This award recognizes magazines that feature inspiring copy that moves consumers into action, fully equipping them to find the products or re-create the rooms they find on a publication's glossy four-color pages.



2011 HOME Award Winner

www.designnewjersey.com



Our website, rich in content from our current issue and our archives, has been developed to support the printed magazine. Companies have the opportunity to secure web advertising in two prominent spaces.

HOME PAGE TOWER TOPPER: (272px X 160px) \$250 per month
 FEATURES PAGE TOWER TOPPER: (300px X 235px) \$200 per month

online spotlight

Companies interested in expanding their visibility on our website have the opportunity to purchase a Company Spotlight to highlight their business. Premium Spotlights are also available that guarantee frequency on our home page as a Featured Spotlight. This online advertorial is a great tool for you to incorporate into your own digital plans, and you can link to this spotlight from your own page or include in your own social media strategy. Spotlights include approximately 300 words, up to three photos, your company logo, contact information and a hot-link to your website.

THREE MONTH SPOTLIGHT: \$800
 SIX MONTH SPOTLIGHT: \$1200
 PREMIUM SPOTLIGHT-ONE YEAR: \$1500



2012 advertising rates

Rate Card #12 Effective October 1, 2011

BLACK-AND-WHITE RATES

PAGE SIZE	1 TIME	3 TIMES	6 TIMES	7 TIMES
Two-Page Spread	\$5980	\$5035	\$4165	\$3970
Full Page	3440	2890	2395	2280
2/3 Page	2525	2160	1820	1730
1/2 Page	1870	1670	1490	1420
1/3 Page	1370	1220	1090	1035
1/4 Page	1025	920	820	775

*Add \$75 to BW rates for a two-color ad. Second colors consist of cyan, magenta or yellow only.

FOUR-COLOR RATES

PAGE SIZE	1 TIME	3 TIMES	6 TIMES	7 TIMES
Two-Page Spread	\$9475	\$7895	\$6970	\$6635
Full Page	5265	4645	4100	3905
2/3 Page	3830	3345	2915	2695
1/2 Page	2965	2680	2430	2310
1/3 Page	1800	1610	1445	1375
1/4 Page	1520	1400	1295	1230

*Note: All guaranteed positions will incur a 15% premium charge.

COVER RATES

POSITION	1 TIME	3 TIMES	6 TIMES	7 TIMES
Back Cover	\$6670	\$6410	\$6245	\$5610
Inside Front Cover	6380	5830	5370	4795
Inside Back Cover	6140	5600	5150	4540

advertising deadlines

	ADVERTISING DEADLINE	ISSUE MAIL DATE
FEBRUARY/MARCH	11/18/11	1/5/12
APRIL/MAY	1/20/12	3/5/12
JUNE/JULY	3/26/12	5/10/12
AUGUST/SEPTEMBER	5/25/12	7/12/12
OCTOBER/NOVEMBER	7/27/12	9/13/12
ANNUAL DIRECTORY	9/10/12	10/24/12
DECEMBER/JANUARY	10/05/12	11/14/12

advertising information

FREQUENCY DISCOUNTS Frequency discounts will be determined by the number of insertions used within a 12-month period. Unfulfilled contracts will be short-rated. Insertion orders may not be canceled after closing date. Guaranteed positions will incur a 15% premium.

FREQUENCY Six times per year plus Annual Directory.

TERMS AND DISCOUNTS 15% commission to recognized advertising agencies. Net due 30 days from invoice date. Ads requiring production work do not qualify for commission.

BLEED No additional charge.

INSERTS Inserts, gatefolds, and special units are available. Prices negotiated on a per-job basis. Insert specifications and shipping information will be provided to interested parties.

terms & conditions

CANCELLATION Cancellations or changes are not accepted after closing date. Publisher shall have the right to require payment for advertising upon such terms as Publisher sees fit prior to publication of any ordered advertisement. Publisher reserves the right to cancel the contract at any time upon default in the payment of bills. In the event of such cancellation, charges for all advertising published shall become immediately due and payable. If there has been any default in the payment of a prior bill or, if in the sole judgment of the Publisher credit becomes impaired, Publisher shall have the right to require payment for further advertising under this contract upon such terms as the Publisher sees fit. Agency and Advertiser are jointly liable for payment to publisher.

COMMISSION 15% to recognized Agencies. Recognized Agency as used in this agreement refers to a group of individuals who make the media selection, handle the order, coordinate and process the space placed with the Publisher under terms of contract, furnish and prepay transportation on all printed materials and process prompt payment.

TERMS OF SALE Payment due 30 days from date of invoice. Interest will be charged at a rate of 1.5% per month on past-due balances.

PUBLISHER'S PROTECTIVE CLAUSE The Publisher reserves the right to cancel or reject any advertising at any time and to add the word "advertisement" at the top of any copy that in the Publisher's opinion simulates editorial matter and might mislead the reader. The Publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with regulations set forth in this agreement. The publisher reserves the right to refuse advertising contrary to the best interest of *Design NJ*.

APPLICABLE LAW This agreement shall be governed by and construed in accordance with the laws of the State of New Jersey without application of conflict of law provisions applicable therein.

POSITION REQUESTS Orders for inside advertising containing restrictions or specifying positions, facings or other requirements may be accepted and inserted, but such restrictions or specifications are at Publisher's discretion.

ERRORS In the event of errors in or omissions of any advertisements, publisher's liability shall not exceed amount paid to Publisher for the advertisement. Publisher is not responsible for errors in key numbers.

The foregoing terms and conditions shall govern the relationship between Publisher and the Advertiser and/or Agency.

sending in your ad

E-MAIL: PDF files, **5 Mb or less**, can be e-mailed to dnjads@designnewjersey.com.

SHIPPING: *Design NJ*, Ad Materials-Production Dept. 207 Commercial Court, Morganville, NJ 07751-1070

FTP: Please email us at dnjads@designnewjersey.com for instructions.

MAILING INSTRUCTIONS: Sending hard-to-replace materials through regular U.S. mail is not recommended; for safety, send ad materials via registered mail, UPS, Federal Express, or any courier whose packages can be tracked. Please be sure to mark issue date and client name clearly on your package.

advertising production specifications

Preferred Digital File Format: PDF/X1a or Press-Ready PDF. All digital data must conform to SWOP specifications.

Media: Macintosh-formatted CD-ROM, FTP, or e-mail.

Live Matter Safety: Keep important illustrations and type matter at least 1/4" in from Trim edges and 3/8" from backbone

Desktop File Format: Desktop applications (QuarkXPress and others) must be saved as PostScript (Print to File) and converted to PDF via Acrobat Distiller using the PDF/X1a settings. Only one ad per file. All of the high-resolution images and fonts must be included when the PostScript file is saved. Use only Type 1 fonts — No True Type fonts or font substitutions are allowed. Do not apply style attributes to fonts. Images must be SWOP (CMYK or grayscale, no RGB colors and no spot colors accepted unless noted on insertion order), TIFF, or EPS format (no JPEG or JPEG filter) and at least 300 dpi. Do not embed ICC Profiles within files. Total area density should not exceed SWOP standard 300% TAC. Do not nest EPS files within other EPS files. All required image trapping must be included in the file.

Do Not:

- Use JPEG images (due to resolution and parsing issues)
- Use True Type fonts.
- Use the measurement bar to bold, italicize, or otherwise alter a font. You must select all bold and italicized fonts from the actual font menu.
- "Group" fonts when including them with your document.
- Use nonstandard Quark "Borders."
- Use "Standard" H&J; create your own.
- Use "Normal" style, "No Style," or create your own.
- Use Quark EPS files in your ad.

Color Ads: All ads must be designed in CMYK mode. If creating a custom CMYK process color, you must check the "Process Separations" box under the "Edit Colors" dialogue box, otherwise the color will be output as a separate plate even if the color is defined as CMYK. Spot Pantone (PMS) colors are available only at an additional charge. (Contact Account Manager for details).

Tips: 4/C-black, DO NOT set at 100C, 100M, 100Y, 100K. We recommend 40 to 60C, 100K for rich black. When in doubt, use a standard 1/C, 100% Black.

Trapping: All text placed over dark backgrounds must be set to "Knockout." Advertisers are responsible for setting all trapping values in their files.

Fonts: Color and reverse type smaller than 10 point cannot be guaranteed perfect registration and is not recommended.

Charges: Advertisers will be charged for any work required to update advertiser-provided files to meet our requirements. Any corrections are billed back to advertiser at publisher's cost.

Production Services: We have ad design services available. Prices for these services will be quoted on a per-job basis. Please contact your Account Manager to obtain cost information and specifications for ad make-up services.

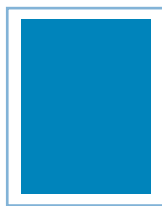
For additional information about our requirements, please contact the *Design NJ* Production Department at 800-969-7176 or dnjads@designnewjersey.com.

Native application files (Quark, InDesign or Illustrator, etc.) are not acceptable because they introduce many possibilities for error.

Important Note: New Trim Size and Ad Sizes Effective with February/March 2012 Issue.



FULL PAGE BLEED
9.25" X 11-1/8"



FULL PAGE
NON-BLEED 8" X 10"



2/3 VERTICAL
5-3/16" X 10"



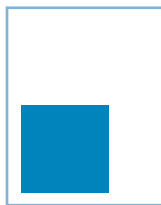
1/2 VERTICAL
4" X 10"



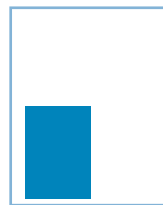
1/2 HORIZONTAL
8" X 5"



1/3 VERTICAL
2-9/16" X 10"



1/3 SQUARE
5-3/16" X 4.825"



1/4 STANDARD
3-3/8" X 4.825"

Magazine Trim Size 9 X 10.875"	Non-Bleed Ad Sizes		Bleed Ad Sizes	
	Width	Depth	Width	Depth
Two-Page Spread	16.25	10	18.25	11.125
Single Full Page	8	10	9.25	11.125
2/3 Vertical	5.1875	10	—	—
1/2 Horizontal	8	5	—	—
1/2 Vertical	4	10	—	—
1/3 Vertical	2.5625	10	—	—
1/3 Square	5.1875	4.825	—	—
1/4 Standard	4	4.825	—	—

*sizes in inches

SPECIFICATION CHECKLIST:

The most common file pitfalls can be avoided by adhering to the specifications outlined below. Even if you are familiar with the various pitfalls, please take a moment to review this checklist prior to sending in your advertising materials.

- All high-res images & fonts must be embedded when the PDF OR PDF-X1a file is saved.
- Images must be CMYK OR Grayscale only. TIFF OR EPS at least 300 dpi.
- DO NOT** nest EPS file into other EPS files. Do not imbed ICC profiles within images.
- Total area density **SHOULD NOT** exceed SWOP 300% TAC (*Total Area Coverage*).
- All image trapping must be included in the file(s).
- Right Reading, Portrait Mode, 100% Size, No Rotations.
- Trim, Bleed and Center Marks 1/2" outside Trim.
- No marks included in the "Live" image area.
- Digital Proof (COLOR OR BW) that represents the final digital file.
- For Color Guidance on Press: Digital, Press, or Off-Press proofs that meet SWOP specifications. A 6mm 5%, 25%, 50%, 75%, 100%, C, M, Y, K, patch strip for quality control must be included on the SWOP proof. Proofs that don't meet SWOP criteria will be used for color break only. We recommend that you proof your job at a local service bureau since the color on your monitor will not match the color produced by a web offset press unless you have a monitor that has been accurately calibrated to SWOP standards. Ads without a complete set of color guidance proofs will be accepted at the advertiser's risk.**



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our mission

It is our goal to provide New Jersey residents with the best statewide magazine on the market. With a strict editorial policy that demands quality, accuracy and integrity we strive to create valuable content that our readers trust and look forward to reading. These guiding principles help us achieve our second goal of providing businesses with a reliable environment to promote their products and services. Our philosophy helps us achieve results for advertisers looking to promote their brand and increase sales across New Jersey.



www.facebook.com/DesignNJ



Cover: *ROOM DESIGN*, WILLIAM McINTOSH;
PHOTO: MORRIS GINDI